

ecosmart<sup>™</sup>  
Fire

LEADERS OF THE GLOBAL BIOETHANOL FIREPLACE EVOLUTION

# LOOK BOOK



ISSUE / 1

MORE THAN A FLICKER OF AN INGENUOUS IDEA  
IT'S A COMPELLING REALITY  
PROGRESSIVE DESIGNS, BOUNDLESS FLEXIBILITY  
FIRE SEDUCTION IN ANY ENVIRONMENT  
THINK ECOSMART FIRE



# BE INSPIRED WITH ECOSMART FIRE

FROM RESTAURANTS AND BARS, LUXURY WILDERNESS LODGES TO PRIVATE HOMES, THE GLOBAL APPEAL OF ECOSMART FIRES IS EVIDENT.

This, our inaugural Look Book, is designed to showcase just some of the installations around the world, and the different ways that EcoSmart Fires – finished models, fireplace inserts, grates and burner kits – are being used. We have interviewed the professionals: developers, interior designers, architects and builders to find out how they have incorporated EcoSmart Fires into their designs, the range of materials they have used, and why EcoSmart Fires were their preferred solution.

The flexibility of EcoSmart Fires is unquestionable, as highlighted by the 10 installations, both interior and exterior, which are featured in this Look Book. A recurrent theme is the ability to customise EcoSmart Fires according to clients' specific needs and the architectural environment, not to mention the eco-friendly aspects of the models and the fact that EcoSmart Fires are the ideal solution in spaces where traditional wood and gas fireplaces aren't viable.

*Front cover + Opposite Image:  
Hurricane's Grill & Bar, Sydney*

## FEATURED STORIES

### 1/ ECO LUXURY

From Kangaroo Island to Tasmania, EcoSmart Fires continue to influence and complement the contemporary eco-designs of the world-class Baillie Lodges.

### 2/ CONTEMPORARY TRADITION

Award-winning interior designer Pia Francesca Ruggeri specified her first EcoSmart Fire burner into her own Sydney apartment, completing the design in style.

### 3/ FIRE DELIGHTS

Fire and flame theming bursts into life at Hurricane's Grill & Bar, Sydney with a little help from numerous EcoSmart Fire Burners.

### 4/ GRATE EXPECTATIONS

Converting an old Federation fireplace into a modern, eco-friendly fire feature has never been easier, thanks to the new Scope 700 Grate.

### 5/ CHALICE OF FIRE

Where water and fire meet: UK design team Fabric Ten showcase a stunning water feature incorporating the EcoSmart Fire AB8.

### 6/ GREEN AND EASY

For Miami based architect Pepe Calderin, discovering EcoSmart Fire was a defining moment, both for him, and his high-end clients.

### 7/ PROPORTIONED FOR PERFORMANCE

A 1200SS Firebox has transformed the outdoor entertaining areas of one WA home, providing warmth, flexibility and an amazing aesthetic.

### 8/ FROM IDEA TO REALITY

Open fires for apartment living - architect Thierry Pain turns a dream into reality in Queen's Gate Terrace, London.

### 9/ UBER COOL

Renowned Australian builder and designer Luigi Preziuso explains why he chose an EcoSmart Fire to heat his own home on Sydney's Northern Beaches.

### 10/ NIGHT LIGHT IN THE LIMELIGHT

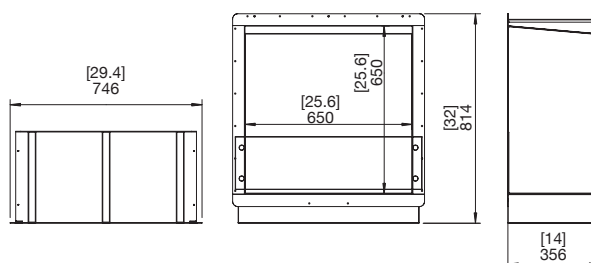
Transforming and illuminating outdoor spaces with the beautiful EcoSmart Fire Lantern from the versatile and durable Outdoor Range.

