

ICONMODERN

CUSTOM BRANDING + SIGNAGE





ABOUT

Big ideas & inspiration are often hidden in the everyday things that we do. For Rocky Levy that was coming across a 2007 newspaper article in the *Chicago Tribune* that highlighted the thousands of trees being cut down in the city due to disease. Having worked in the commercial furniture industry for several years, a seed of an idea was planted: creating sustainable furniture out of local urban trees.

As luck would have it, he met an architect who had a similar passion for designing spaces with sustainability in mind, Aaron Tvrđy. Together, they worked with local craftsmen to fabricate urban wood tables for local businesses, leading to projects with brand names like Starbucks, Whole Foods and Twitter. What started out of a garage has grown into a 10,000 sq. foot office and showroom in the Fulton Market neighborhood of Chicago.

This growth has been fueled by the creative freedom Icon Modern offers to designers. Through collaboration, we bring custom, unique ideas to life and help fill in the gaps when standard solutions are not available. Our vast capabilities and sustainable materials, combined with our in-house services, have enabled Icon Modern to become one of the leading custom fabrication companies in the Midwest.



Founders, Rocky Levy and Aaron Tvrđy

Every brand has a story. We can help you tell it.

Whether its a sign with your company logo or a creative installation with a compelling backstory, Icon Modern's versatile capabilities can help create engaging brand experiences within a space.

Explore our past branding and signage work for inspiration for your next project.



Steel laser cut signage + moss infill
Range Design

Cover:
Steel laser cut logo + custom powdercoat
Partners by Design

MATERIALS + CAPABILITIES

Urban hardwood

Steel

PVC

Acrylic

Found objects

Reclaimed materials

CNC

Laser cutting

Screen printing



Steel laser cut sign + matte black powdercoat
Partners by Design



Screen-printed + CNC'd sintra board + painted wooden pegs + CNC'd screen-printed wood chips
Eastlake Studio



Detail



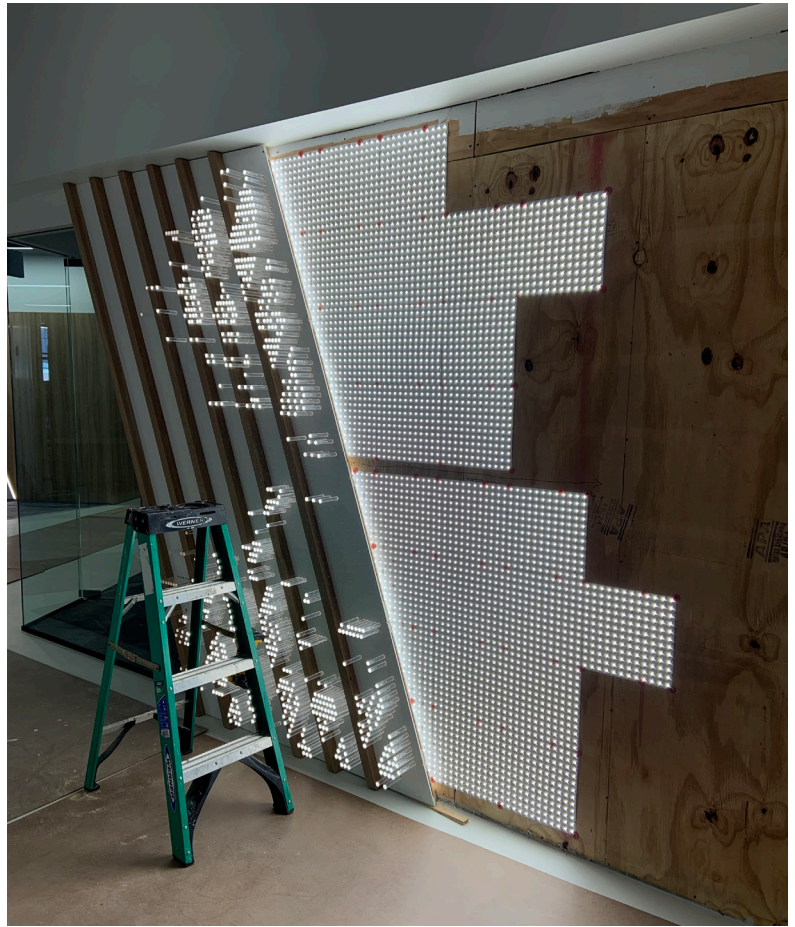
Fabrication



Branded feature wall: Back-lit acrylic rods in custom shape + wood slats
OKW Architects



