

VOLUME 1

ICON's Visions







Welcome to ICON's Visions, where we present a curated collection of our most innovative and beautifully designed outdoor shelters.

At ICON Shelter Systems, our mission is to transform outdoor spaces with structures that seamlessly blend functionality, aesthetics, and durability.

In this booklet, you'll discover a diverse range of shelter designs, each crafted with meticulous attention to detail and an unwavering commitment to quality. Whether you're seeking a classic gazebo, a sleek modern pavilion, or a custom-built shelter tailored to your specific needs, our goal is to ignite your imagination and show you the endless possibilities we can create together.

We hope this booklet inspires you and serves as a testament to our dedication to excellence in every project. Thank you for considering ICON Shelter Systems for your outdoor space needs. We look forward to the opportunity to collaborate on your next project.

Sincerely,
The ICON Team

1455 Lincoln Avenue | Holland, MI 49423
800.748.0985 | 616.396.0919 | Iconshelters.com



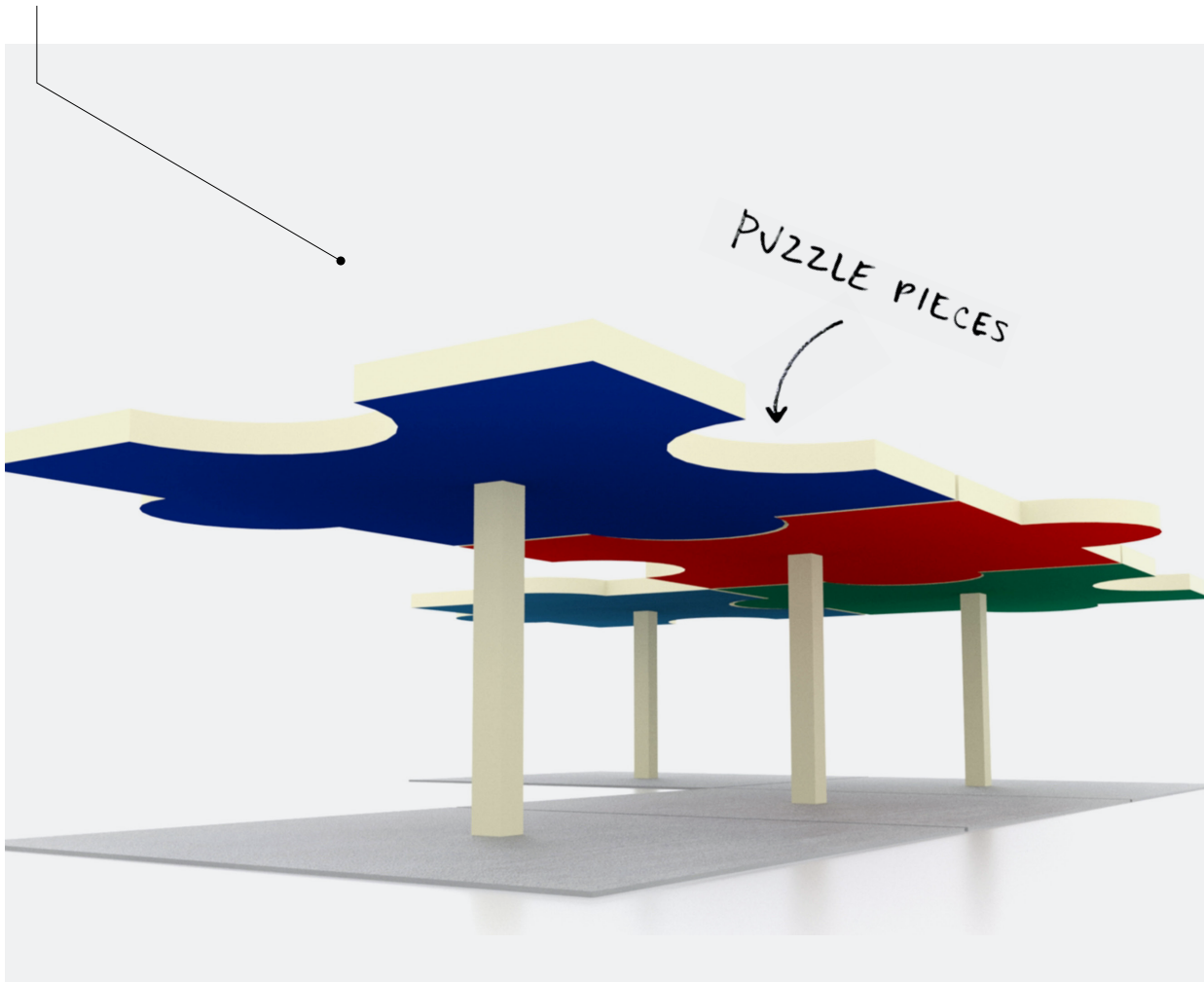




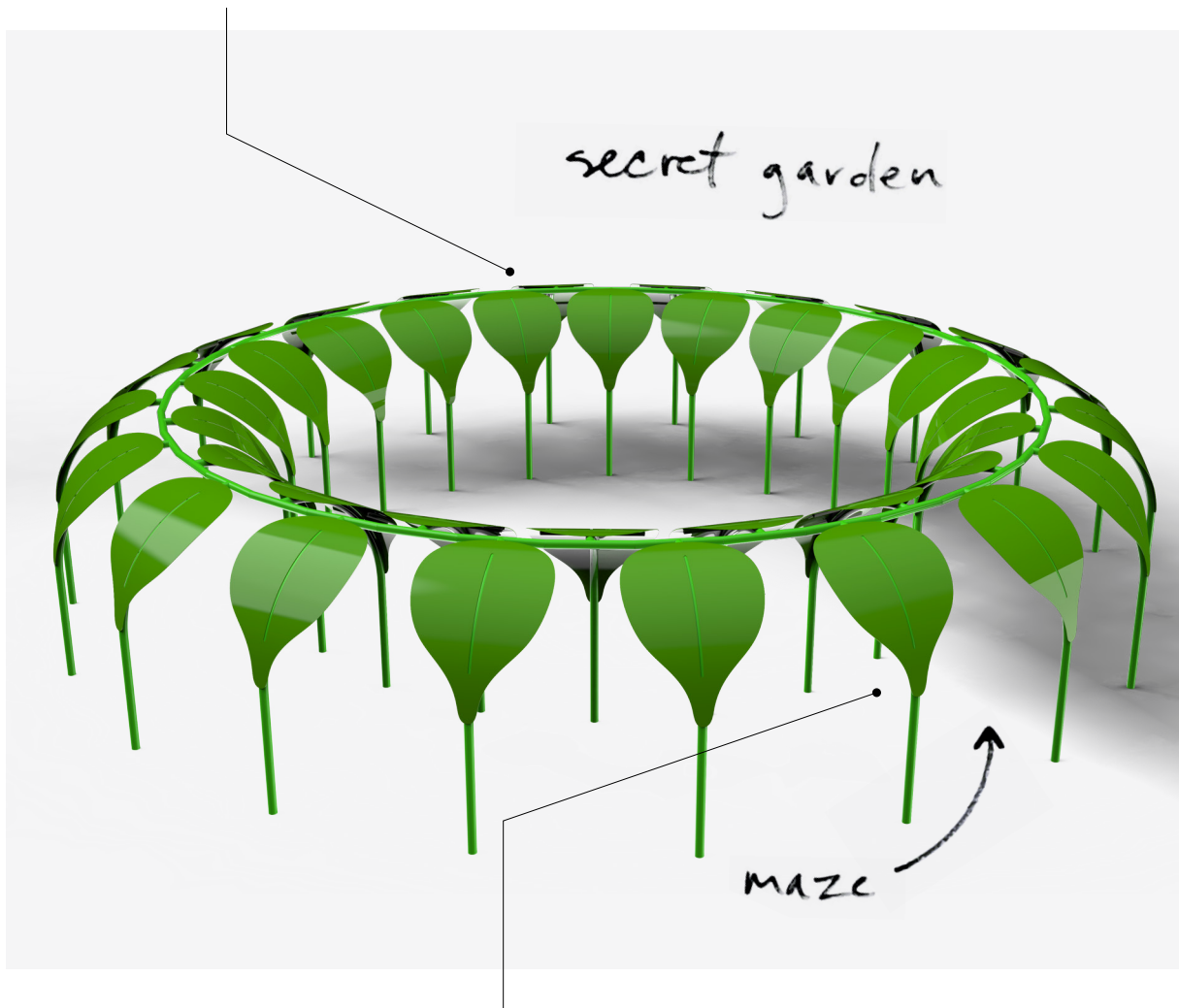
Centennial Commons Downtown Park | Royal Oak, MI



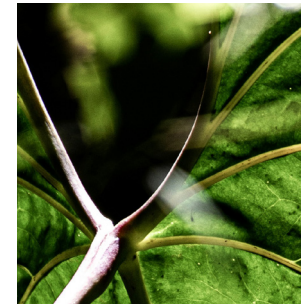
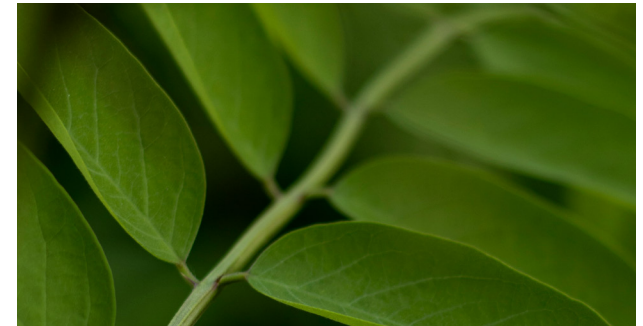
Oversized pieces join to create a floating puzzle structure that can be used separately or combined into an infinite number of arrangements.



Biophilic design is a philosophy that aims to connect people with nature in built environments, such as buildings and landscapes.



ICON's ability to create premium metal structures, with intricate cuts and shaping, mean the possibilities are endless.



Inspired by the calming nature of circles, as well as taking shelter under large leaves in rainstorms.

