

ICONIC REVOLUTION INC. | CHICAGO | 773.744.1400



Iconic Revolution
ICONIC REVOLUTION™

ICONICREVOLUTION.COM



CONTRACT FURNITURE DESIGN

CONTENT

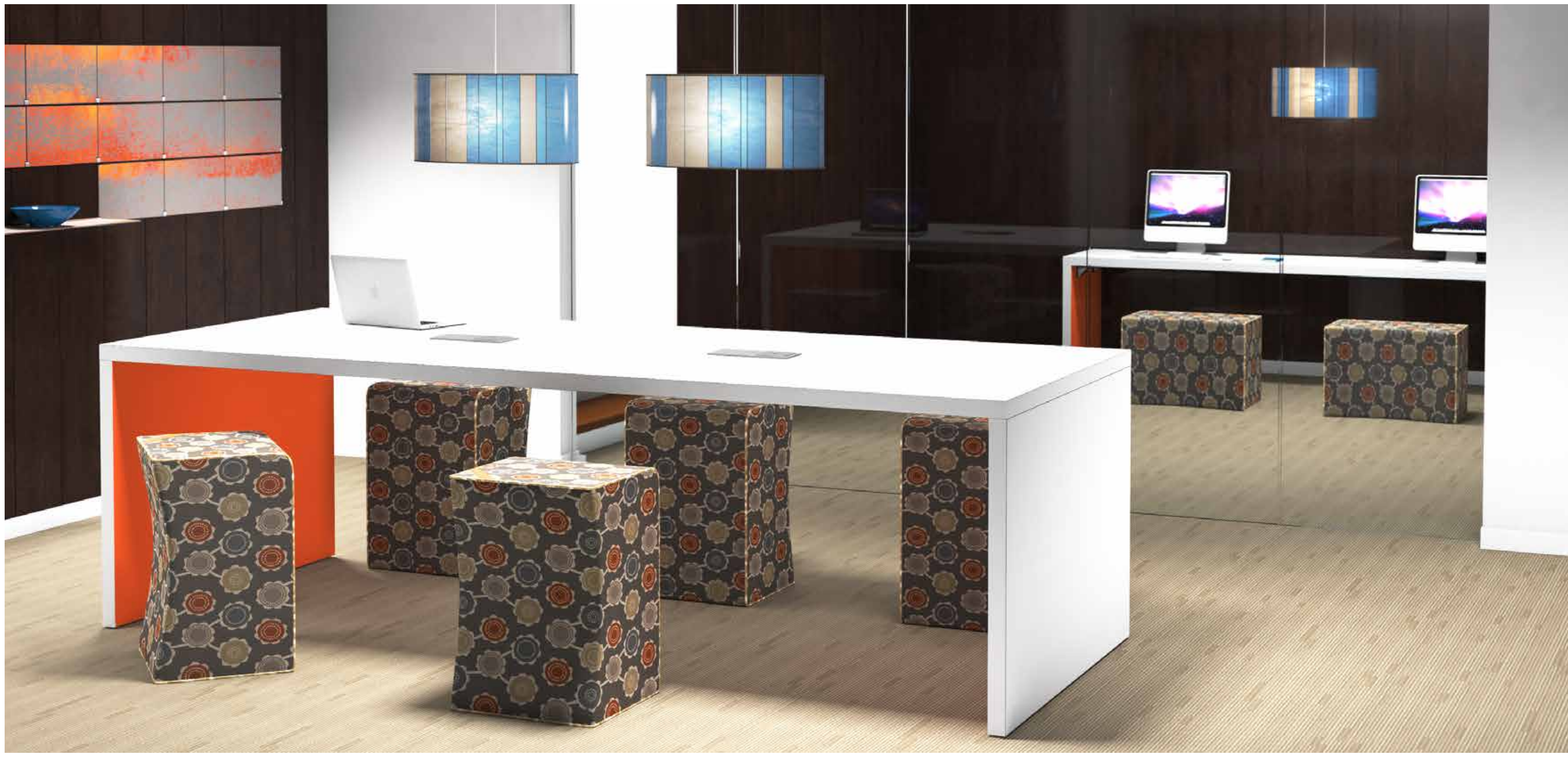
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CLARKE SEATING™

A study in line, planes and angles, the CLARKE™ seating collection draws inspiration from the minimal forms of modern architecture as much as purely functional considerations of what ideal comfort and style is meant to be.