# 1/ 650SS + BK5 ECO LUXURY

Reflecting their distinctive, pristine locations, the world-class Baillie Lodges are defined by their unique fusion of nature and luxury. A dynamic environmental management plan featuring cutting edge and continually evolving technologies steers lodge operations and ultimately enhances each guest's experience.

James Baillie has long been inspired by EcoSmart Fires and explains how they influenced the final design of the stunning guest rooms.

"I chose EcoSmart Fires for a number of reasons: their aesthetics, efficiency, ease of operation, clean burn, no smell, environmental benefits, and the fact they have no flue," he says. "But it was their ability to be integrated into a contemporary design that was the key factor."



**"The design elements of our rooms are organic luxury and a focus on Australian design – and the EcoSmart Fires are an ideal fit."**

In line with his desire to customise the fireplaces, James chose EcoSmart Fire Fireboxes (model 650SS) – which have been installed into wall (fireplace) settings with stone fascias – and EcoSmart Fire Burners, which have been used to create custom coffee tables, incorporating granite surrounds.

"The fires are fantastic and are a great talking point. They heat way more than we expected; we were amazed at how much heat they can put out, and so are our guests who love them – many have returned home and purchased their own."



A 20-YEAR VETERAN OF HIGH PROFILE AUSTRALIAN LUXURY LODGE PROPERTIES, JAMES BAILLIE IS RENOWNED FOR MANAGING AND DEVELOPING PREMIUM EXPERIENTIAL PROPERTIES IN AUSTRALIA. IN 2004 HE AND HIS WIFE HAYLEY OPENED CAPELLA LODGE ON THE WORLD HERITAGE-LISTED LORD HOWE ISLAND, FOLLOWED BY THE GLOBALLY CELEBRATED, AWARD-WINNING SOUTHERN OCEAN LODGE IN THE UNTOUCHED WILDERNESS OF KANGAROO ISLAND'S WILDLY BEAUTIFUL SOUTH WEST COAST. AND IN 2012, THE THIRD PROPERTY IN THE PORTFOLIO, THE REMARKABLE LODGE IN TASMANIA, IS SET TO OPEN.

There are 14 EcoSmart Fires installed across the Capella Lodge and Southern Ocean Lodge properties, and they will be installed in the Remarkable Lodge, which is also designed to embody Baillie Lodges' approach to ecological sustainability.







# 2/ XL900 CONTEMPORARY TRADITION

The first time award-winning, Sydney-based interior designer Pia Francesca Ruggeri specified an EcoSmart Fire was for her new home in Sydney's Eastern Suburbs. The reason? She specifically wanted to have the ambience of an open fire, but knew a traditional fireplace wasn't feasible given she lives in an apartment.

Pia chose the EcoSmart Fire XL900 for a customised setting in the apartment's spacious, open plan living area, which includes the kitchen and has an open mezzanine above. The burner was incorporated into a stone hearth, specially created by a stonemason, which features a colour back-glass behind.

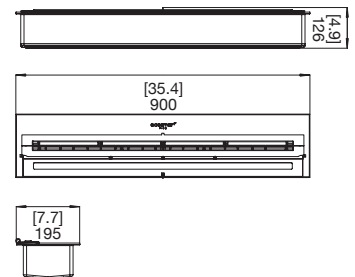
To ensure space wasn't compromised – particularly in summer – Pia designed a fake chimney, or special wall unit, which encompasses the fireplace.

"I think the biggest challenge in my case was deciding on the overall size of the chimney, particularly as the room had such a big void," Pia says. "Stephane from The Fire Company guided me on the ideal dimensions and finishes for the most effective installation, helping me to customise the glass splash back and stainless steel to the underside of the chimney."

Pia says the fireplace completes her apartment and makes it feel more like a house.