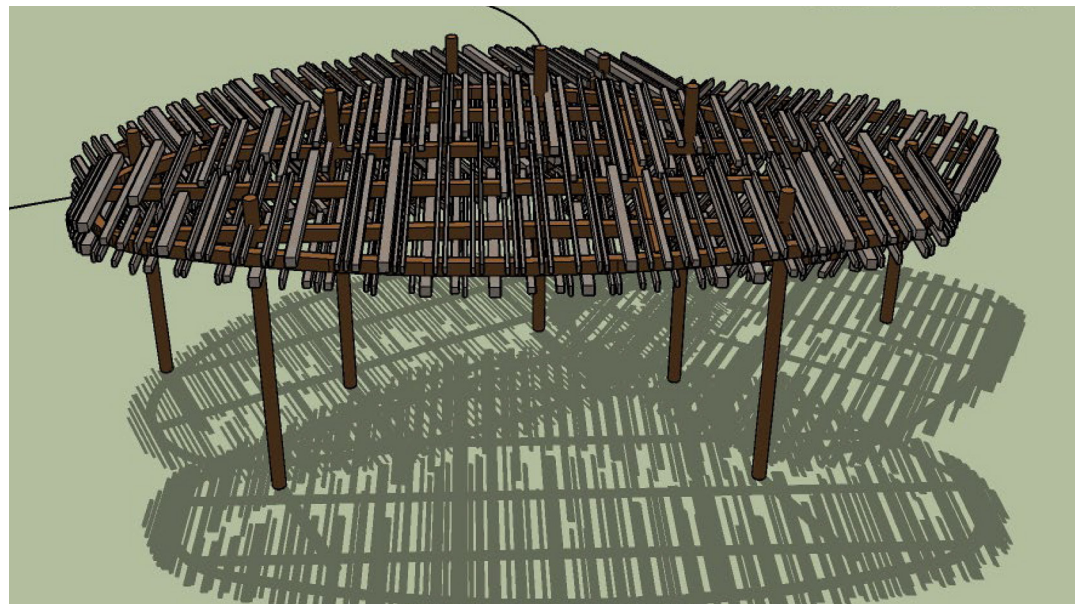
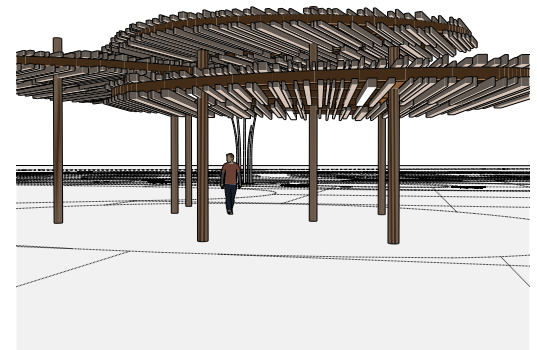
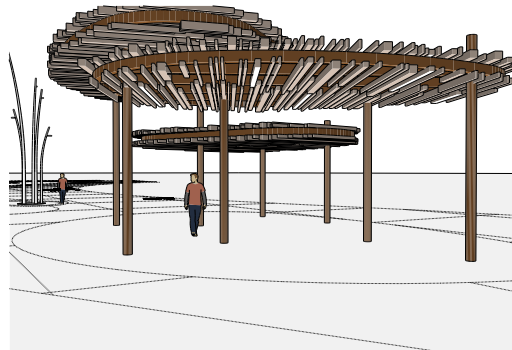
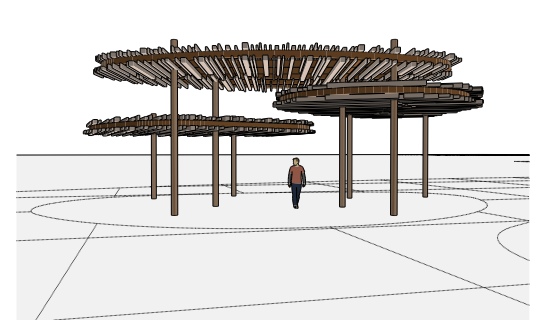
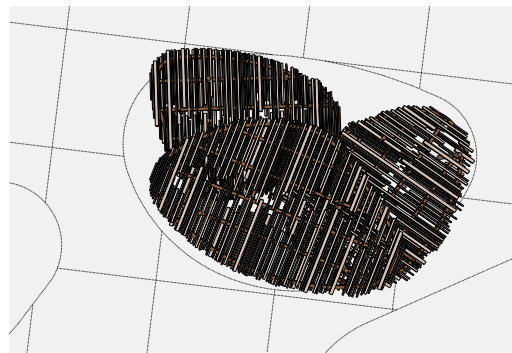
Avance Community | Phoenix, AZ