The simple silhouette gives CLARKE a minimal elegance that will be a timeless addition to any interior. The subtle angles and sharp lines create an architectural presence that finds breadth of expression in a choice of finishes and standard fabrics. Finely crafted of high-quality wood structural components with beautifully finished exterior details and upholstery, the CLARKE™ seating collection will coordinate with any health care, office or hospitality interior.





THREE STORY SEATING™

One Seat. . . Three Height Positions.

Three Story Seating™ can multitask from lounge height to sitting height, and all the way up to counter height. It lets people choose how and where they want to work in a mixed-height space. The flexibility of Three Story Seating™ offers the freedom to join any group in the room. The height of the group's table doesn't matter, because any chair in the room will fit right in.

Sans the levers and mechanisms, Three Story Seating™ is a simple seating solution at a fraction of the cost. Simply by rotating the seat into different positions, Three Story Seating™ pairs with 18" high tables, 29-30" high tables, and 36" high tables. . . or any range in between.

Three Story Seating™ is the perfect fit for mixed-use rooms, for seating at adjustable-height conference tables, as a guest chair at an adjustable-height workstation, and as an extra seat in lounge areas.
-Patents Pending - 100% hand-crafted in the midwest of USA



OVA SEATING

The Ova lounge and ottoman was originally designed in birch plywood sections that were cut from one 4x8 sheet and laminated together. The design process was focused on the best yield of sheet material but it also created a beautifully organic chair with curious positive and negative shapes to explore.

The Ova Lounge in wood is great for indoor applications, but in polycarbonate, it is much lighter, less of a manufacturing process, and yields a better cost of goods that is suitable for exterior use as well.

YHF SEATING

The YHF chair is a design based on simplicity, sustainability and economy. The inspiration for the chair originated from a collaboration project between Iconic Revolution's design director, Sean Scott, and Jeff Tweedy from the band, Wilco. Sean and Jeff met to design a chair for the annual Celebrity Chair Auction and they discovered that we both had an affinity for pared down, practical, yet sensual shapes and materials. Their discussions of music and design generated the idea for the minimalist curves and clean lines of the YHF collection.

The Album YANKEE HOTEL FOXTROT, (YHF) was a major pivotal work in Wilco's early music career. The chair took on the name YANKEE HOTEL FOXTROT (YHF) and is based on the "NATO phonetic alphabet" used by the US military.





YHF SEATING

Sustainable design was another important influence in the conceptualization of the YHF collection. After exploring sustainability concepts with the (Ova) collection, we furthered into the process of utilizing efficient technology to create useful furniture pieces. The YHF chair represented the next step in that process, again using efficient and scrap-minimizing CNC machining, as well as green materials such as Baltic Birch and a water-based finish to create functional, beautiful and lasting furniture.

TUVE SOL SEATING

The Tuve Sol soft seating line provides privacy to solve business issues on a mobile phone or to de-stress without the pressure of smiling at every friendly face that walks by.

The sides can be wood veneer or posh upholstery. The lumbar cushion can be specified to match the seat and back or it can be a contrasting pop of color.



TRIPOD CONFERENCE™

The Tripod Conference Tables have a contemporary flair that is met with nostalgic posture. The table top features a arrow-bevelled edge with a crosshair wood inlay in the white laminate top. The apex of the tripod is also emulated with inlay as if the base of the table were piercing the laminate surface.

The Tripod Conference Table is available to license from Iconic Revolution and can be further developed into a powered table with access to technology and cord management.





TESLA CONFERENCE

This conference line was named after Nikola Tesla, the first inventor that found alternating current prior to Thomas Edison that figured out how to sell it. The name was well suited for our client who was developing their first powered conference table back in 2007.

The conference table incorporated The Wave™, that Iconic Revolution also designed for ECA, to provide power and data.

Some of the table's technology features included horizontal and vertical cord management, and CPU storage with access inside the table bases.

Iconic designed the conference room suite to be a solution that would offset some of the company's high demand for custom-engineered specials that required a lot of their time and resources.

The table features a standard base with optional inserts such as back-painted glass, laminate, or perforated metal that provides CPU ventilation.

This was the company's first proprietary conference line. In addition to being original and beautiful, the Tesla Conference line also delivered a powered table option for their sales team and customers.