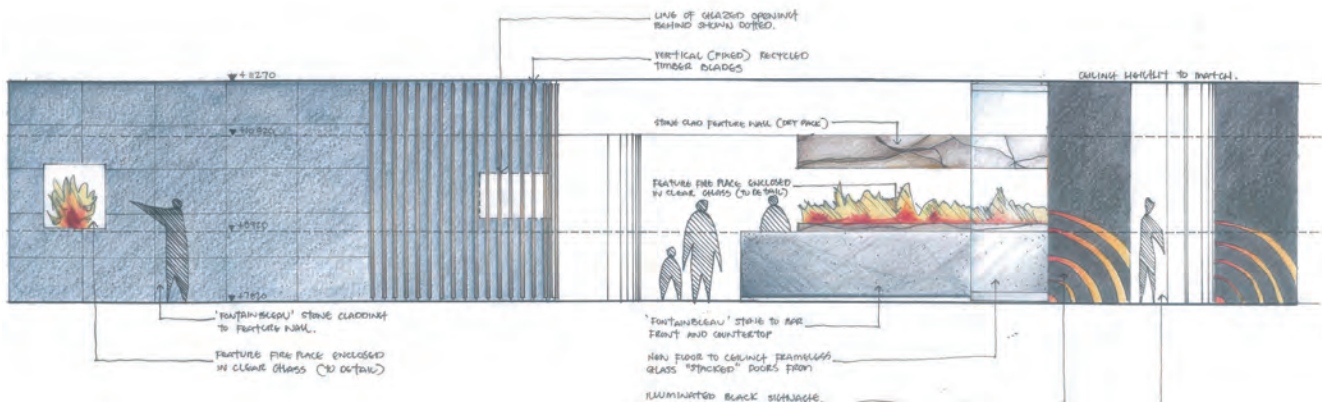
**"We absolutely love our fireplace – the beautiful dancing flame, the ambience, the ease of use and the totality it brings to the room. Plus it really does warm our living space – more than I expected."**

**Pia Francesca Design**



3/  
BK5

# FIRE DELIGHTS





Associate Director Kevin Ng  
 Brian Meyerson Architects (BMA)  
[www.bmarchitecture.com.au](http://www.bmarchitecture.com.au)

**FIRE AND FLAME THEMING BURSTS INTO LIFE AT HURRICANE'S GRILL & BAR IN SYDNEY, WITH SIGNIFICANT HELP FROM ECOSMART FIRE BURNERS.**

When Brian Meyerson Architects (BMA) was tasked with designing a restaurant themed around fire and bold flames, EcoSmart Fire Burners fitted the bill. BMA associate director Kevin Ng sought products that delivered powerful, bright flames and created a distinctive ambience. "EcoSmart Fire Burners presented an ideal solution," Kevin says.

"We chose EcoSmart Fire Burners for their design simplicity and visual appeal. They were the only product that produced a strong, bright orange flame that made an impact," Kevin explains.

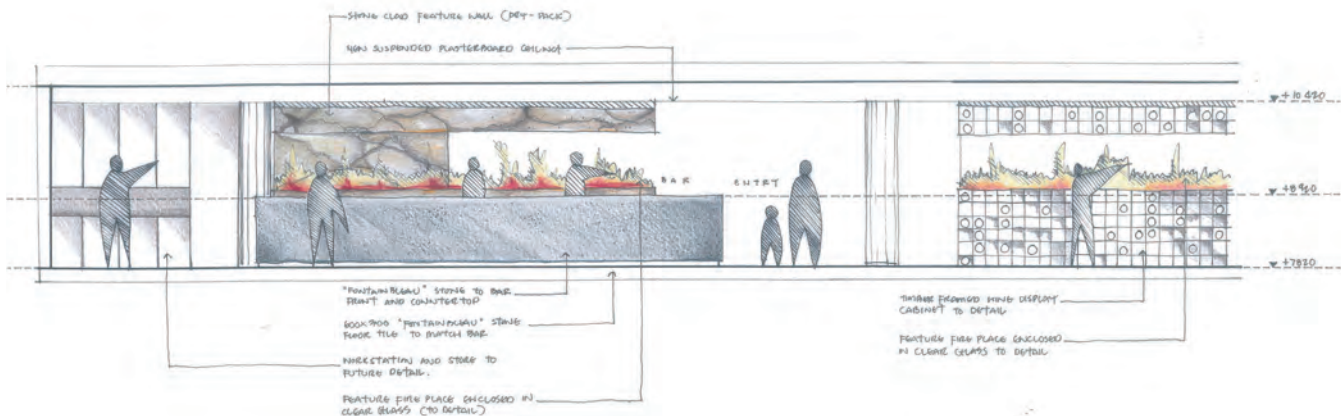
Several restaurant zones feature EcoSmart Fire Burners that integrate seamlessly into benchtops and bars. Venting extracts heat from restaurant spaces. Nine EcoSmart Fire burners were integrated across entertaining zones: four burners behind the bar, four in a basaltina stone benchtop in the dining area and a single burner features near the restaurant's entrance.