Detail - acrylic rods + wood slats



Installation



Location Signage: laser cut steel + matte black powdercoat
Antunovich Associates



Custom laser cut pattern on steel + matte black powdercoat + acrylic letters
SmithGroup



Steel laser cut logo + space divider + reception desk
Partners by Design



CNC'd logo using pressed salvaged skateboards
Stantec



Detail



Material



Light art installation using salvaged firehoses and drying rack as an homage to the building's history as an old firehouse
Sterling Bay



Detail



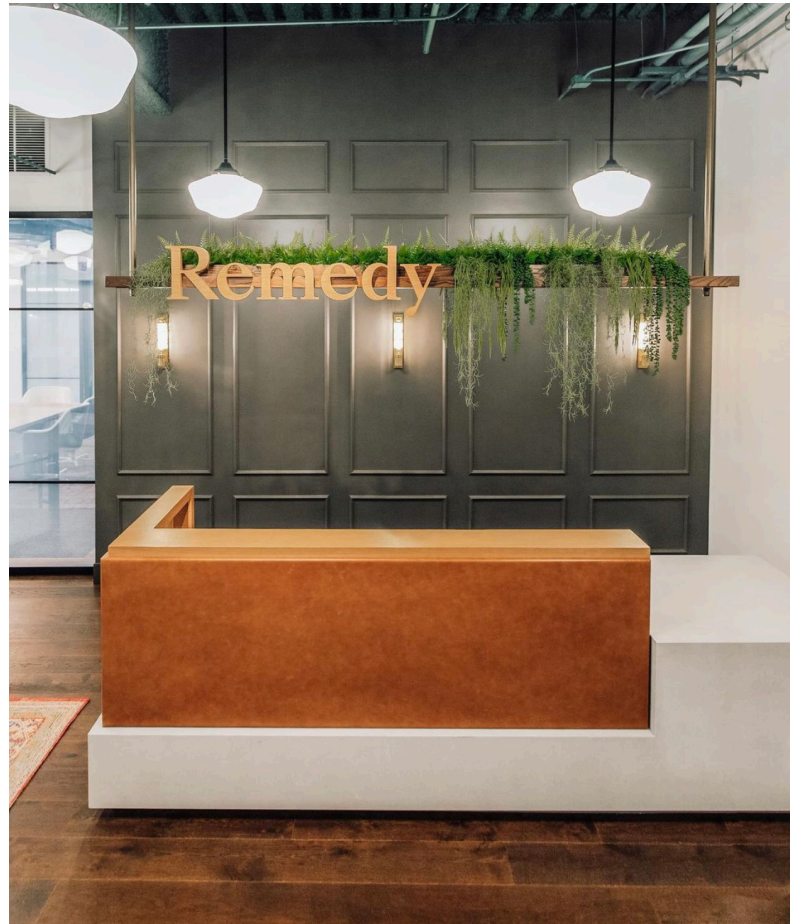
Salvaged fire hose drying rack



Feature wall: urban wood slabs
Partners by Design



Steel tube + metal mesh infill branded element
Interior Architects



CNC'd oak hardwood signage + walnut hanging shelf
Unispace



Cafe Tables: Salvaged barrels + hardwood tops + screen printed logo
OKW Architects