San Diego State University River Park | San Diego, CA



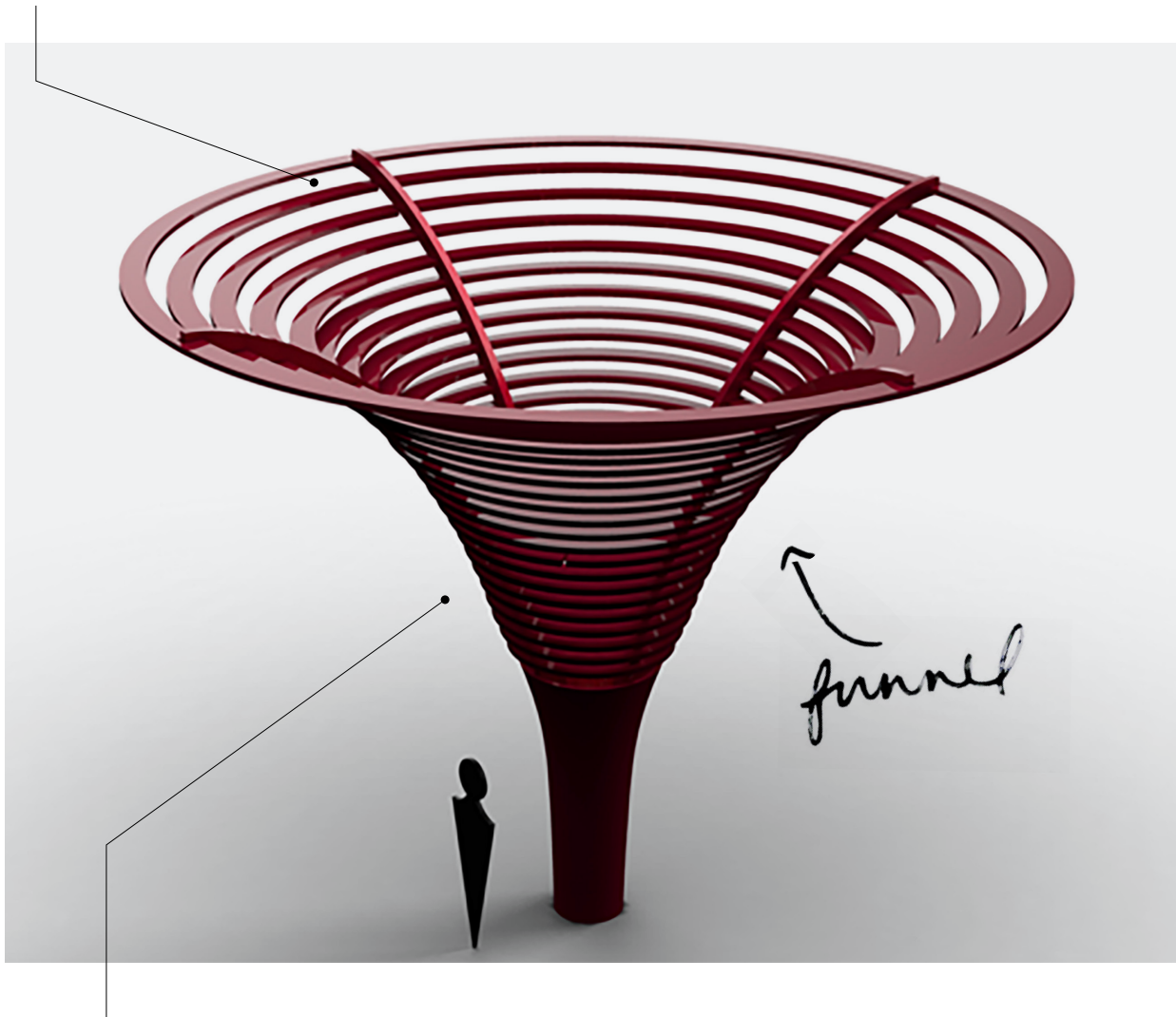


San Diego State University River Park | San Diego, CA

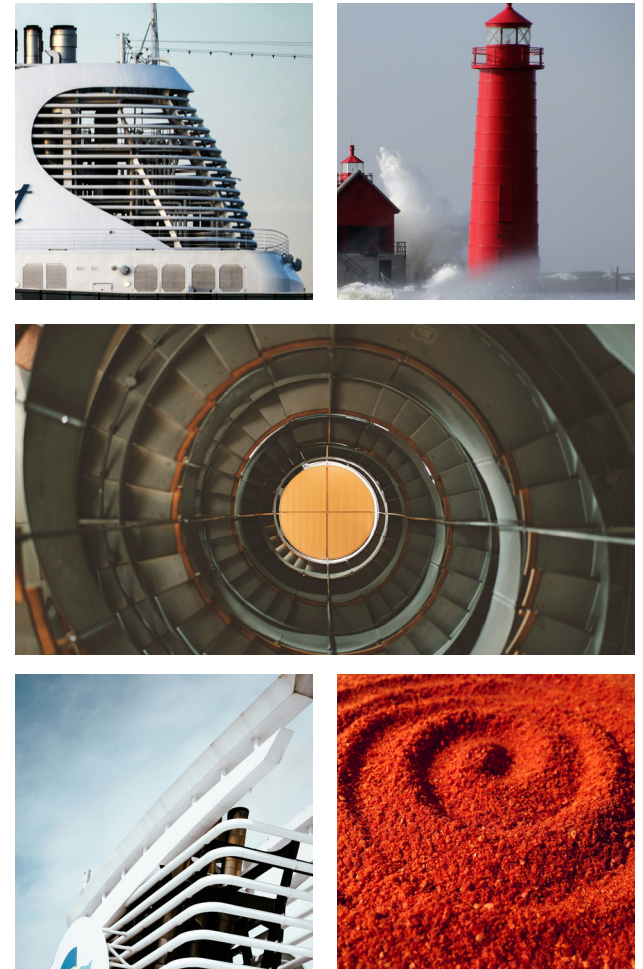




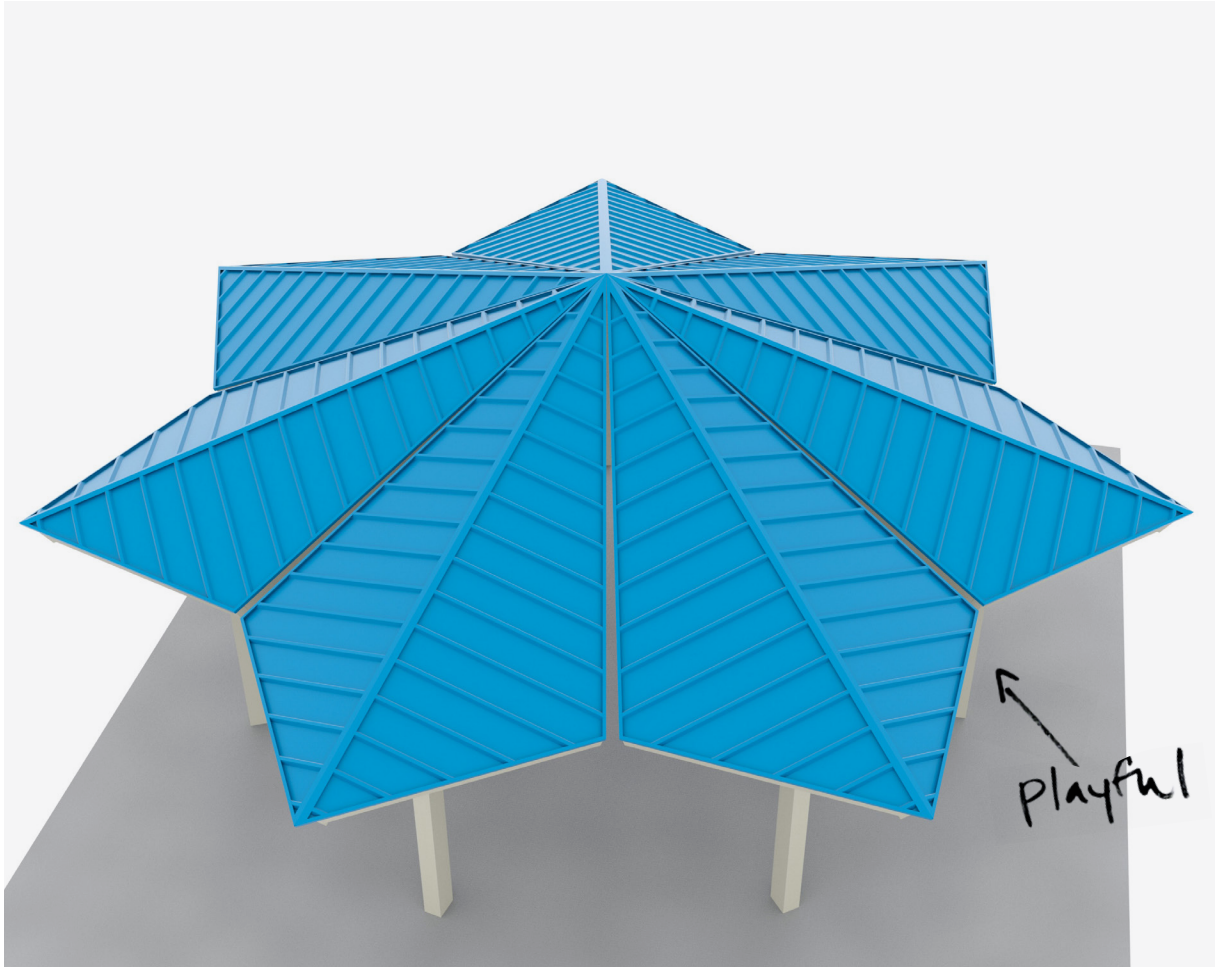
Inspired by the funnel shape, creating a bold, eye-catching design.



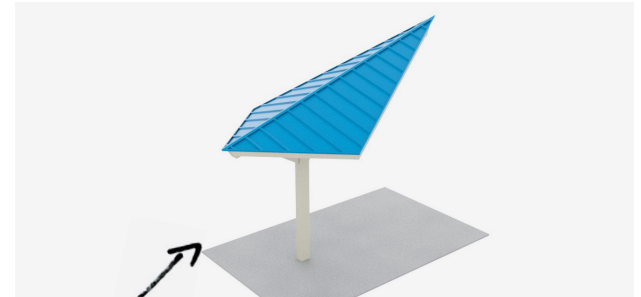
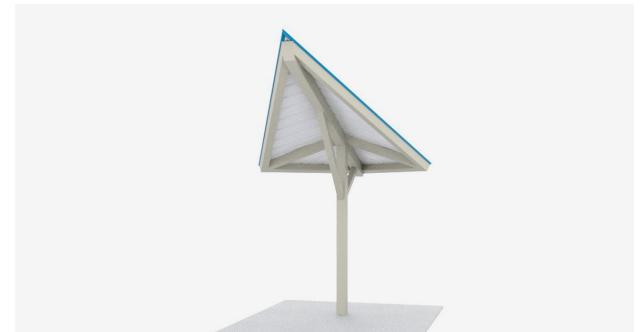
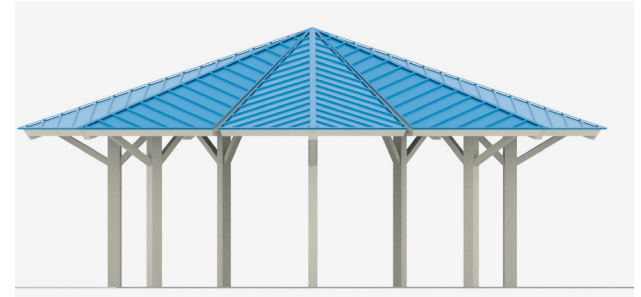
Like a lighthouse or ship's hull, the form represents guidance and strength, grounding the space while providing a striking visual.



A spiral design evokes motion and focus, drawing the viewer inward and reinforcing a sense of direction and purpose in the outdoor environment.



Single modular shades can be combined into a variety of larger shapes — creating a greater shelter system.



KITE

Bonita Cove Park | San Diego, CA

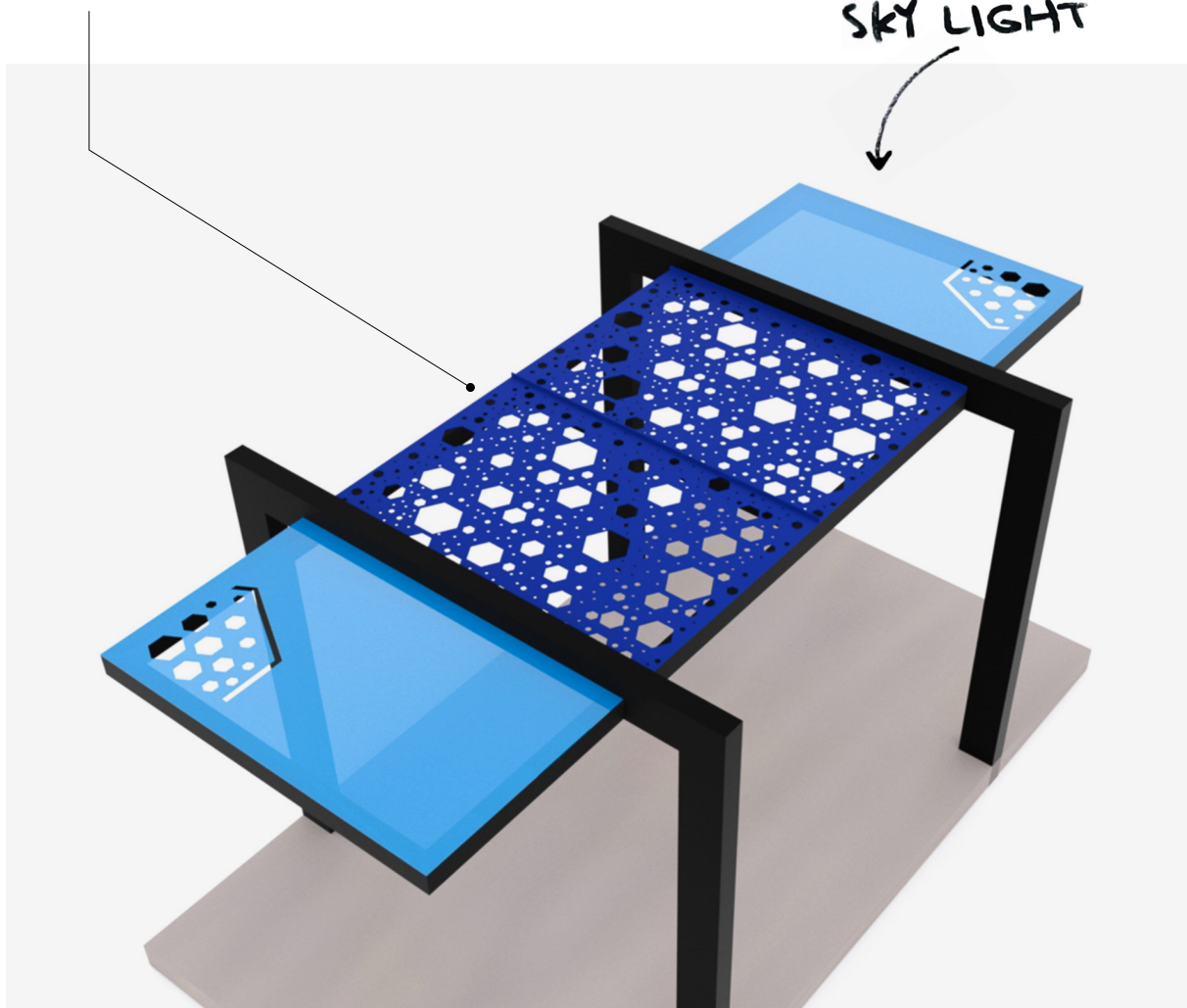






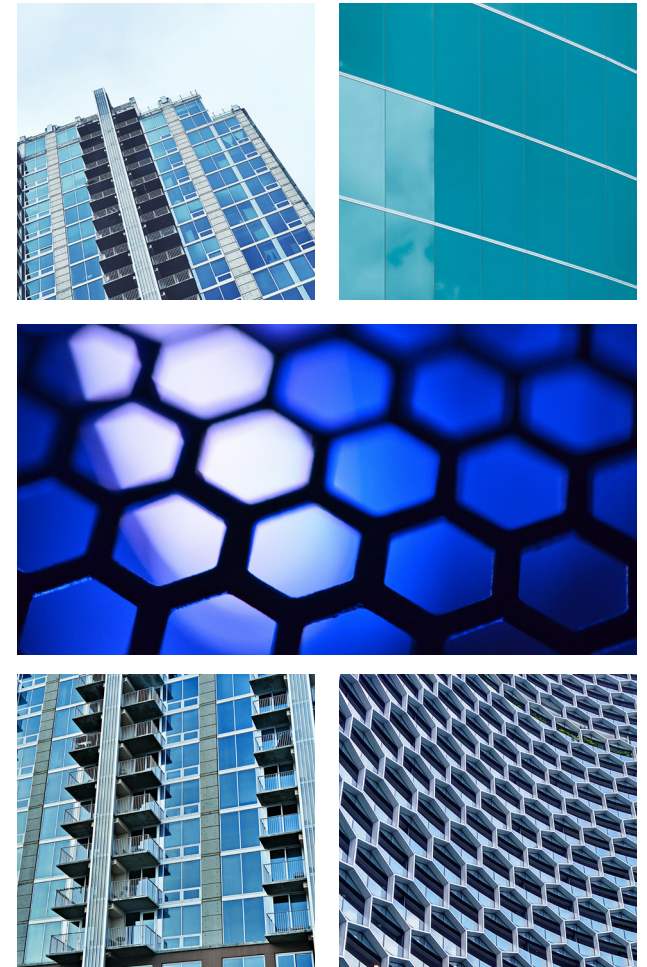


Hexagonal Laser Cut Design available in Steel or Aluminum panels. Coated in a durable e-coat then blue powder coat finish similar to the frame.