TESLA CONFERENCE

The Tesla Conference Table is shown here in maple with perforated metal or metal mesh inserts for CPU ventilation.

The aesthetic options provide a very different look to elevate the formality of a board room in veneer, or to stylize the table in two-tone laminate to meet the budget of the educational market.

By designing furniture with customizable options, we alleviated some of the manufacturer's resources used to custom-engineer one-off conference table orders while allowing designers the freedom to personalize the conference room furniture to match the environment of their project.





DIVISION CREDENZA

The Division Credenza started with residential roots and has grown into an entire collection of storage and accessories for conference rooms.

The collection features laminate or veneer with alternating wood grain directions, and sleekly styled handle pulls.

The Division Credenza is shown here on industrial wheels that can mobilize the food and beverage service between different rooms.

The later versions offer contract casters, cleats to optionally be suspended from the wall, electrical options to support technology, and a choice of frosted glass panels.



WRIGHTWOOD COLLECTION

The Wrightwood Collection consists of executive, open plan, reception, conference, and occasional products that are designed, engineered in CAD and rendered. They are available to license from Iconic Revolution.

The executive u-shape features non-handed hutch supports that add various organisational tools. The return has an option to assemble at sitting height or typing height depending on user preferences. The floating hutch is available with a pinboard or without a panel to preserve window views and natural light.

The resin panels have optional color and pattern selections to select from, or they can be specified as COM if the customer would like to upgrade to a 3form product. The panels provide modesty below the work surface and sliding doors over the hutch.

Wrightwood components were designed to be robust with thick, knife edges that are juxtaposed with a plinth and chrome standoffs to give the casegoods line a lighter perception with floating work surfaces.

WRIGHTWOOD DUAL STATION

The Wrightwood dual workstation better shows the hatchet shaped work surfaces that became a design element throughout the line. Work surfaces that are curved like a car console was the inspiration that transferred to perfect feel while sitting behind a desk.

In addition, Iconic addressed problematic storage issues like the pencil drawer that typically becomes a knee-knocker under the work surface. Rather than impede the height adjustment of the user in their chair, we relocated the drawer just under the hutch. Standing up to grab a pen provides an ergonomic break from being sedentary in a chair. The contents in the back of the drawer are visually more accessible eye level, and the extra thickness added to the substantial feel of the product line.





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+ VANTAGE

The 45 degree bold angles and monolithic presence of the Vantage collection are design elements that we have never encountered in the contract casegoods market.

The breadth of the work surfaces are repeated in the plinth that compliments the thin, bevelled edge of the wood trim. The combination and placement of the materials create a rich, luxurious feel with cost effective laminate work surfaces.

The hollowed cubby and the angled wing shelves that pierce through the upright support generate an interesting contrast between positive and negative spaces. The leg of the work surface is unique in that it is comprised of multiple thicknesses.

The line was named Vantage because it maintains unobstructed views from an executive's corner office.

The Vantage Collection is available to license. Iconic has expanded this concept into open plan, reception and conference areas, and it is available to license.

DIVISION CREDENZA

The floating Division Credenza is featured in a straight grain cherry veneer with drawers, doors, and cubbies. The overall dimensions were designed to be long and lean, especially to create the landscape configuration with two credenzas mirrored together.

YHF BAR STOOLS

The YHF bar stools shown on the right build on the product line along with the YHF chairs in wood. The solid wood construction is extremely durable and great for hospitality applications. The shape of the curved low-back style is very comfortable and supports good posture, unlike most stools without a back.

RIVELI SHELVING DISPLAY

Riveli is a unique aluminum wall-mounted shelving and display system with resisted-drop pivoting shelves and interchangeable magnetic panels to display artwork, branding, or textiles. Riveli was designed by Mark Kinsley who holds US and Intl patents, and it has won the best of show at ICFF, the Dwell Show, and it was one of the top ten international finalists in the IDEA awards by IDSA. Our clients include Clinique, Samsung, Hershey, Krispy Kreme, Seagrams, Grainger, World Kitchen, Amazon, and the American Medical Association, proving that good design generates great customers.





DIVISION CREDENZA

The floating Division Credenza featured in white laminate with frosted glass doors adds a contemporary contrast to a traditionally wood conference room. The frosted glass doors hide audio visual equipment while making them accessible to remote controls.

THE WAVE POWER + DATA

The serene frosted glass door of the Wave simply blends into the space while discretely offering power as needed.