Detail: screen printed logo



Salvaged barrels

CONTACT

NICOLE HUMPHREY

Sales Operations + Quoting Manager
nicole@iconmodern.com | 224-551-9071

www.iconmodern.com

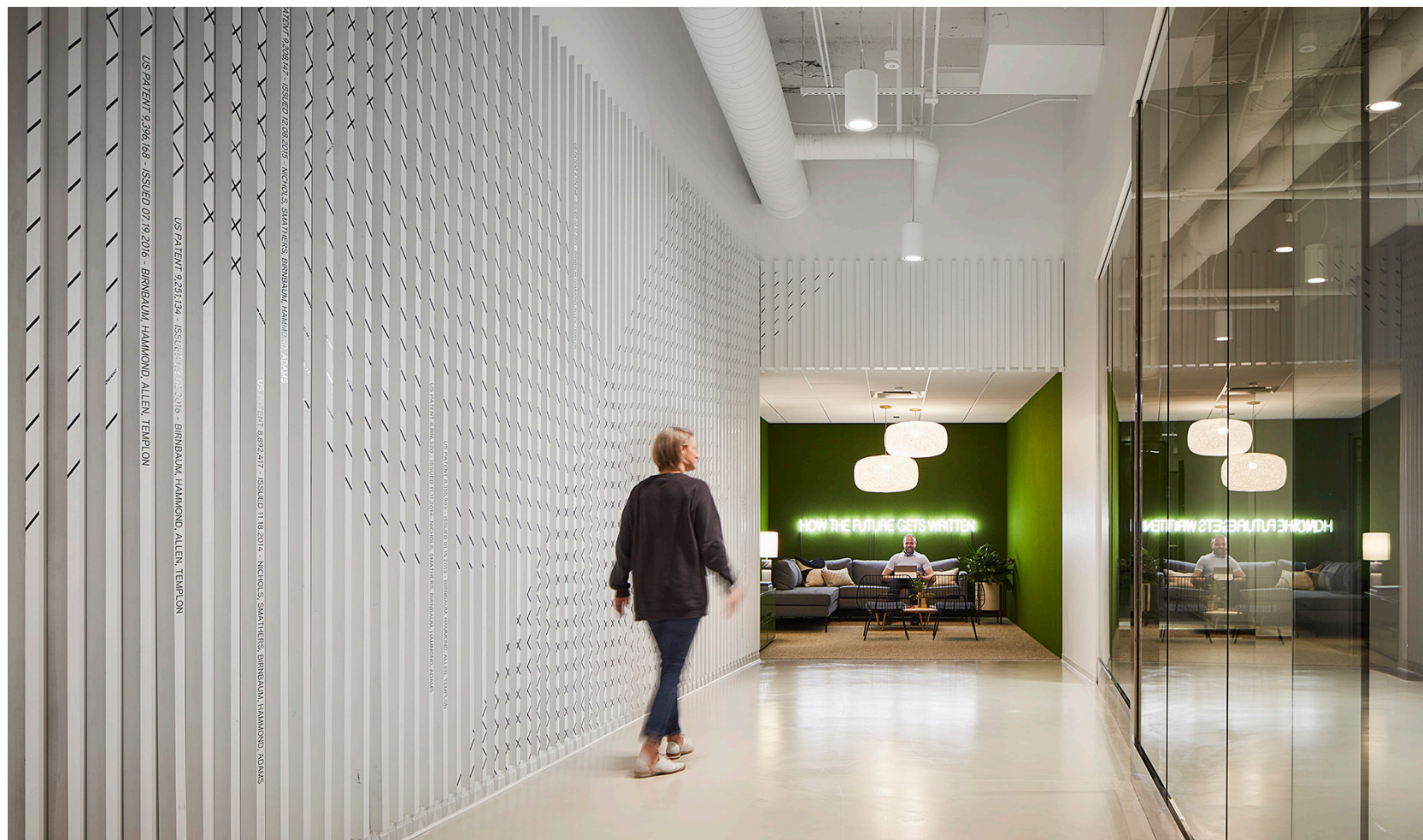
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PHOTOGRAPHERS

Christopher Barrett, Ross Floyd, Steve Hall, Hall +
Merrick+McCaugherty, Tom Harris, PDET Architectural
Photography



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US PATENT 9,396,168 - ISSUED 07.19.2016 - BIRNBAUM, HAMMOND, ALLEN, TEMPLETON

US PATENT 9,281,134 - ISSUED 06.06.2016 - BIRNBAUM, HAMMOND, ALLEN, TEMPLETON

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