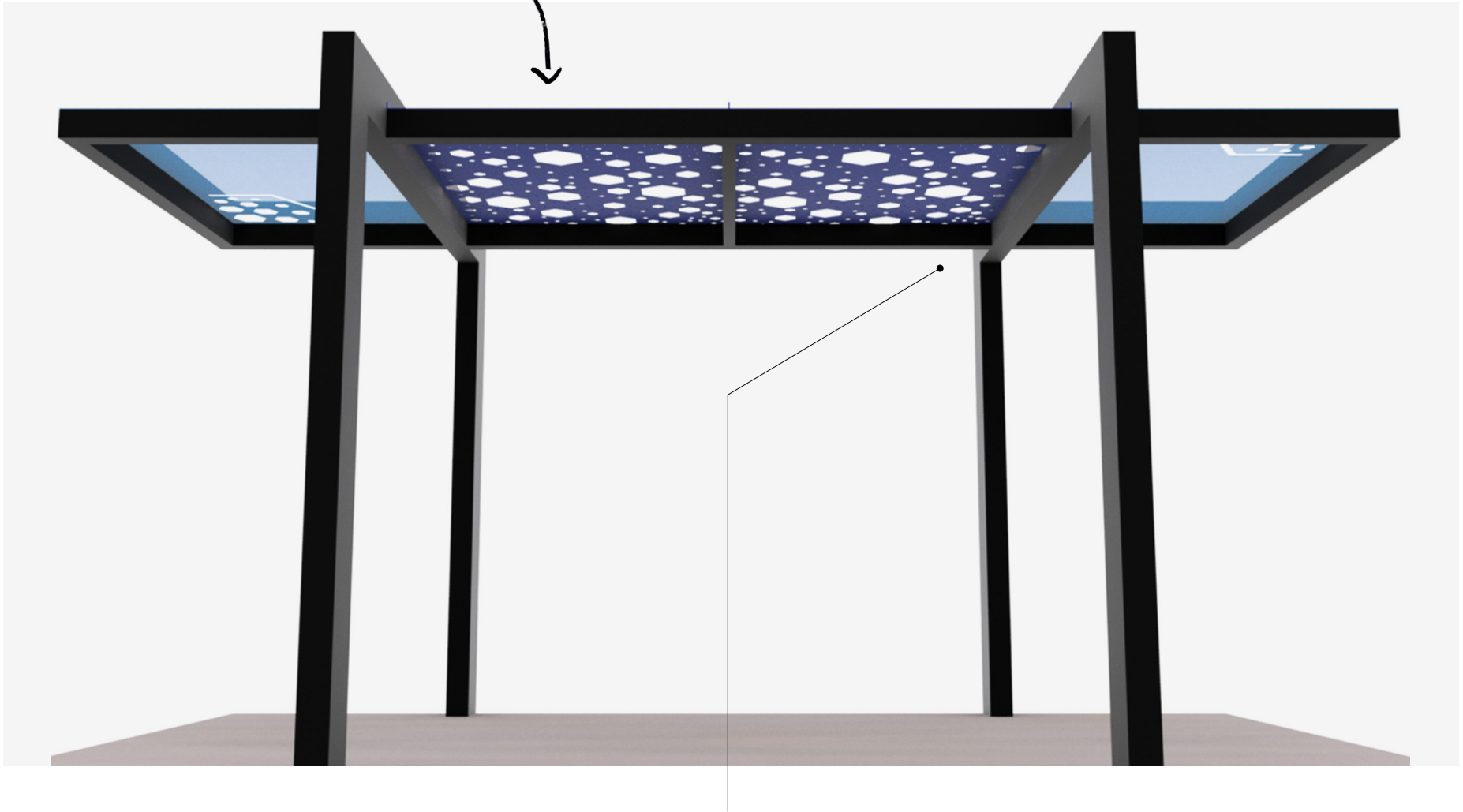
Blue Translucent Polycarbonate panels with custom hexagonal inlays between the panels.

SKY LIGHT



Inspired by glass usage in urban structures, this shelter is ideal for a bus stop or smaller seating area.

HONEYCOMB

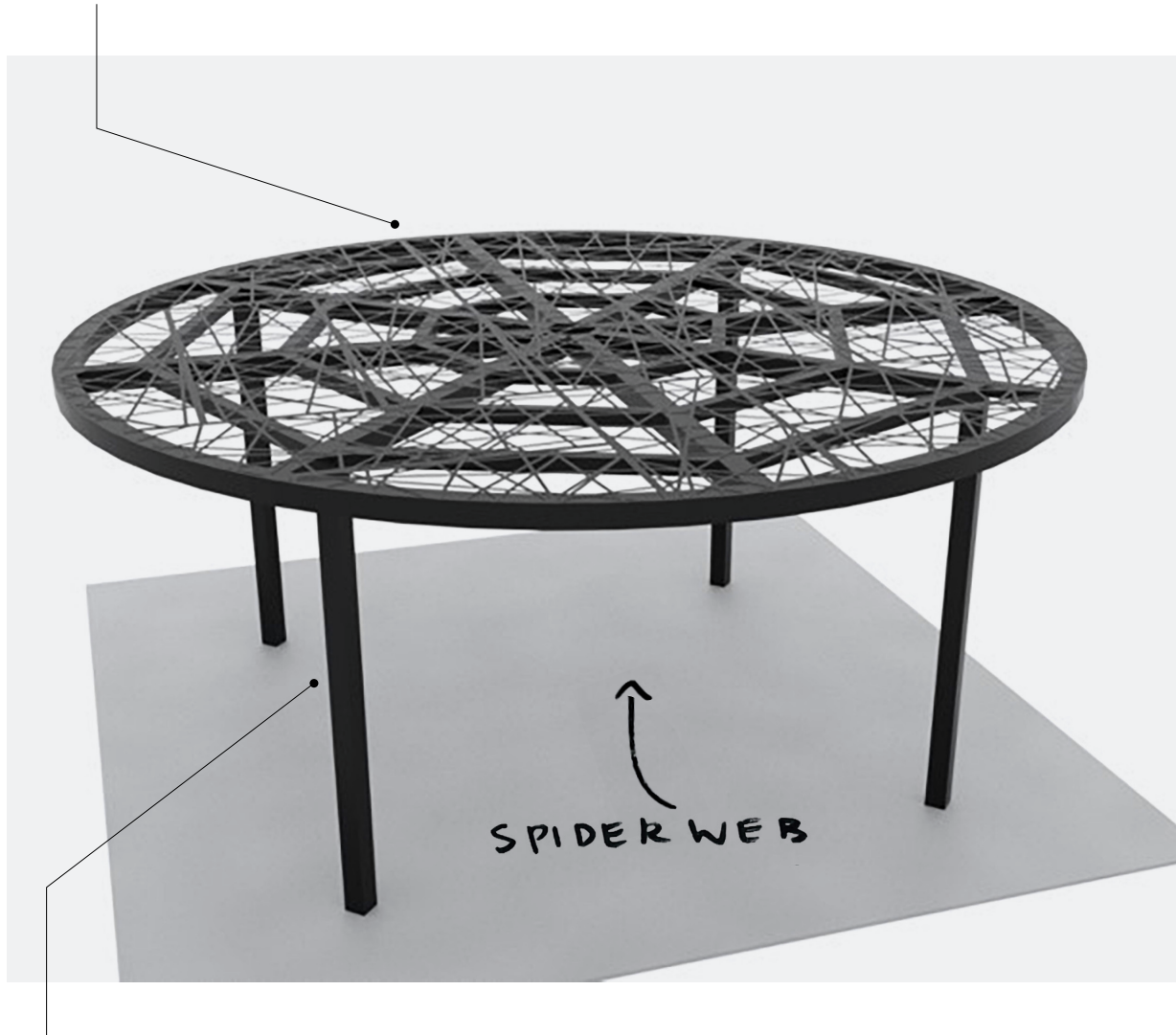


Oversized rafters and columns create the illusion of floating roof panels. Black frame accents the custom blue components for the roof.

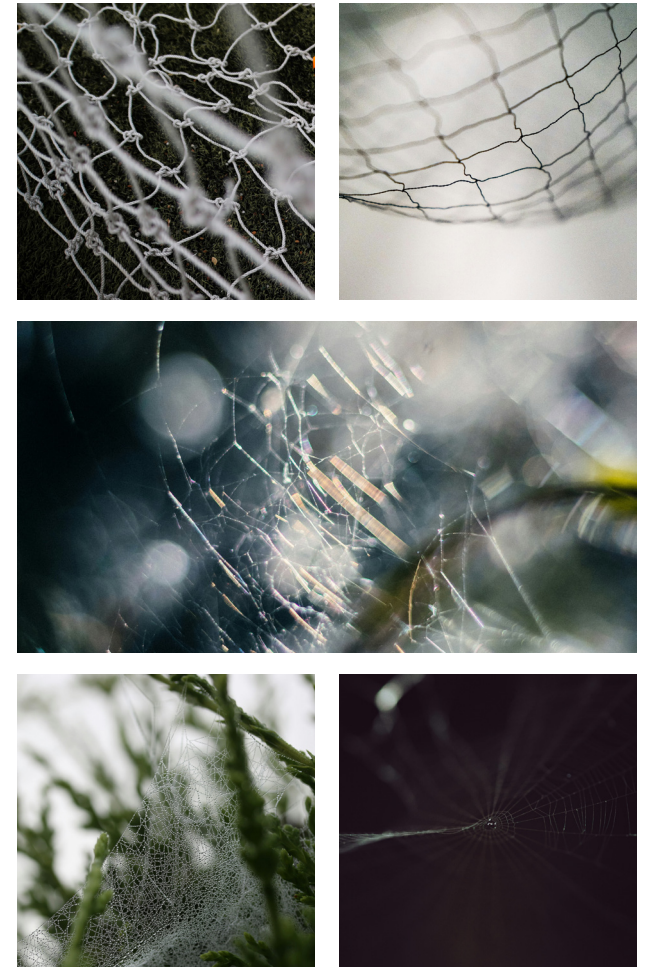




Inspired by the organic complexity of woven patterns, this design mimics the strength and elegance of natural fibers, creating a visually dynamic yet sturdy structure.