RIVELI SHELVING DISPLAY

The modular design fits any wall size and even frames out a flat screen television. Riveli supports the videoconference camera at eye level for a more genuine person to person conversation.

The magnetic images flaunt the company's branding and the shelves display their latest products for visitors to see. The display can easily be changed to visually refresh the room.

Riveli's success is the ease of customization to any company, hotel, hospital, school or residence. Riveli displays art, branding, whiteboard, hide, mirror, veneer, resin, fabric, and even wall paper without the commitment!

RIVELI SHELVING FOR RETAIL

Riveli captures the customer's eye and transfers a fashionable image into an emotional desire for the product featured on the shelf.

The Art Shelf™ displays magnetic images that are easily changed at the store level for a weekend flash sale, for new product promotions, and to spread seasonal inspiration. The magnetic image panels can be stored and reused to help reduce a store's annual printing costs and lessen their environmental footprint.

The Design Frame™ magnetically sticks to the Art Shelf™ and displays textiles in multiple color ways which allows the customer to touch the fabrics without opening the packaging. Each shelf folds up when inventory levels are low so that the customer perceives the added image branding rather than empty store shelves.

The artwork panels are extremely durable and the images do not fade in the sun for three years or more.



BILLBOARD TABLE

Billboard offers the ability to customize the table with colors, finishes on the table legs and modesty panels. The designer can select from aluminum or powder coated steel, to laminate or veneer materials to create a formal board room environment or to reduce the cost per table in a training environment.

The anodized aluminum legs sport two interior raceways that separate power and data. An optional cord manager routes cords horizontally from table to table. The curved modesty panel conceals the underside of the powered link-boxes.





DOCKING STATION

Created in 2007, The Docking Station Raceway maintained constant power and data, and it securely stored two laptops per table. The Docking Station Raceway eliminated the need for mobile charging carts and it saves 10 minutes of classroom set up time to line up at a charging cart to be issued a laptop, and it saved 10 minutes of time to plug the laptop back in the cart after class was over.

In 2007 when a class consisted of two days in a lecture hall, and three days of computer lab time, the Docking Station conserved real estate by optimizing one room for both instructor-led training and computer training applications.

ZIP TRAINING TABLE

The Zip training table was designed for maximum mobility, flexibility, and nesting.

A decorative collar with a nameplate hides the pin or pneumatic height-adjustable mechanism, while promoting the company's brand.

Another smart design feature is the mesh-fabric modesty panel with magnets on the bottom edge that stick to the steel table legs. When the table is folded up the modesty panel breaks away and reattaches when the table top is lowered again.





HIDEOUT POWER AND DATA

The Hideout is concealed within the table leg to pop up when power and data are needed, and to disappear flush with the work surface when not in use. Vertical wire management can be incorporated within the table leg.

The Hideout utilizes materials such as a decorative screen-printed face plate and an epoxy-coated graphic nameplate on top which hides the internal hardware and provides a universal logo to express to the user to “push down for power.” Thus, minimizing the SKU’s and maximizing the geographical locations where the product can be sold.

