

Dimplex Opti-myst[®] makes a TV debut

A Dimplex Opti-myst fire has made its TV debut as the focal point for village life and pub gossips in a light drama series.

The TV drama series, *Ista'nawl*, has been made for S4C by Rondo Media and the setting is a pub in deepest Wales, with the fireplace as the focal point, where the characters assemble to drink and chat about winning the Lottery, X Factor, family pets and life in general.

Dimplex retailer Colwyn Bay Fireplace Centre worked with the production team to identify the ideal fire for the programme. The pub has a traditional character and the design incorporates an inglenook fireplace together with a woodburning stove, leaving the designer and props buyers with the challenge of ensuring the fireplace looked real.

“ ...the idea came from one of the crew who'd seen and been impressed by the Opti-myst[®] effect... the smoke and flame effect looks great on screen. ”



Client

Ronda Media

Products

Cadogan Opti-myst®
electric stove

Partners

Colwyn Bay
Fireplace Centre

Martin Morley, the set designer for the show, explained: "Ista'nawl is filmed in a studio set so we needed a fire effect that could fool the camera but did not involve gas because of health and safety issues, as there's no ventilation in the studio, plus there are the issues associated with storing the gas. The Dimplex fire is just ideal for us - all the cast and crew are very taken with it. In fact, the idea came from one of the crew who'd seen and been impressed by the Opti-myst effect when he was looking for a fire for his own home.

"The smoke and flame effect looks great on screen, and we can run the fire without any heat – it's hot enough under the lights! The electric fire takes away all of the worry, we just switch it on for instant realistic flames."

Steve Joinson of Colwyn Bay Fireplace Centre commented: "The characters warm themselves by the fire and so it was really important that this important part of the set looked realistic. They were delighted when we pointed out that the Cadogan is just like the real thing but with none of the health and safety issues.

"The flame effects of the Dimplex Opti-myst fires are just amazing and the crew were delighted to find that the Cadogan looks as realistic through a camera lens as it does in real life. Hopefully it's the first of many more starring roles," he said.

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