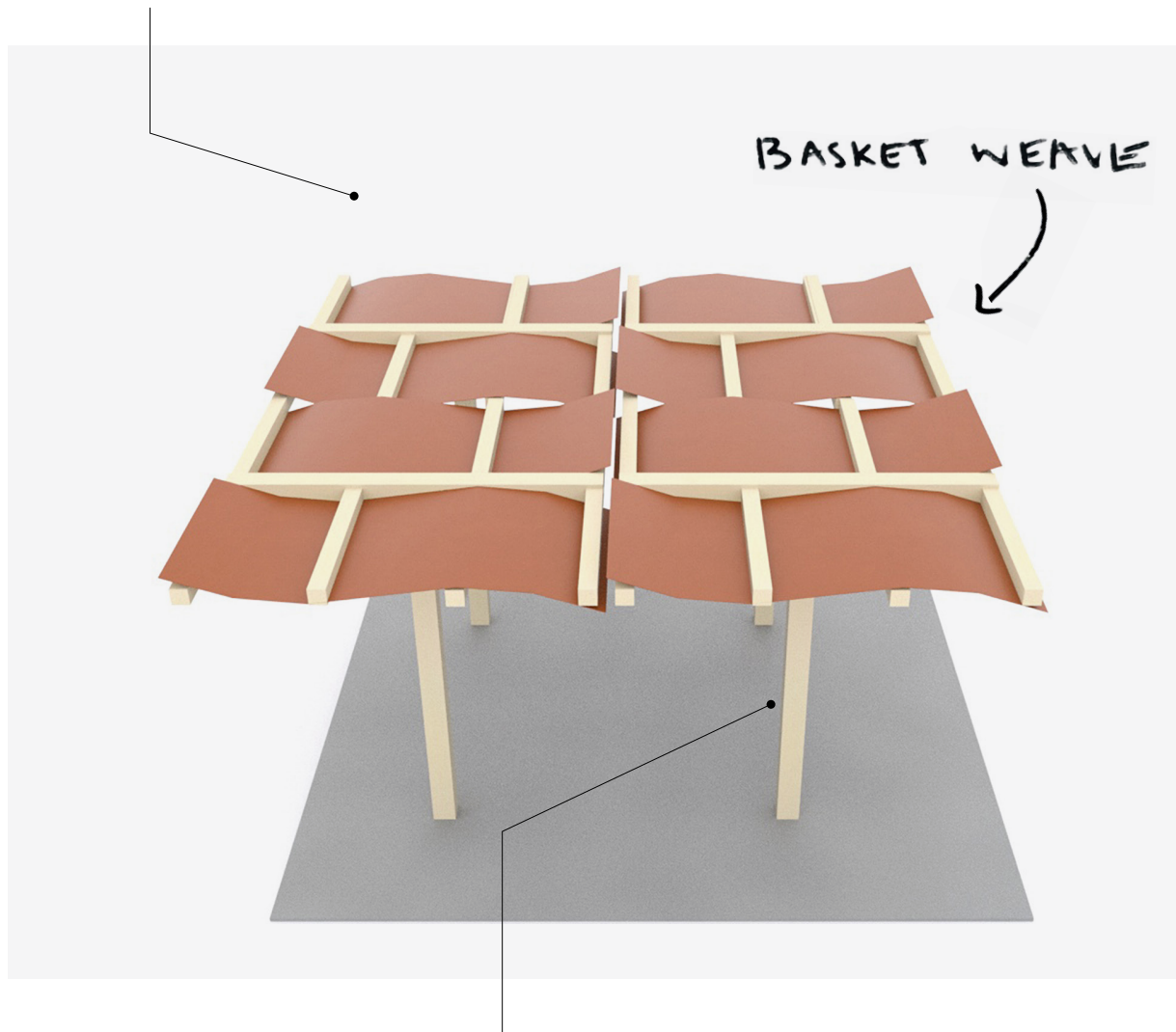


The intersecting lines and web-like structure bring both functionality and aesthetic appeal, balancing nature's influence with modern engineering.

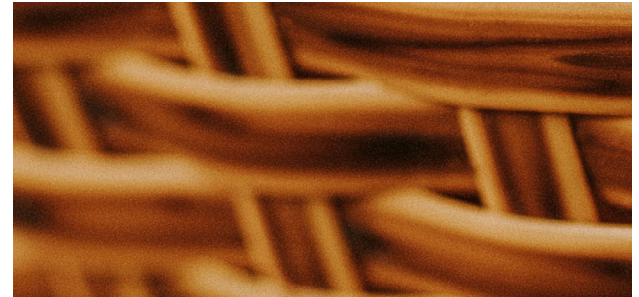


The structure highlights the strength and intricate beauty found in natural formations.

Rooted in traditional craftsmanship, the basket weave pattern highlights an appreciation for timeless design.



Panels layered under and over beams create a woven aesthetic. The basket weave design evokes feelings of warmth, coziness, and nostalgia. This design plays well into the feeling of authenticity or stability.







Rotary Centennial Plaza | Windsor, ON





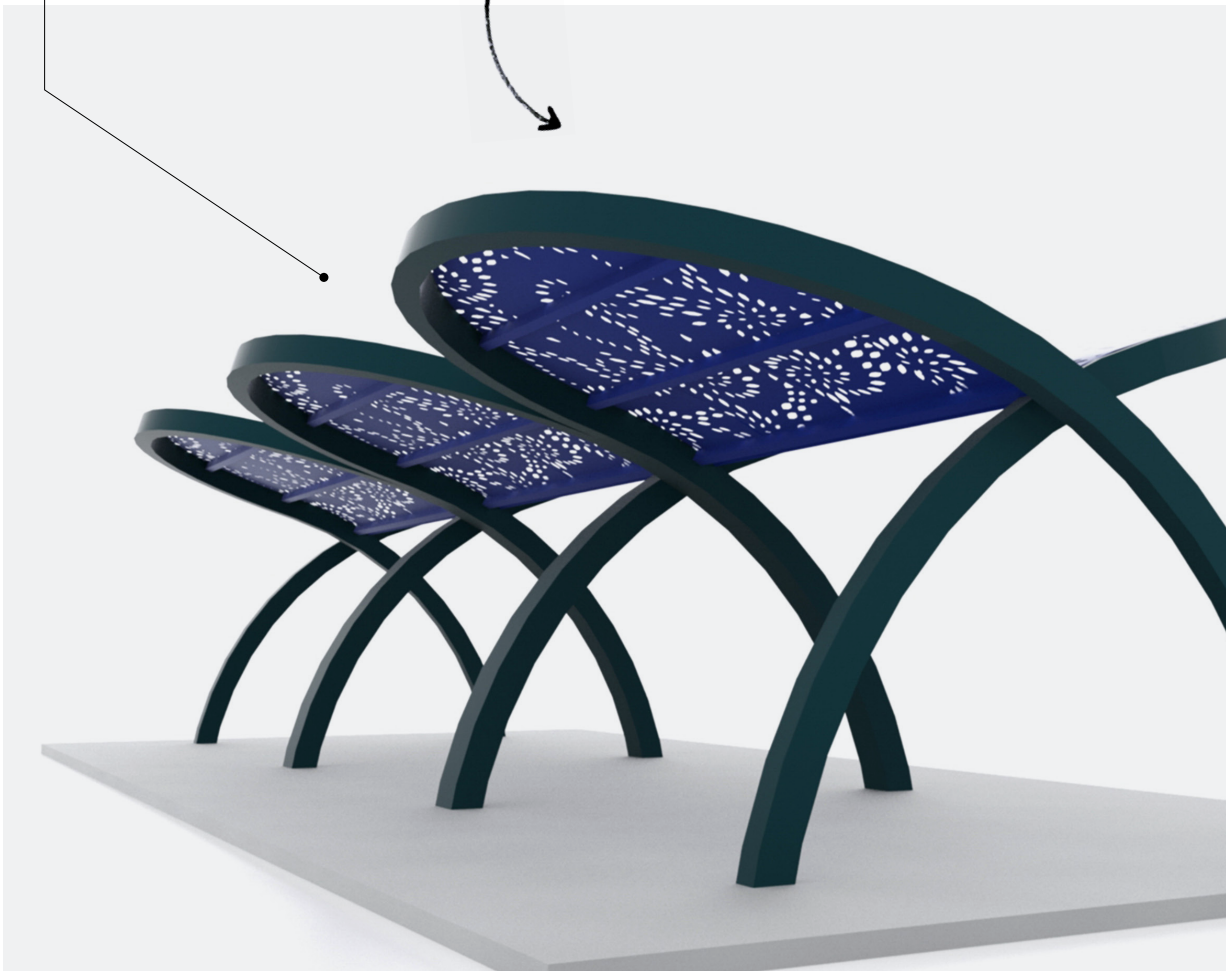
Rotary Centennial Plaza | Windsor, ON





Laser cut panels fill the
U-shaped trusses.

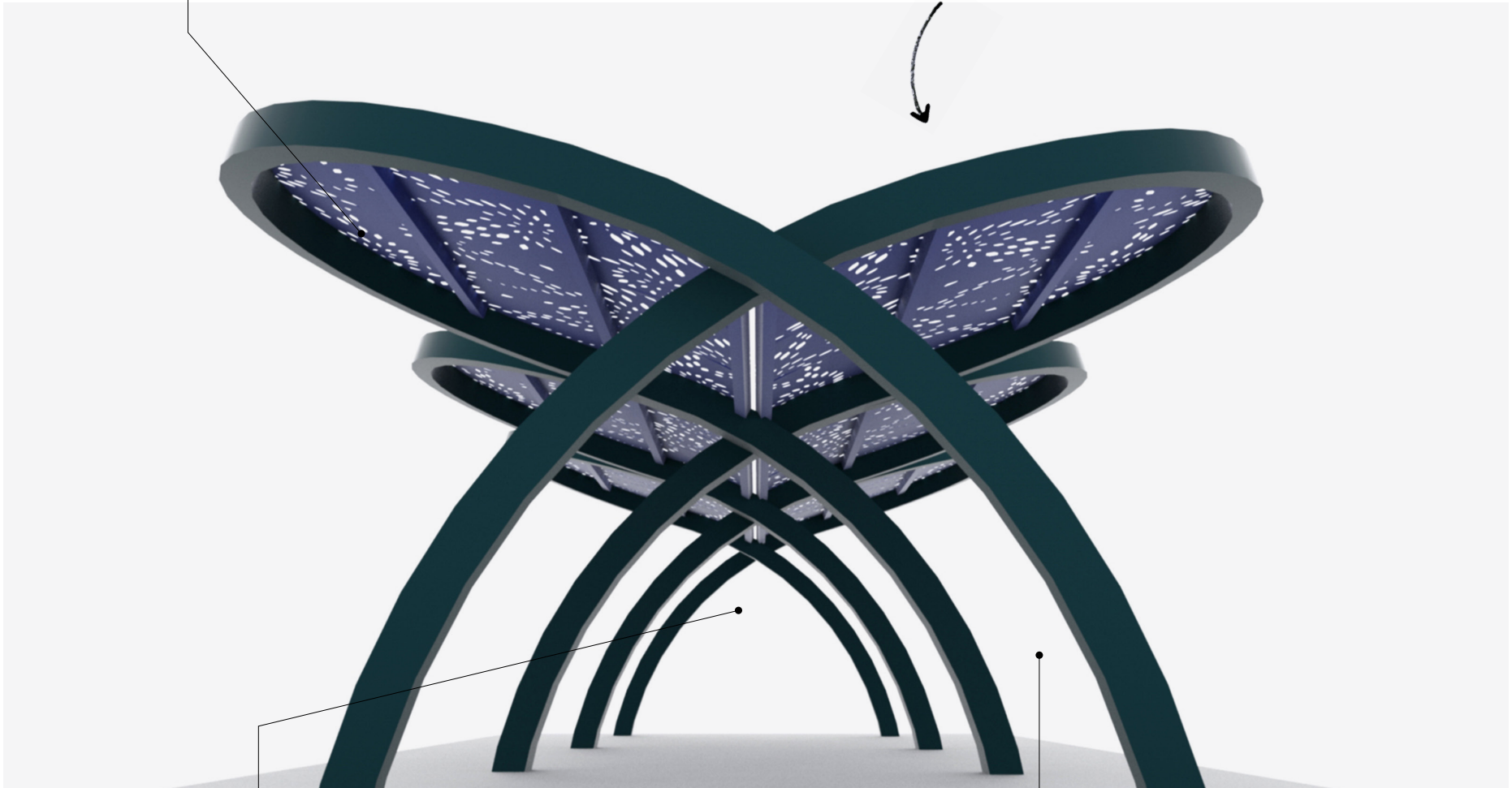
STAR GAZING



A reminder to look up in wonder
— this unique shelter uses
intersecting bent steel arches,
showcasing laser cut panel infills.

