

ICOON

STARTUP SPOTLIGHT ICOON

-  icon-book.com
-  iconbook.tumblr.com
-  fb.com/iconbooks

1 IDEA

AMBERPRESS is a publisher for travel and design. We are designers with all our heart and soul and love to travel. We have been able to combine our two passions in our picture dictionary ICOON.

The money we earn is reinvested. We use it for newbookpublications,new apps, software updates or computers. I don't like to work with other people's money, so I prefer earning my own money. It probably isn't that cool anymore in times of crowdfunding and stuff like that, but we have been very lucky to be able to stand on our own two feet.

3 FINANCE

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I studied linguistics and later visual communication. ICOON is the perfect combination of language and communication: because the most understandable and oldest language of them all is pictures. I noticed during my travels that you often get stuck communicating only with gestures when no one

I create corporate designs for our customers, sell books in our online store, on Amazon, in bookstores and via our partners throughout Europe. We have distribution partners available in different countries including Belgium, the Netherlands, Spain, Portugal and Great Britain. We also brand our books

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INSPIRATION

speaks your language or it leads to misunderstandings. The purpose of ICOON is not to replace foreign languages but to help in difficult communication situations. For example, if you have to explain hay fever during your vacation in Hungary, or suffer from diarrhea in Africa, or you need safety pins when you're in China.

as giveaways. So our clients can give it to their own customers or partners as a useful and original gift that they can use in their free time, when they are on vacation and need help with a communication problem. In this case, the ICOONs are still called ICOONs but are made in



the corporate design of the customer. Sometimes we also add symbols or even several pages of icons of the branch that the customers works in. We did this for Boeren Medical from the Netherlands, for example: We added eight extra pages with symbols on the subject of diabetes

for the pharmaceutical company; or for Gazprom where we designed a category with energy icons. Being professional designers, we are able to cater to our clients' wishes and add a touch of individuality to the books. Individuality is the future, in my opinion.

REVENUES

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FUTURE
PLANS

In Berlin! Definitely in our favorite city. You can still feel the energy in the air here. In five years, we will probably have come up with some more ideas and products that are connected to travel and design. We are already looking forward to it.

6

Picture dictionaries have always been around, but most of them were impractical because they were too big or bulky or not clearly structured. Or sometimes they only included photos, but we knew you couldn't express everything with photos. And definitely

COMPETITORS

no complex context or abstract concepts. Or the competitors who used illustrations in a style we didn't find appealing. Hence ICOON. We just wanted to do something different. Shorter, more understandable, more modern.

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FIRST TEAM
MEMBER

In organization and design.



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The name ICOON is a combination of the words »icon« and »book«. The two OOs have always looked a bit like eyes to me and resemble the visual aspect. It was meant to be a book for visual communication.

I have always had magenta in mind. Even years ago when you hadn't seen the color around a lot. A hundred percent magenta in combination with black and white has been perfect in my opinion.

Coffee, Ginger tea and toons of dark chocolate.

Especially in Asia where you can't read all the characters, and off the beaten tourist tracks it comes in very handy to have ICOON available as an app. Although I always have the printed version with me. It fits into every pocket of your pants and in case the battery is empty, it is great to have the first-language-aid on hand when no one speaks English, German or Polish :-).

All of them! I really like the first ICOON magenta edition and the new app for the iPhone. But also the ICOON camouflage colors that we developed for Globetrotter and Innenstadtsurfer. But if I really had to decide I would choose our latest edition: the ICOON communicator in neon green that also features

the new translation tool in the book cover. You can now combine and communicate the icons with the most important questions, answers and messages. This way you can explain whether you are allergic to peanuts or whether you are looking to buy them more easily and more precisely.

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NAME

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COLORS

10

MAIN
FOOD

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TRAVEL

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FAVOURITE
ICOON