

ICONMODERN

CUSTOM FURNITURE + ARCHITECTURAL ELEMENTS





Left: Urban oak cafe table + turned base

Partners by Design

Cover: Parsons-style walnut veneer library table + power integration

GREC Architects

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ABOUT

Big ideas & inspiration are often hidden in the everyday things that we do. For Rocky Levy that was coming across a 2007 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 Tvrdy. Together, they worked with local craftsmen to fabricate urban wood tables for local businesses, leading to projects with brand names like Starbucks and Whole Foods. 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 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 Tvrdy



Left: Arched steel tube + wire mesh infill | Right: Bent steel pipe elevator signage + red color powdercoat
CBRE Design Collective



Arched steel tube booth surrounds + wire mesh infill
CBRE Design Collective

ally

BANK OF AMERICA 

accenture



CLIENTS

Google



**MARS
WRIGLEY**



UNITED 

 **RIVIAN**

**US.
FOODS**

ACE
Hardware

Uber





Right: Arched steel space divider + red color powdercoat | Walnut cafe + booth tables + steel bases
Partners by Design



Walnut veneer tabletop + multi-dowel wood panel base + center leg for power management
Gensler



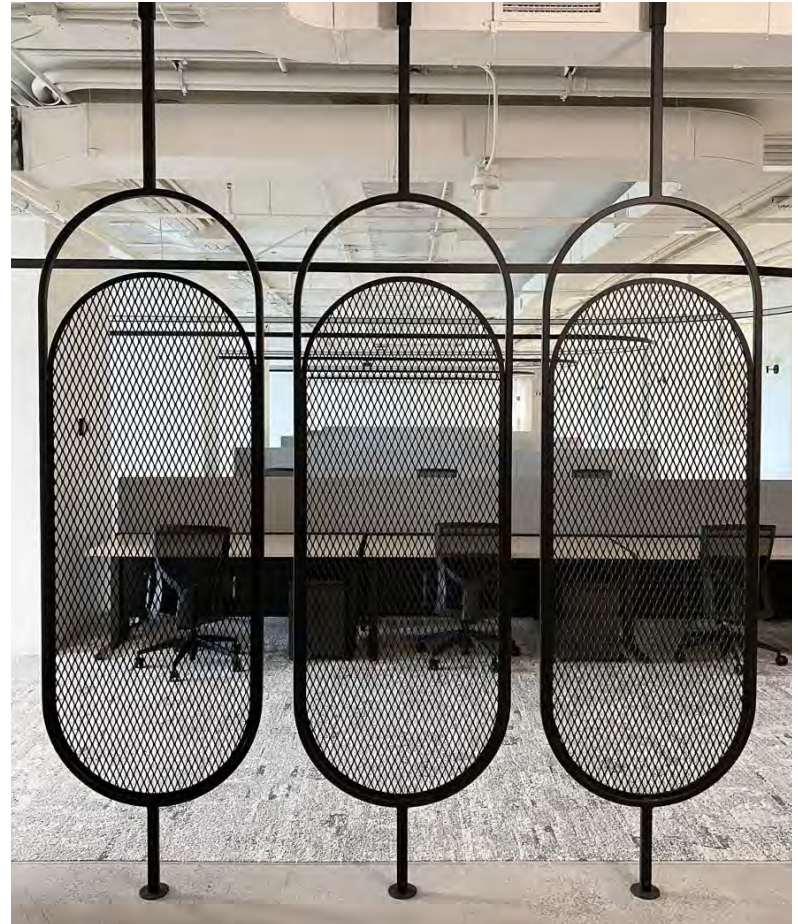
Pill-shaped boardroom table: CNC'd quartz top + fabric infill panels + oak veneer panel drum base + power integration
Charlie Greene Studio



Pill-shaped concrete community table + power units + live edge hardwood plinth bench
Studio K Creative



Left: Arched steel tube metal portals + wire mesh infill
CBRE Design Collective



Steel tube pill-shaped space divider + expanded metal infill
Partners by Design

WHAT WE MAKE

Conference Tables

Community Tables

Occasional Tables

Reception Desks

Storage + Shelving

Planters

Outdoor Furniture

Space Dividers

Feature Walls

Steel Cladding

Countertops

Ceiling Elements

Branding + Signage

Found Objects



Stone library table + painted oak dowel legs + center steel panel base for power management
Wright Hereema Architects



Steel tube grid ceiling element in custom shape + brass color powdercoat
Wright Hereema Architects



Water-jet steel panels in custom pattern + brass color powdercoat + walnut veneer backing
Wright Hereema Architects

CAPABILITIES

MATERIALS

Urban Wood
Metal
Solid Surface
Stone
Glass
Veneer

IN-HOUSE SERVICES

Collaborative Design Development
Project Management
Prototyping
Engineering + VE
3D Renderings
Shop Drawings

TOOLING

Laser + Plasma Cutting
CNC
Direct Printing



Curved steel ceiling element + expanded metal infill + curved steel shelving frames + brass color powdercoat
OKW Architects



Oak veneer library table + dropside base + steel patina trim + power units + wireless charging stations
Gensler



Steel tube + polycarbonate infill space divider
Eastlake Studio



Live edge oak slab tabletop + steel in-lay + power units + steel panel base
Gensler

OUR VALUE-ADD

LEAD TIME

6-8 week lead time for standard products. All production is local and helps us to keep our lead times short. Large and complex projects can be 8-10 weeks or longer.