The panels' laser cuts are both geometric and organic, generating a playful pattern.

TAKING FLIGHT



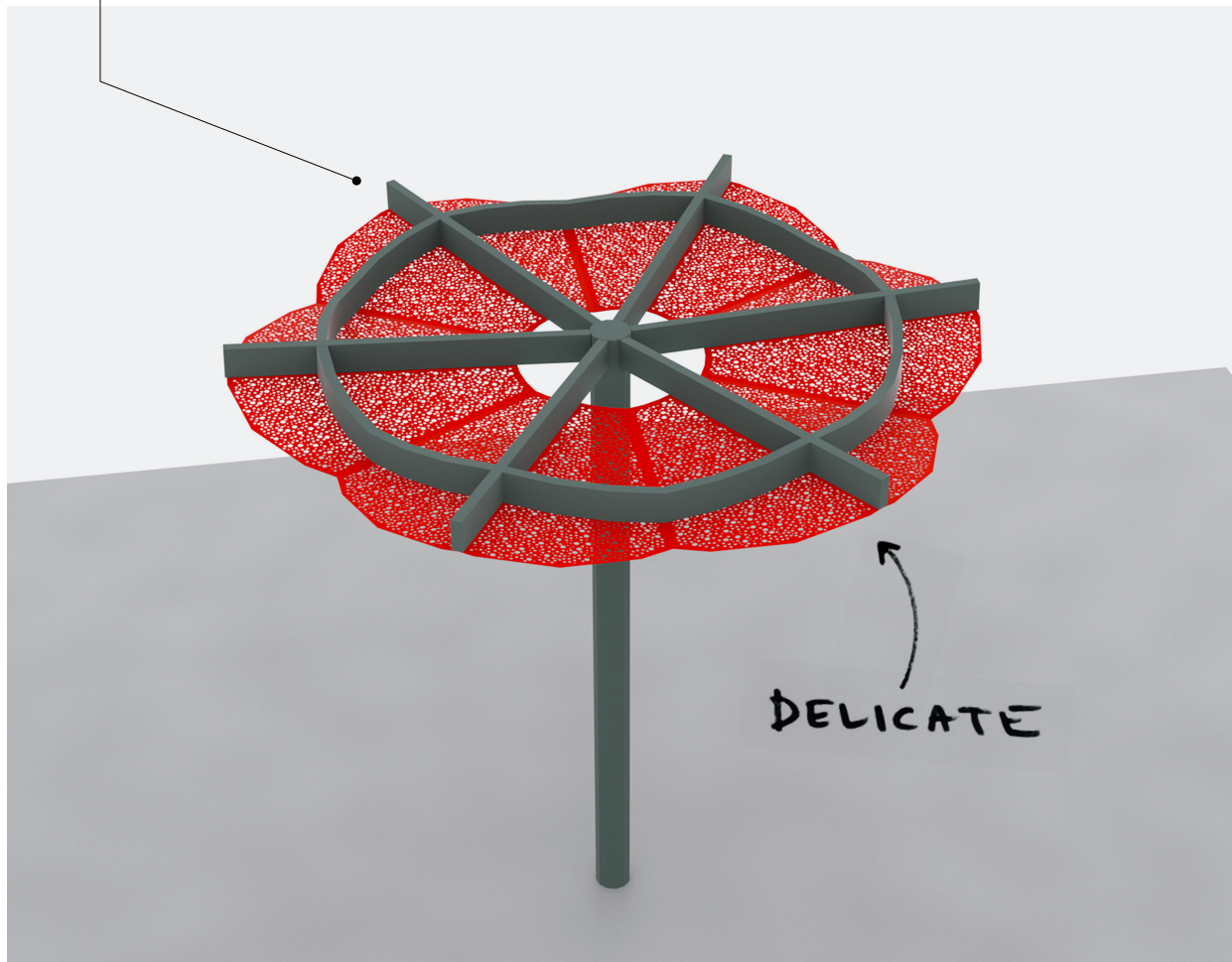
The intersecting shapes create an arched walkway.

At first glance the structure appears simple and straightforward, but each angle reveals a new perspective.



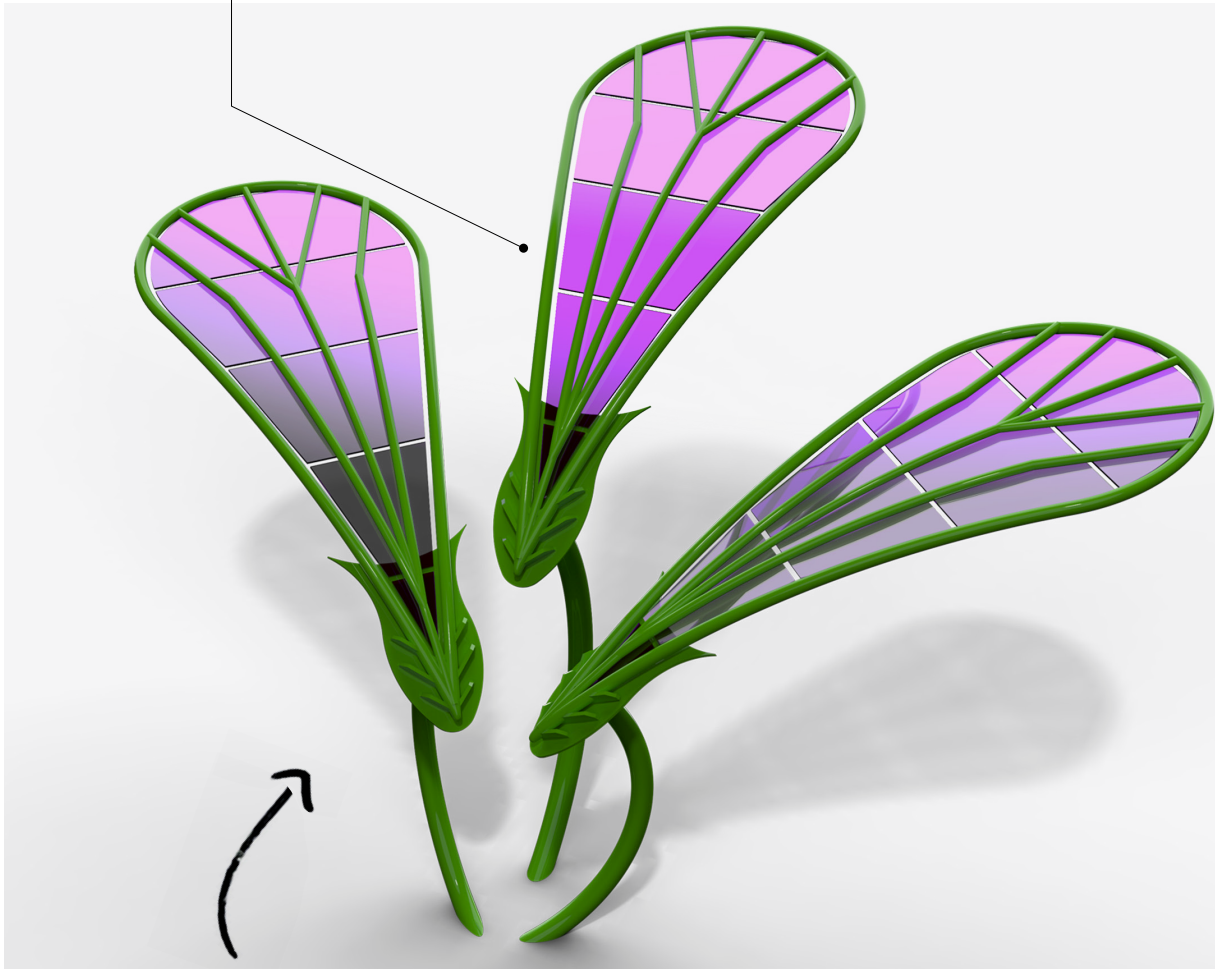


Reflect the harmonious balance between natural elegance and artistic innovation, bringing outdoor spaces to life with delicate, nature-inspired details.



Drawing inspiration from the intricate vein patterns found in nature's leaves, these designs weave organic beauty into modern design.

Inspired by the delicate structure of dragonfly wings, the translucent panels offer both shade and an ethereal appearance, with veins mimicking natural patterns.



DRAGONFLY WINGS



One part dragonfly wing and one part flower, these giant articulated shades create a whimsical shelter.