"I was impressed with how easy it was to detail around the burners," Kevin says.

"We loved the simplicity and flexibility of the product's design and how the 'system' worked. We loved the ease of incorporating the system into the fit-out and fixed joinery items."

The EcoSmart Fire XL900 forms the centrepiece of the eye-catching design of the recently opened Hurricane's Grill + Bar Top Ryde, in Sydney. There, the diners can marvel at rows of elongated flames stretching 10 metres along the bar.

[www.hurricanesgrill.com.au](http://www.hurricanesgrill.com.au)





# 4/ Scope 700 GRATE EXPECTATIONS

Eco-friendly fuel, ease of operation and low running costs were the must-haves for a Sydney entrepreneur who converted a wood-burning fireplace in a Federation property using a Scope 700 Grate from the EcoSmart collection.

"I previously had a working wood-burning fireplace that was messy to operate and not good for the environment," he says.

"I wanted to breathe new life into the fireplace and convert it in a way that was eco-friendly.

"Needless to say, I was pleased to discover The Fire Company's EcoSmart Scope 700. Not only is it powered by a clean burning fuel, but it heats the space comfortably, without any mess, smoke or odour - and the flame is fantastic"

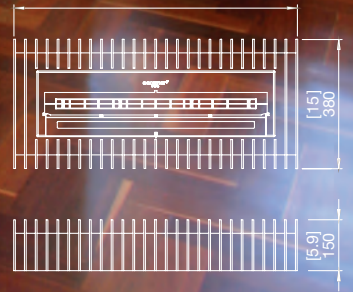
Convenience and ease of operation were other requirements on his wish list:

"I wanted a fireplace that required very little - if any - maintenance, heated the room well and which could be easily installed. The Scope 700 Grate met all my requirements and it's incredibly straightforward to use."

Removing the existing wood grill, closing the dampener and inserting the new grate converted the working wood fireplace quickly and easily. The fireplace was functioning within minutes.

"Converting my wood fireplace to a contemporary EcoSmart Fire was hassle-free," the entrepreneur adds.

[32.8]  
835



5/  
AB8

# CHALICE OF FIRE



The team at Fabric Ten in the UK understands outdoor environments. Its core business is creating permanent tensile structures – sail shades – for residential and commercial outdoor areas. “At Fabric Ten we look at each project as unique, and pride ourselves on delivering individual solutions for individual people, taking care to offer a high quality experience from design to installation,” says architect/designer Michael Reed.

An individual solution certainly defines a project in the beautiful Kent countryside which Fabric Ten undertook in May 2010. A key element of the alfresco barbecue and seating area was a contemporary water feature which blended the elements of fire and water.

“The design had to complement the seating area whilst creating a point of interest,” Michael says. “The EcoSmart Fire system allowed us to use fire within close proximity to water. The clean, modern shapes created flexibility when designing and allowed us to incorporate the piece within an individual garden feature.”

Michael chose the AB8, which sits atop a specially designed, highly polished stainless steel chalice from which the water flows, all of which is set within a sandstone pond.