THE WAVE POWER AND DATA

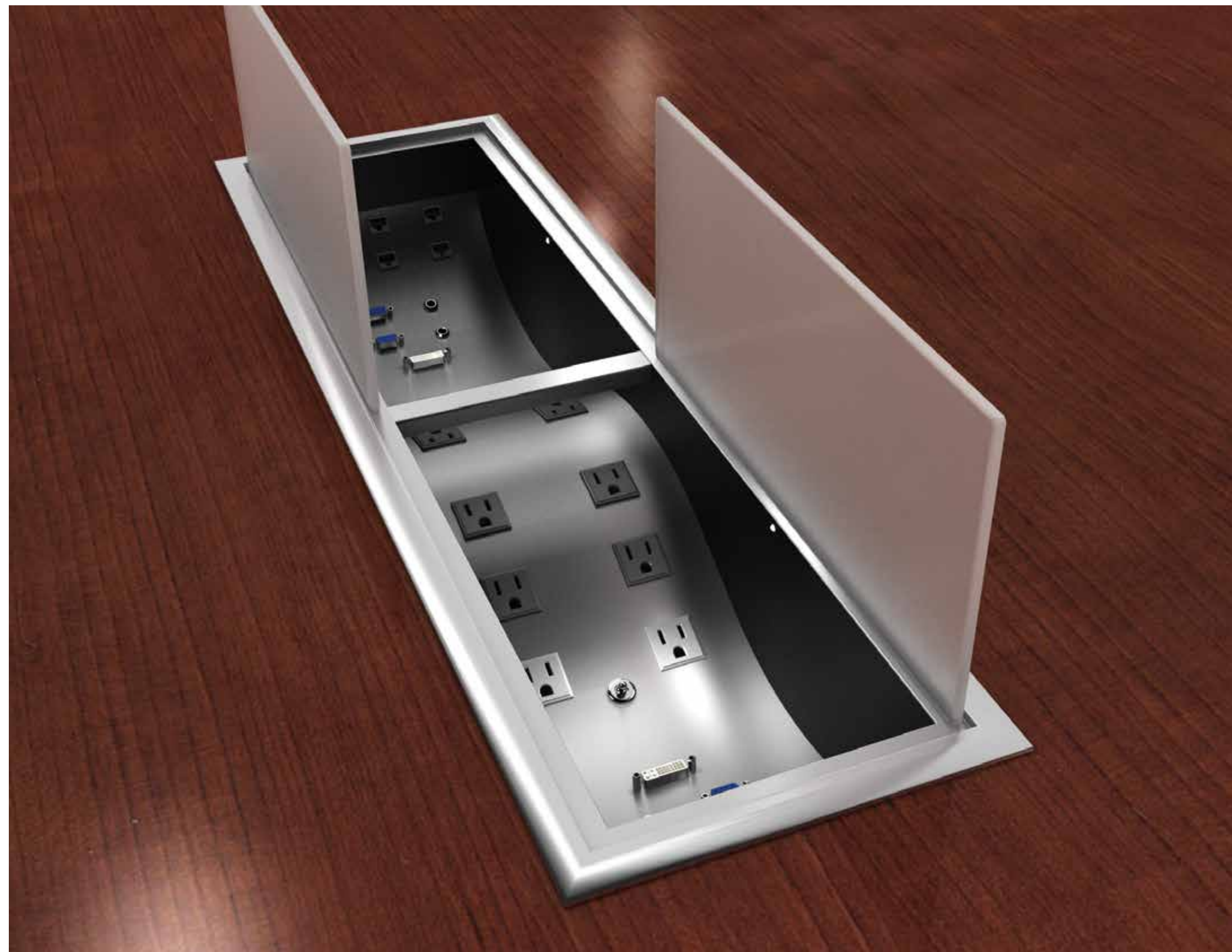
The Wave was designed in 2008 for ECA to elevate the appearance of the industry-standard steel, black, powder-painted box that spoiled the beauty of a gorgeous wood conference table.

We incorporated an aluminum frame and frosted glass doors that opened and closed with a slow, resisted-drop movement. We also added an internal LED light to illuminate the inside of the power box when it was opened, so that participants could plug in their laptop without turning the lights on during a presentation.

The bottom connector plate of the Wave was formed to resemble a shallow wave with smooth edges, rather than a deep box with sharp corners that hurt your knees when you pulled up to the table.

CONCEALED CPU TABLE BASE

When designing the Tesla conference table, Iconic was the first to use the table base as a space for a CPU or data hub. We offered multiple finishes on the table base inserts. Shown here is a frosted glass, but we also offered a perforated steel insert to provide circulation for the electronics.





AFTON DUO+

Designed for Group Dekko, the Afton has two receptacles, two USB ports, and an A/V port.

The curved face shields the technology from view, while acting as a write-on memo board. We had also proposed using the Visual Magnetics™ brand of product that would allow the face to be an image, a nameplate, or a wood veneer or other textile finish. The finishes are magnetic and can be easily changed with new employee names or other textiles.

The Afton Duo is a portable unit that can be mounted to a work surface or used as a freestanding power box. It is meant to be used in multiple environments.

ASHLEY DUO+

The Ashley Duo+ is a power and USB unit that can be used under a work surface, on top of a work surface, as a stand-alone box, or even inserted into soft-seating using a bezel.

The design has clean lines and polished aluminum mounting brackets. Smooth polycarbonate receptacle faces maintained our design intent with inset power and USB receptacles.

Contact Group Dekko for more product information.