St. Joseph's Hospital | Toronto, ON



Arts District | Las Vegas, NV



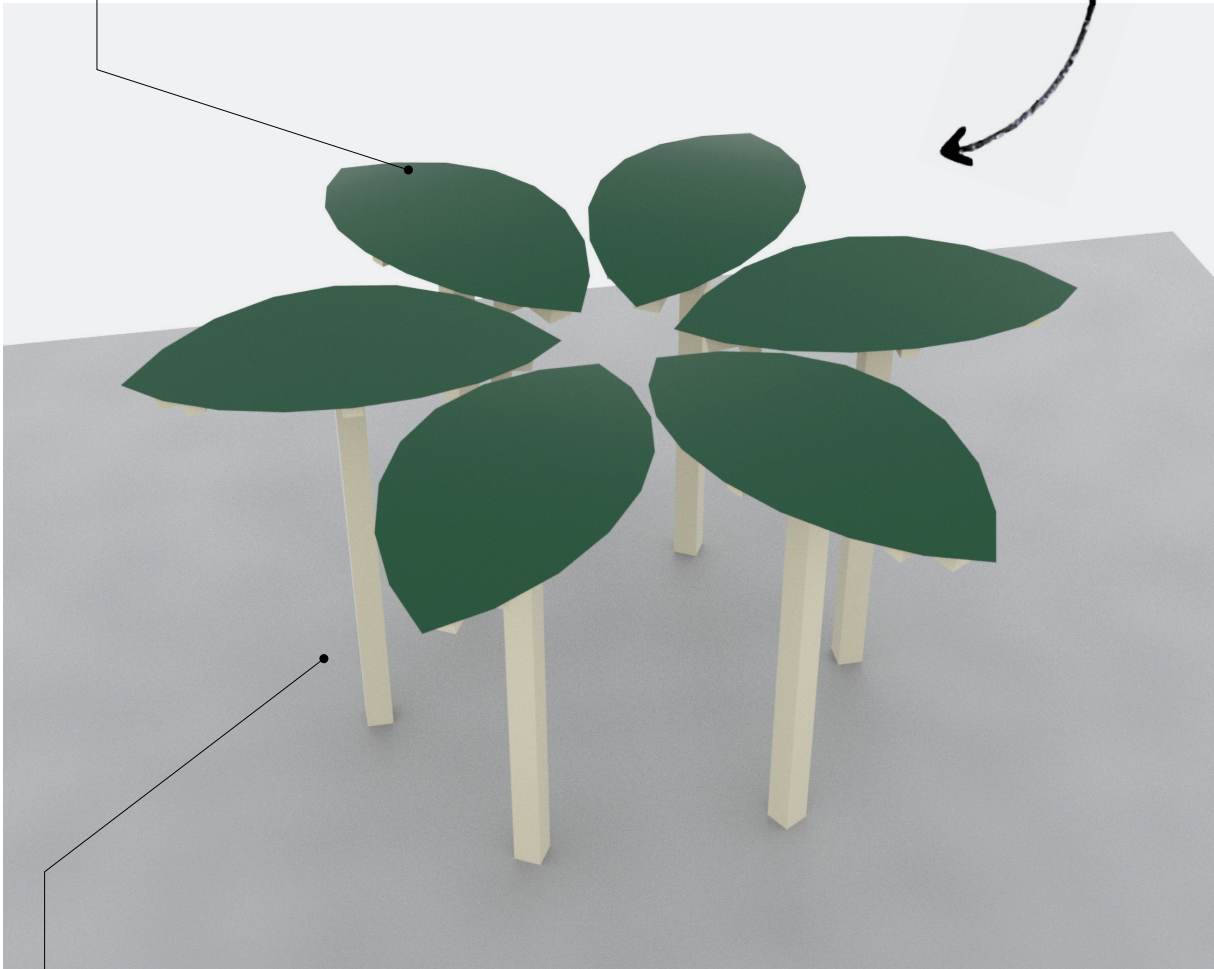




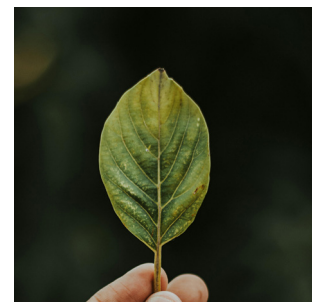
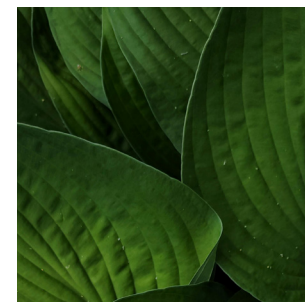
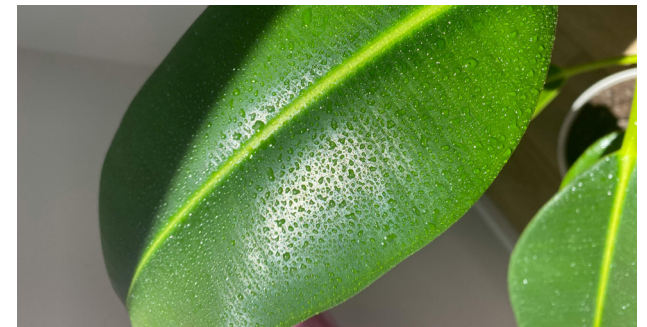


Modeled after the natural shape of leaves, this design brings the calming and familiar forms of nature into a functional outdoor space.

NATURE'S CLASSROOM



The leaf-like surfaces are designed to provide shelter and shade, creating a connection between the built environment and the natural world.



Highlighting the inspiration drawn from the simple yet intricate form of a single leaf

The roof panels emulate a staggered plank design with the roof allowing water to run off in one direction and creating a slope horizontally as well.



STAGGERED PLANKS

The columns sit at opposite corners to produce creative space under the shelters. These shelters can be paired to create a unique shade experience.

Gore Meadows Community Centre | Brampton, ON

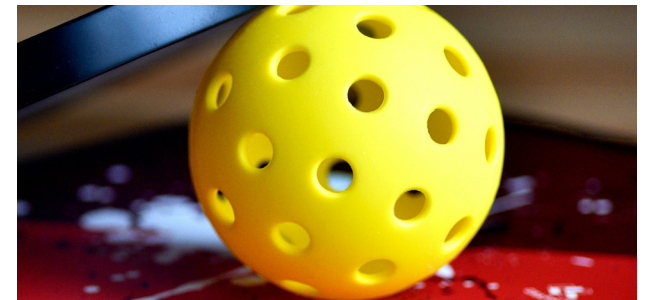
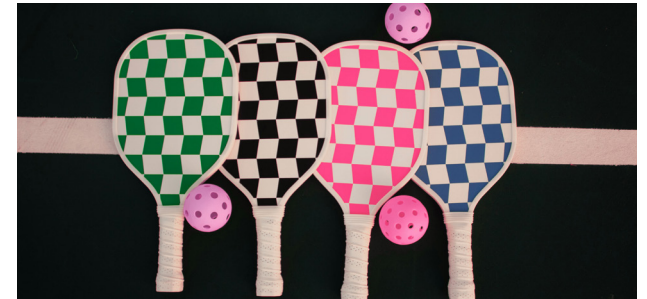




Laser-cut panels in the shape of pickleballs are seamlessly integrated into a steel structure, creating a dynamic and modern design that highlights both precision craftsmanship and playful energy.



CANDY COLORS



"Play is the highest form of research."
— Albert Einstein

PLAYFUL

Custom shades, crafted from the laser-cut panels, can be tailored into any shape or style, offering versatile design options that provide both functional sun protection and aesthetic appeal.



The durable steel frame is engineered to meet all building code requirements, ensuring structural integrity and long-lasting performance.











Civita Park | San Diego, CA





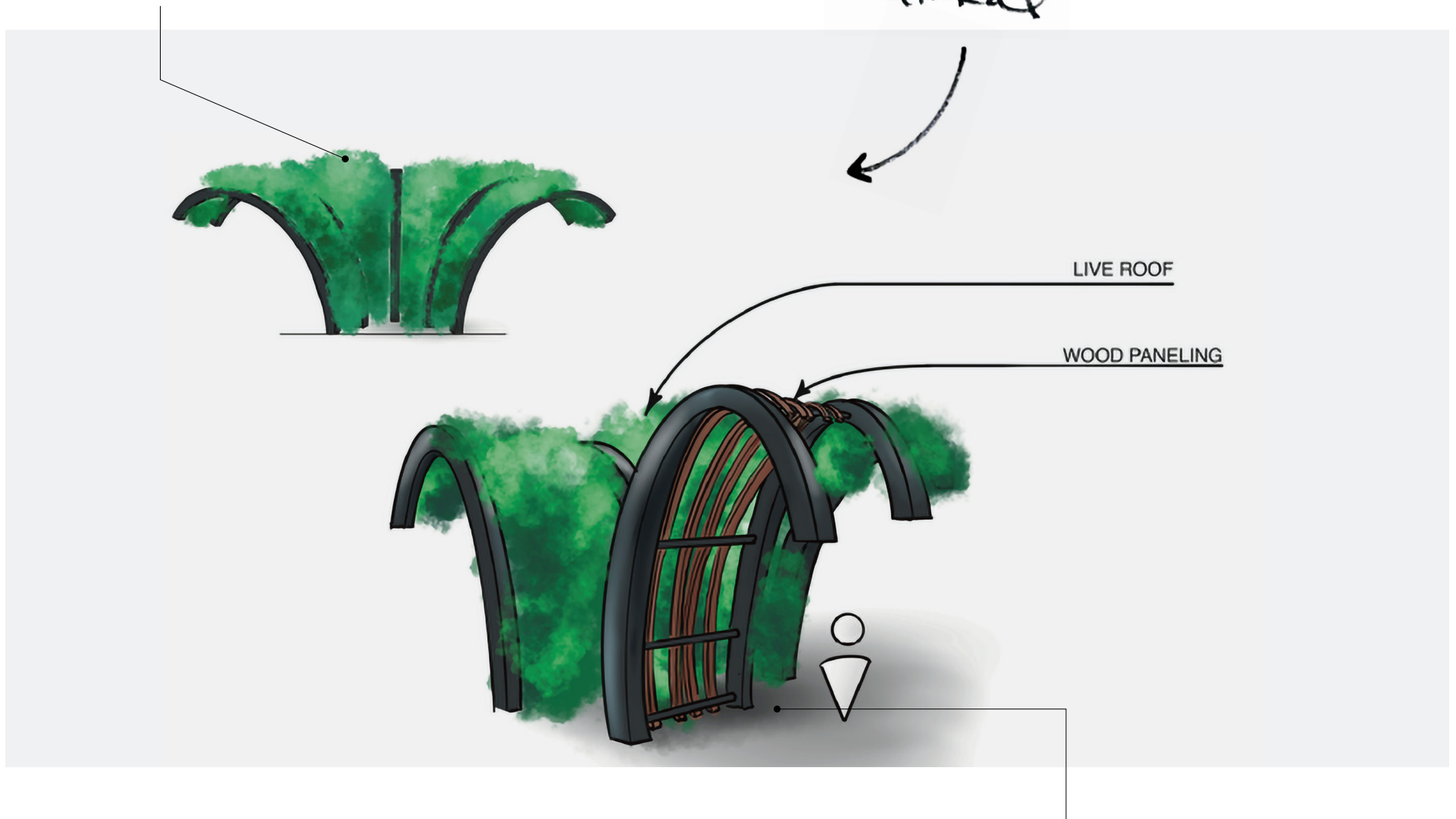
LANDSCAPE ARCHITECT | SCHMIDT DESIGN GROUP





