





Space divider: steel tube frame in custom pattern + textured glass infill panels
Sterling Bay Design Studio

Cover: L-shaped ceiling element with steel tube + woven wire mesh infill
Studio M

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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 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.



Steel tube + wire mesh ceiling element in custom shape
Charlie Greene Studio

Metal is often associated with building structure and construction however, you would be surprised at all the unique and creative ways it can be used in commercial interior design projects.

With a recyclability content of 93 percent, metal can be cut, welded, sculpted and powdercoated in many different ways while offering durability for high-traffic, commercial environments. Here are a few common examples that we hope spark new ideas for your own projects.



Laser-cut steel space divider in custom pattern + custom color powdercoat
SmithGroup

SPACE DIVIDERS

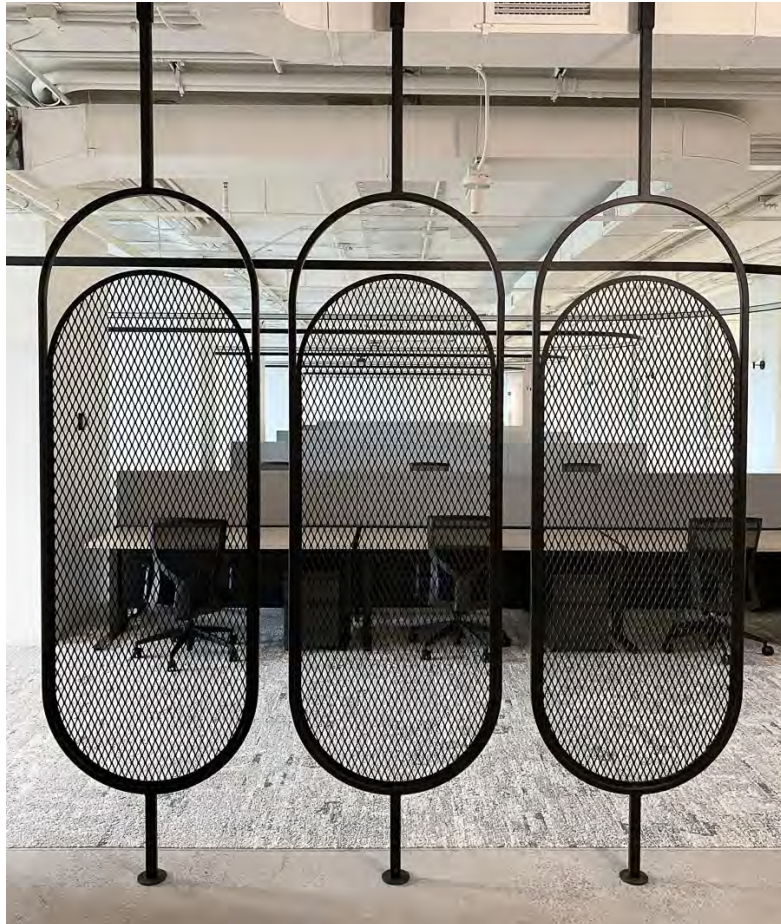
It's no secret that space dividers are popping up everywhere as an easy way to define space and maintain flexibility, particularly in workplace design. With powdercoat color options, custom shapes, sizes, and laser-cut patterns, the possibilities are endless. Creating movable elements is a popular choice and we regularly add casters to many of our products.



Space divider: steel tube + wood trim frame + laser cut steel in grid pattern (base cabinet by others)
TPG Architecture



Steel tube grid space divider + laminate planter boxes
geniant + Eastlake Studio



Curved steel tube + expanded metal space divider
Partners by Design



Steel tube frame + bronze polycarbonate infill panels
geniant + Eastlake Studio



Steel tube canopy frame + expanded metal infill + curtains
Partners by Design



Steel tube frame + wire mesh infill + wood trim booth divider
CBRE Design Collective



Steel tube frame + reeded glass infill + custom color powdercoat
Lamar Johnson Collaborative

CEILING ELEMENTS

The ceiling often represents an unoccupied area of real estate that can help define the boundaries of a space. Oftentimes in commercial interiors, the challenge of maximizing room heights is masking the exposed ducts, conduit, pipes and other unattractive ceiling objects. Custom steel screening elements represent a low cost, high-impact design solution. They are easy to design and assemble while offering many versatile options to customize to your space.