IN-HOUSE SERVICES

Dedicated project managers oversee your project from concept to installation. Curated imagery, in-house engineering, shop drawings, 3D renderings, and samples are all part of our offering.

VALUE ENGINEERING

Let us help you design a piece that fits your budget. Our A&D and engineering experts can offer many cost-saving solutions.

LOCAL MATERIALS + FABRICATION

The vast majority of our materials are sourced and fabricated here in the Midwest! The wood shop is in Chicago's Logan Square and the steel shop in Gurnee, IL.



Urban oak cafe tables + turned bases
Partners by Design



Steel tube branded element + metal mesh infill
Interior Architects



Laser cut steel panels in custom pattern + steel tube shelving
Prevolve



Steel tube feature wall + metal mesh infill
Lamar Johnson Collaborative

SUSTAINABILITY

We take our commitment to sustainability one step further and source the overwhelming majority of our materials locally, within a 100-mile radius of Chicago, IL, not only reducing our carbon footprint but also supporting local businesses.

Our urban wood and hot rolled steel can help contribute to LEED and WELL certifications for commercial spaces.

URBAN WOOD

Our hardwood comes from urban trees that grow in Chicagoland cities and suburbs and are not harvested for their timber value, but are removed because of insects, disease or construction. The trees are then milled, surfaced and kiln-dried for fabrication.

HOT ROLLED STEEL

Icon Modern uses hot rolled steel for all of its bases and architectural component hardware. Hot rolled steel is 93% recyclable and can be used over and over.

SUPPORTING SUSTAINABILITY IN OUR COMMUNITY

At Icon Modern, we believe that giving back to the very source we benefit from is critical to moving towards a more sustainable living model. We also focus on product life extension and recycling efforts.

CHICAGO REGION TREE INITIATIVE

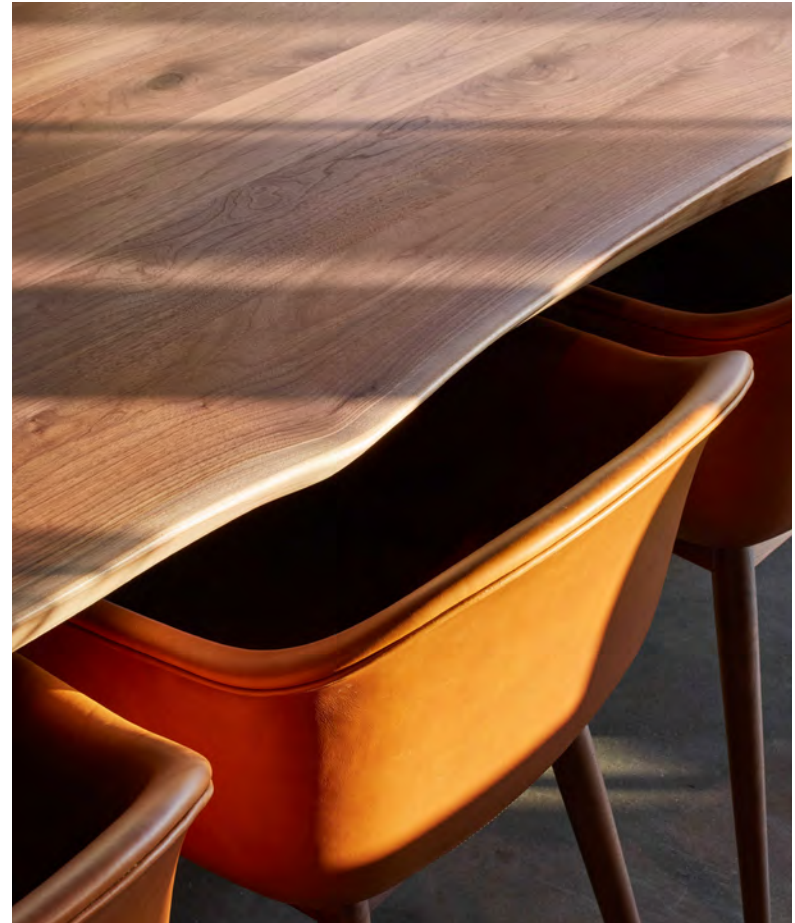
CRTI is a partnership of organizations across Chicagoland working together to build a healthier and more diverse urban forest. It is the largest of its kind in the nation. As a corporate partner, Icon Modern donates and plants mature trees annually to help improve tree canopy across Chicagoland.

URBAN WOOD NETWORK

Icon Modern is a member of the Urban Wood Network which is made of up individual and organizational efforts in Illinois, Michigan, Missouri and Wisconsin, working in cooperation to grow professional + consumer confidence in the urban wood industry.

PRODUCT LIFE EXTENSION EFFORTS

Icon Modern donates products that are no longer needed to organizations like Designs 4 Dignity and will work with clients to recycle material as well as refinish pieces for future use that are no longer needed for a space.





Hot rolled steel wrap reception desk
Partners by Design



Urban oak + hot rolled steel + solid surface reception desk | Branded urban oak + back-lit acrylic rod feature wall
OKW Architects



Oak veneer slatted space divider + whiteboard + curved community table
Stantec

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