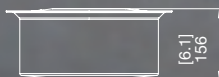
Michael’s design wasn’t the first attempt to create the water/fire feature.

“A previous company tried to use gas fire and water, but failed, so the whole design was changed to incorporate the AB8 and chalice,” he explains.

“This solution is perfect for the garden environment, on both a residential and commercial level.”

In addition to the AB8, the garden also features two EcoSmart Fire Towers, which flank the sandstone stairs leading to the courtyard. And, of course, Fabric Ten has incorporated its signature sail shades into the design, which at night reflect the carefully positioned lights and the flame.

[www.fabricten.co.uk](http://www.fabricten.co.uk)







Pepe Calderin  
Pepe Calderin Design  
[www.pepecalderindesign.com](http://www.pepecalderindesign.com)

# 6/ BK5 Series GREEN + EASY

BEAUTIFUL, ECO-CONSCIOUS DESIGN IS AT THE HEART OF EVERYTHING THAT MULTI AWARD-WINNING, MIAMI-BASED ARCHITECTURAL AND INTERIOR DESIGN FIRM PEPE CALDERIN DESIGN TOUCHES. SO WHEN PEPE DISCOVERED ETHANOL-FUELLED ECOSMART FIRES IT WAS A DEFINING MOMENT.

“Nature and the environment are a big influence on my designs, so the fact that EcoSmart is so eco-conscious was the icing on the cake,” he says.

“For me, some of the best aspects of EcoSmart Fire are its eco-conscious design, ease of installation and the hassle-free maintenance process for clients. I have a very modern design aesthetic – EcoSmart Fire suits it perfectly, both visually and in its modern forward-thinking technology.”

Pepe, who specialises in both high-end residential and commercial projects throughout the US, has utilised EcoSmart Fires in a number of projects on the east and west coasts, including a magnificent home on Fisher Island off Miami.

For this project Pepe created a see through fireplace, using three EcoSmart Fire burners and toughened glass. The fireplace is set into the wall with marble surrounds, and features a hearth made from frosted glass backlit with eco-friendly LED lights and strips of stainless steel.

“It definitely elevated the design of the fireplace by making it even more modern, and offered the clients a special focal point that also happens to deliver great performance,” Pepe says.

**“My clients loved the EcoSmart Fire because they are easier to use and maintain than regular fireplaces. EcoSmart Fires also gave me the ability to build fireplaces without a smokestack.”**

Pepe also values the simplicity of EcoSmart Fire design.

“The contained flames and the simple design of the surrounds are very well balanced and can be adapted to any environment the client requires. I also like the variety of options and how you can choose between continuous flame and separate units,” he says. “I have recommended EcoSmart Fire to clients and designers and will do so in the future.”



7/  
1200SS

# PROPORTIONED FOR PERFORMANCE

The EcoSmart Fire 1200SS Firebox was an essential ingredient in the transformation of a 30-year old Mount Lawley garden in Western Australia into a sophisticated all year round outdoor space.

Dirk Van Nellestijn from WA-based design and landscaping company Urban Landscapes specified a 1200SS Firebox, with a cantilevered hearth and under-lighting, to successfully extend the use of the home's outdoor entertaining area, well into autumn.

**“We needed a high performance heating solution that would produce enough warmth for our clients to enjoy their outdoor space from early spring to late autumn. And the 1200SS Firebox was the best solution,”** Dirk says.

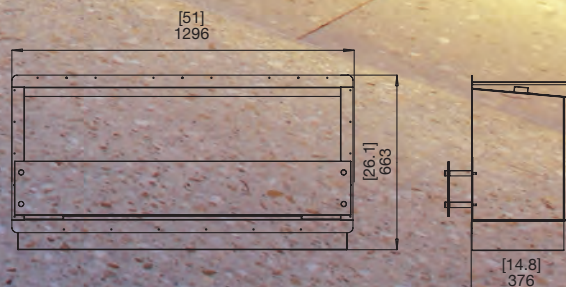
The entertaining area incorporates a seating area, gazebo and extensive barbecue and food preparation facilities. Dirk has also custom-designed a space in the gazebo for the Firebox so that it can be moved as required, for maximum effect.