BRIMFIELD POWER AND DATA

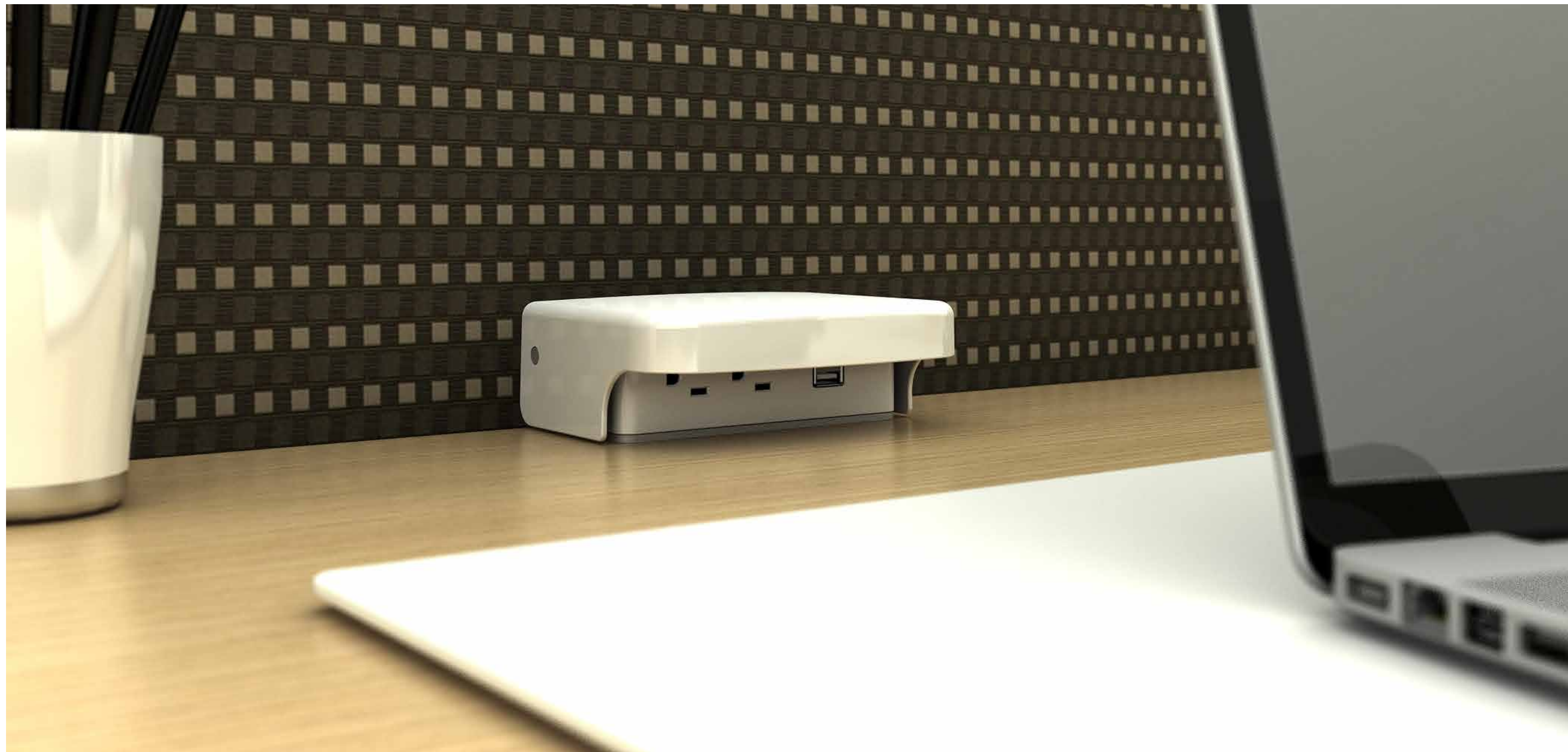
The Brimfield Power box was designed to be elegant and affordable. It was engineered without springs or mechanical parts for lifetime durability and cost-effectiveness in training or conference rooms tables.

Simply lift the Brimfield up using the inlet to plug in your device. The design of the power box allows cords from your phone or tablet to exit onto the work surface while the unit is closed.

HUDSON HOOD

The Ashley Duo+ needed a way to conceal the hot mess of plugs as a surface-mounted unit, while allowing cords to flow to their prospective devices.

Retitled the Hudson Hood, customers can get the benefits of two power receptacles and two USB ports with a clean desktop.



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