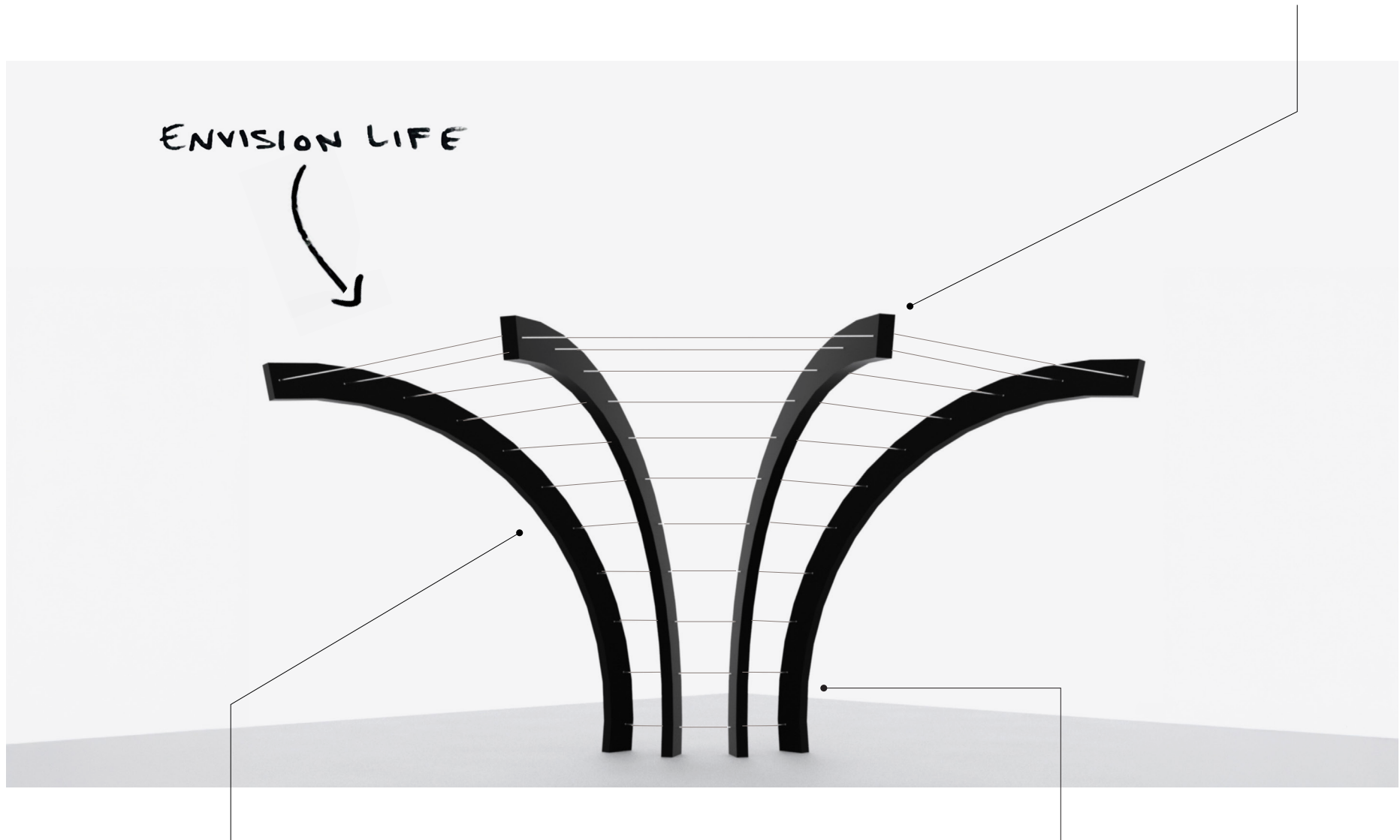
Civita Park | San Diego CA
PHOTO CREDIT: JOHN DURANT

Enter a fairy tale world with this enchanting structure, designed to seamlessly blend lush greenery with sleek, modern design. The result is a charming, inviting shade structure that brings a touch of fantasy to any space.



Much like the canopy of a large tree, this structure offers a natural, comforting shade and shelter, blending seamlessly with its surroundings.

The structure's unique shape and strategically placed cables make it easy to plant and cultivate greenery of your choice, creating shade and shelter with a touch of whimsy.



Sleek, modern design forms a strong and sturdy foundation, allowing greenery to cascade gracefully over it, creating a natural canopy of shade and shelter.

The half-circle base offers a sturdy foundation while leaving ample space for people to comfortably gather beneath the canopy overhead.





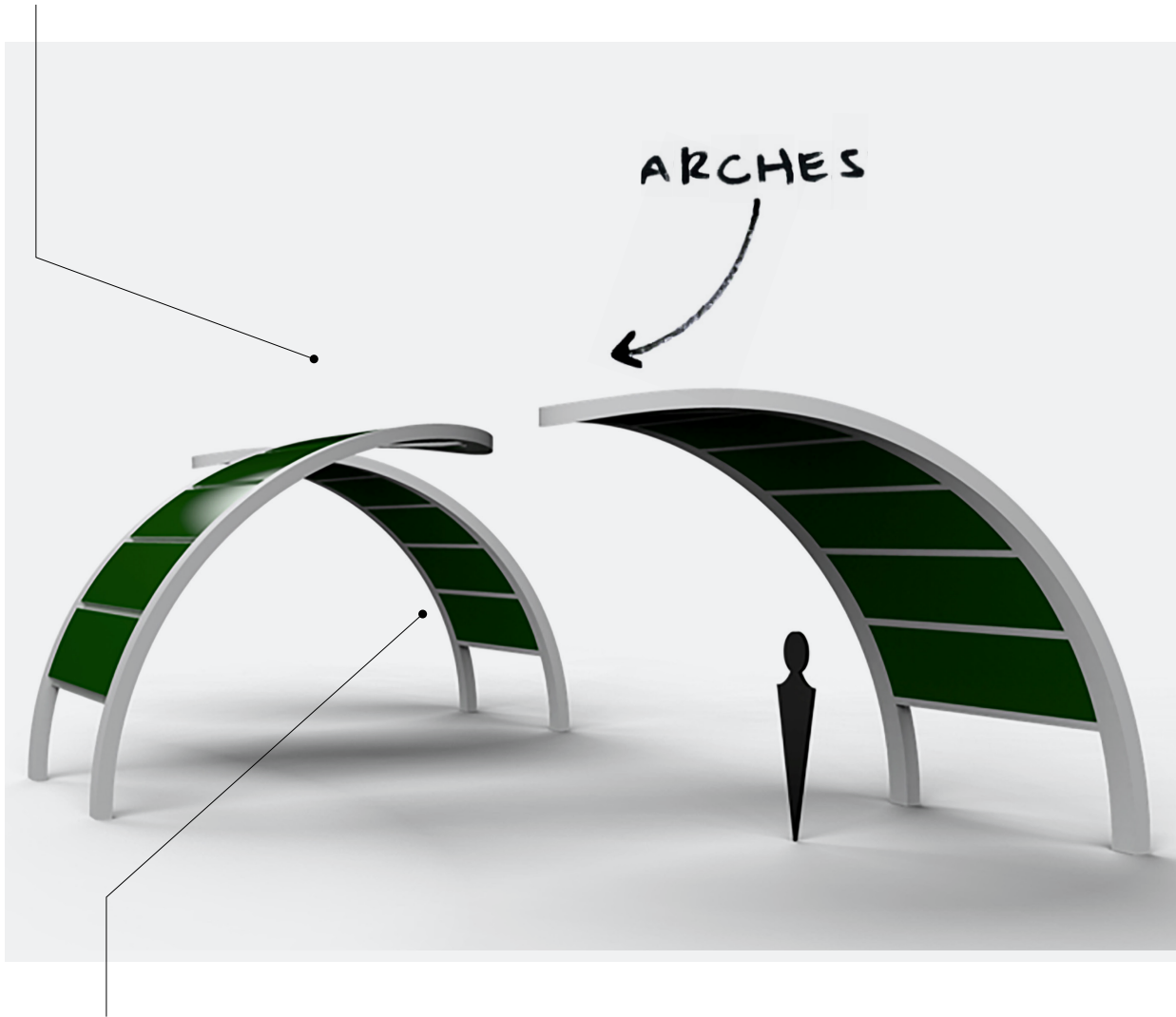
ICON PARTNERED WITH STUDIO 431, THE CUSTOM STRUCTURES DIVISION OF LANDSCAPE FORMS INC.



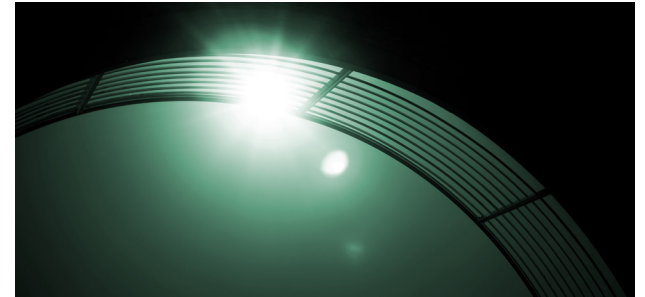
River's Bend at the Preserve | West Fargo, ND



Designed to capture the charm and tranquility of the countryside, this structure features rounded panels that provide shade while evoking the look of classic arched bridges and overpasses.



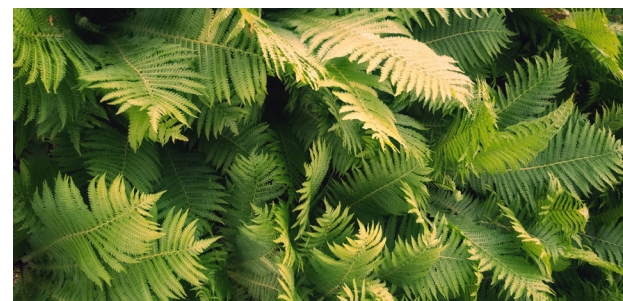
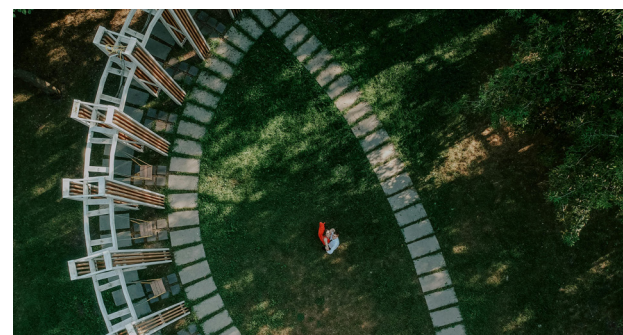
Green panels offer shade without detracting from nature's beauty, instead complementing and enhancing the natural surroundings.



Designed to harmonize with the natural world, this shelter features laser-cut panels that mimic sunlight filtering through leaves.



Seamlessly blending art and nature, this shelter is designed to evoke the graceful opening of a flower — harmonizing with the surrounding natural beauty while standing strong against the test of time and the elements.



Reintroduce a sense of whimsy into contemporary spaces by designing shelters inspired by the beauty of the natural world around us.

95th Street Library | Naperville, IL



Orland Park Nature Center | Orland Park, IL

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Royal Oak, MI

Reference No. 6950

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Puzzle Piece + Beautyberry Terrace Renders

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San Diego State University River Park – San Diego, CA

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Funnel + Modular Design Renders

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Spider Web + Woven Basket Renders

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