The 1200SS Firebox has also offered a compelling alternative to gas heating: "Installing gas heating would have required upgrading the property's gas supply at a considerable expense. With the Firebox, it's powered by a clean fuel with no harmful pollutants and it's extremely easy to use and maintain," he says.

"The 1200SS Firebox provides a beautiful yellow flame and has an amazing aesthetic. The glass wind buffer is a great safety feature for people with small children. All in all, it's a well thought out, contemporary heating solution."

[www.urbanlandscaping.com.au](http://www.urbanlandscaping.com.au)



8/  
BK5 Series

# FROM IDEA TO REALITY

For Paris and London-based architect / interior designer Thierry Pain, his main focus is to listen to his clients and interpret their ideas into reality.

With the living room nearing completion, Thierry learnt about EcoSmart Fires, which had recently been launched in the UK.

So when he was commissioned to design the interior of a client's Queen's Gate Terrace home in London, Thierry was faced with a challenge. His client wanted an open fireplace in the living room, however as it was an apartment a traditional fireplace wasn't viable, and nor was there a gas connection.

"I chose to use EcoSmart Fires because of the flexibility, and because we couldn't use gas or wood this was the ideal solution," says Thierry. "I also chose the EcoSmart Fire because it's a design-driven product, is efficient, easy to use and enabled me to install a fireplace in a unique setting.

**"EcoSmart Fires are a great solution to add a different context and to give the ambience of a proper fireplace without any inconvenience."**

Thierry used three EcoSmart Fire burners for the bespoke fireplace, which incorporates a contemporary stone hearth and surrounds, and traditional exposed brick, which is also used as a design element in other parts of the room.

Since completing the Queen's Gate Terrace project, Thierry has specified EcoSmart Fire models in three more residences. For one, he has prepared a place for an XL Burner. "I would also be very interested to have an XXL Burner, or 1.5m long burner, for future projects," he adds.

Thierry PAIN Design LTD





# 9/ Igloo UBER COOL

Luigi Prezioso has been described as a master craftsman, with a keen attention to detail in every project he undertakes. A builder by trade, Luigi has installed all types of heating over the years – including fireplaces. For his own home on Sydney's Northern Beaches, he considered both gas and central heating before choosing a finished model – EcoSmart Igloo – from the Designer Range.

**“For our home the particular design constraints did not allow for a flued fireplace system,”**

The stunning split-level home is the result of Luigi's personal vision, and all inclusions were specially chosen to achieve this.

“I wanted an EcoSmart Fire because it was innovative, creative and good looking. It was the perfect complement to my vision. The EcoSmart Fire is elegant, simple to install and easy to use, and the flame is inviting and relaxing. It fitted all my design and heating requirements.”

The Igloo was installed in the 40sqm lounge room and is used to heat the whole house, which is set over five levels. “As hot air rises, the Igloo heats the home,” explains Luigi. “The total living space that the Igloo heats up is 150sqm – a lot more than I expected.”

Behind the Igloo is a stunning, specially-made stone feature wall, which complements the fireplace and enhances the look of the flame.

So would Luigi recommend EcoSmart Fires to others? “Yes, yes, yes. You would be an absolute idiot to use anything else,” he adds

[www.bdabuildingsolutions.com.au](http://www.bdabuildingsolutions.com.au)



10/  
Lantern

# NIGHT LIGHT IN THE LIMELIGHT

FOR ONE VISIONARY HOMEOWNER ON SYDNEY'S NORTHERN BEACHES, IT WAS THE ECOSMART FIRE LANTERN'S UNIQUE AMBIENCE AND REFINED AESTHETICS THAT CAPTIVATED THE IMAGINATION.