Rectangle ceiling elements: steel tube + expanded metal mesh infill + custom color powdercoat
ESG Architecture & Design



Steel tube grid frame in custom shape + custom color powdercoat
Wright Hereema Architects



Pill-shaped steel pipe ceiling element with radiused corners + expanded metal infill
OKW Architects



Steel tube frame with radiused corners + wire mesh infill
Studio M



Steel tube bar screen + ceiling element in custom patterned design
TPG Architecture

PLANTERS

Steel planters are a simple yet stylish way to divide space or add a touch of nature indoors. They can be fabricated in many different sizes and shapes, lining corridors, greeting visitors in reception or in between desks and tables. Incorporate other pieces like a trellis or fun powdercoat color that matches the space's design palette. When a standard planter just won't do, we've got you covered!



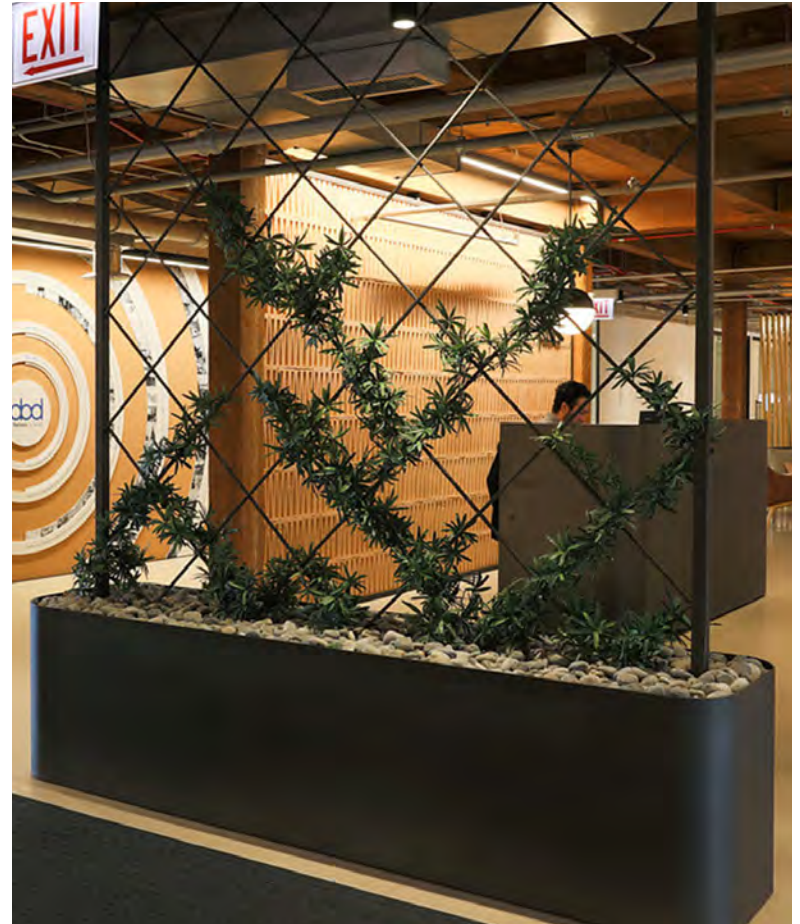
Steel planter
Partners by Design



Steel planter + custom color powdercoat
Charlie Greene Studio



Steel planter + steel tube base + custom color powdercoat
HPA Design Group



Steel planter + radiused corners + metal lattice divider
Partners by Design

FEATURE WALLS

Take a sad wall and make it better! We specialize in turning an underwhelming elevation into a feature wall. Our custom steel wall panels, wraps and architectural steel applications work in almost any type of environment including elevator banks, reception areas, amenity spaces and even hallways. We love new ideas so bring them our way.



Left: Decorative metal wall panels | Right: Bent steel pipe floor number signage + custom color powdercoat
CBRE Design Collective



Feature wall: steel water-jet patterned design + custom color powdercoat + walnut veneer back paneling
Wright Hereema Architects



Steel tube + wire mesh infill decorative panels
Lamar Johnson Collaborative

BRANDING & SIGNAGE

Say it with steel. Our laser cutting capabilities can bring your unique brand to life through custom branding and signage options. We can upload any file to match your font, brand pattern and color. We also can accommodate lighting, plants and other accessories. With endless color options, you can powdercoat your custom sign or go bold and create a large architectural element.