"My client wanted an outdoor fireplace that transformed their outdoor entertainment spaces into productive areas that could be enjoyed well into the evenings," says local landscaper Tim Kirk. "The outdoor fireplaces needed to be both sculptural and functional, observed from within the house - and appreciated as design showpieces in their own right."

Constructed from mild steel with a bronze patina, numerous Lantern fireplaces now enhance the pool decking and entertainment areas. With their alluring, flickering light, the Lanterns have supplied a stylish and visually dramatic backdrop to night time swimming and poolside dining activities.

An ability to simply and easily reposition the fireplaces where they are needed has been a hit with the home's residents and visiting guests alike.



# SETTING THE BENCHMARK

Established in 2002, The Fire Company is an Australian design, innovation and export success story. Its ground-breaking range of eco-friendly bioethanol fireplaces, burners and accessories can now be found in 55 countries worldwide, across a diverse range of architectural environments.

Since its inception, The Fire Company has been at the forefront of innovation and continues to set benchmarks in design, originality, safety and sustainability. The Fire Company has pioneered the evolution of the now well-established international bioethanol fireplace industry and has led the creation of global standards and testing platforms.

As the industry becomes more regulated, EcoSmart Fire is dedicated to the ongoing support and guidance in the creation of standards and to complying with these regulatory requirements.

Bioethanol fireplaces are classified by regulations and standards as decorative fireplace appliances. Copies of test results are available to qualified applicants.

## SAFETY FIRST

Mixing fire, dangerous goods and human beings is a serious business, and something we take very seriously.

As one of the first brands of "Unvented alcohol fuel burning decorative appliances" in what is now a vastly competitive global market, our award winning collection continues to set benchmarks in many arenas - from the quality of manufacturing, to the operational system and built in safety features, through to the certification achieved from various testing bodies around the world, the EcoSmart™ Fire is ever at the forefront of design, technology and safety.

EcoSmart Fires are accompanied by a proprietary operational system that ensures the safe operation of the product. Every aspect from decanting the fuel, lighting the flame, regulating the flame to extinguishing the flame has been thought through and accessorised in order to control the method of operation. As the most independently tested product on the market we offer peace of mind and have an excellent safety record.

## AWARD WINNING

EcoSmart Fires were launched onto the global stage in 2004 and in the same year were awarded an Australian Design Mark. Since then, our accolades have expanded to include:

- 2006 Interior Design Magazine's Best of Year "Roscoes" Award (held at the Guggenheim Museum NY)
- 2009 USA Hearth & Home Magazine's Vesta Award for Outstanding Innovation in Hearth Products and Other Fuels
- 2009 Australian International Design Award
- 2009 New York House Magazine's Innovative Green Design Awards for "Coolest Green Product"



*"EcoSmart Fire brings an open fire back to the masses and is fantastically green. I love the fact that you can play with the framing of fire in a formal way, using materials that complement the mesmerising, kaleidoscopic effect of fire - all possible because you don't need a flue."*

John Dimopoulos, first architect to specify EcoSmart Fire in Australia & designer of the award winning EcoSmart Zeta

## SEE MORE ONLINE

Visit [www.ecosmartfire.com](http://www.ecosmartfire.com) to see more innovative case study installations.

### SUSTAINABLE SCULPTURES

As an award winning architect and builder – and a Certified Green Professional (CGP) – Phil Kean is known for incorporating new and innovative products into his designs. Ever since he discovered EcoSmart Fire, he's specified the burners and grates into five homes with many more in the pipeline...



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### PRODUCT INFORMATION & CUSTOMER SERVICE

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### COMMERCIAL & MULTI-UNIT ENQUIRIES

Contact our Commercial Sales Division to learn how to incorporate EcoSmart Fire into your next large scale development. [specify@ecosmartfire.com](mailto:specify@ecosmartfire.com)

### MEDIA ENQUIRIES

For access to our library of press releases and high resolution imagery, you can request access to our document library, or information from our media representative. [media@ecosmartfire.com](mailto:media@ecosmartfire.com)

[www.ecosmartfire.com](http://www.ecosmartfire.com)