Steel space divider + laser-cut custom logo | Steel plate reception desk face + custom laser-cut pattern
Partners by Design



Laser-cut steel logo + sign
Partners by Design



Steel tube branded space divider + wire mesh infill
Interior Architects



Laser-cut steel signage + moss infill
Range Design

SHELVING

Getting creative with shelving is another way to personalize a space for both design and function. Steel frames are an excellent way to add flexible display areas while incorporating a combination of open and concealed storage. We can fabricate custom shelving to fit any sized area and incorporate mixed materials such as glass, brass and urban wood.



Steel tube frame + perforated infill shelves
CBRE Design Collective



Stainless steel frame + ebonized oak & glass shelves
Interior Architects



Steel tube space divider + oak wood grain laminate shelving
Perkins Eastman



Brass shelf frame + glass shelves
Interior Architects



How To Specify Architectural Elements: Custom Ceiling Element (example at right)
Wright Hereema Architects

HOW TO SPECIFY DECORATIVE METAL ELEMENTS

REACH OUT EARLY. WE MAKE IT EASY.

We work with you to select materials that best suit your design and make the most of your budget.

In a time crunch? That's ok! We are comfortable finalizing the details later in the process.

LIST US BY NAME. CONTACT IS KEY.

Making it simple to contact us will help ensure your project isn't miss-bid, overbid or substituted for a sub par product.

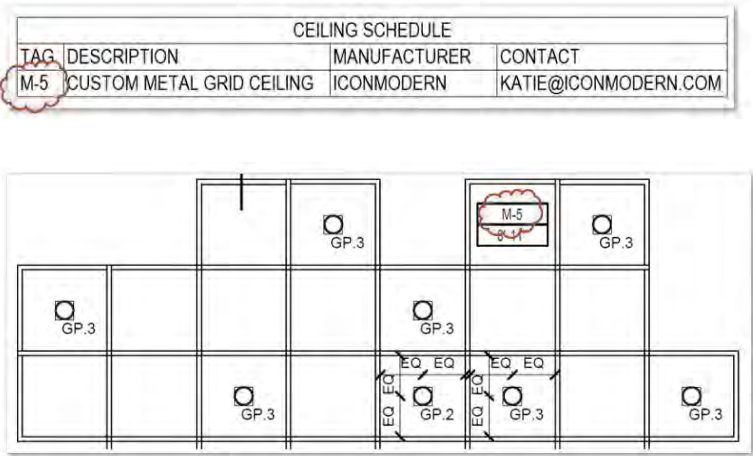
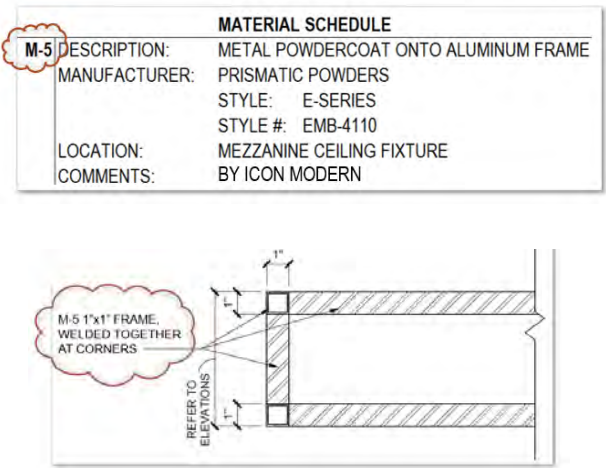
List Icon Modern contact info in the finish schedule, drawing details, elevations or specifications.

WE WORK CLOSELY WITH ALL PARTNERS.

Once the project goes out to bid, the millworkers and/or general contractors will contact us. We also work with installers and other subcontractors.

We do not make traditional millwork products including built-in cabinetry, shelving + storage.

EXAMPLE: DRAWING SET





Steel tube + expanded metal ceiling panels + custom color powdercoat
Partners by Design

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