

iconicbox  
by aroundthecube



iconicbox

## iconicbox, the new iconicubes box set.

The iconicbox comes in 3 different size models either containing 9, 24 or 70 iconicubes.

You have the possibility to create your own selection for your iconicbox by picking out the iconicubes you want from our catalog or by choosing from our selection of thematic iconicboxes.



Love edition

iconicbox<sup>9</sup>

LOVE



(neon orange, neon yellow, neon pink, neon green, silver effect, bronze effect, neon red, gold effect, blue pantone)

Memo, Metal Effect, Skyline, Colorme...  
Choose your theme or create one!

Skyline edition

iconicbox<sup>9</sup>

SKYLINE METAL EFFECT



Paris, Londres, New York  
(gold, silver and bronze effect)

DIY edition

iconicbox<sup>9</sup>

DO IT YOURSELF



create your iconicbox<sup>9</sup>

Colorme edition

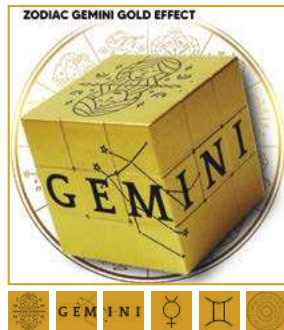
iconicbox<sup>9</sup>

COLORME



color your iconiccubes



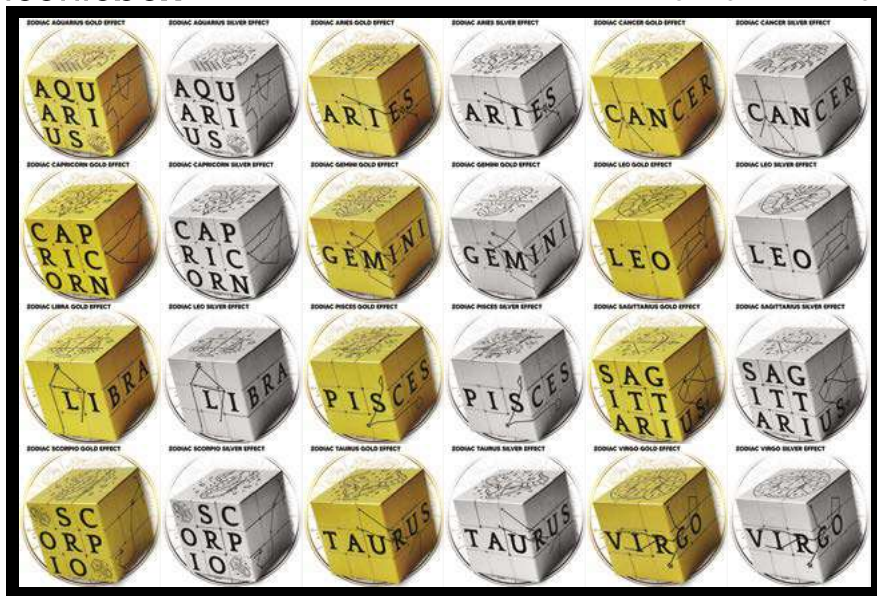


# «aroundthecube iconicbox<sup>24</sup> ZODIAC édition!»

**Zodiac edition**

iconicbox<sup>24</sup>

ZODIAC METAL EFFECT



ZODIAC SILVER AND GOLD EFFECT COLLECTION

Leo, Taurus, Virgo, Pisces...  
(gold and silver effect)



iconicube



iconicube

french



# iconicube reveals its colors !

The iconiccube is the latest French creation of aroundthecube, who introduced almost 10 years ago the first (Rubik's) cube printed entirely using inkjet technology, creating an object both of **design** and **play**.

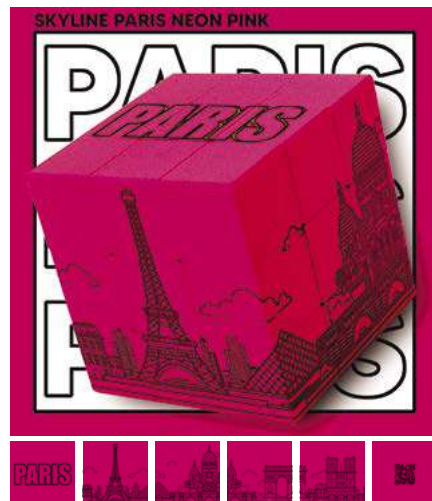
This new generation of cube is the **innovative** and **artistic** reinterpretation of that iconic puzzle of the 80s, the Rubik's cube.

Our determination and continuing ambition of innovation and creation around the cube allowed us to present today the iconiccube. A mixture of technical, graphic and creative inspirations to offer the **first artistic, premium and connected cube**.



## WHAT IS AN ICONICUBE?

«colometric combination of  
pantone paint and UV printing.»



iconicube

artistic



Of French design, the iconiccube was developed in our workshops with the aim for originality and a creative desire focused on innovation.

It is also the success result of a complemented know-how between our production workshop in Paris, our creative studio in Bordeaux and our developers in Rennes to achieve this decorative, fun, and connected object unique in the world!



Before being printed using our high-definition UV printers, each iconiccube in the ARTCOLLECTION series is painstakingly **PAINTED** using a choice of pantone colors and applying various artistic effects allowing the exploration of infinite richness of every color.

In collaboration with illustrators and artists to utilize this essential 3D object as a new canvas for their creative inspirations. We want to redefine its traditional appearance converting it into a design, artistic and decorative object.

iconicube

connected



# HOW TO CONNECT THE ICONICUBE ?

An essential technical element that has become indispensable today has been added to this visual transformation, the QRcode. This made the iconiccube connected and interactive, opening up to a whole new digital universe, evolutionary and customizable thanks to our dedicated mobile application, the iconicapp connect.



iconicube globe black gold



«Scan to digitize me.»

iconicapp



# iconicapp

## connect

What your mobile device displays when the QR CODE of the iconcube GLOBE BLACK GOLD is scanned



Discover social media posts and the site aroundthecube.com

Tap this button to start sharing your iconicapp and your iconcube



Display of your virtual iconcube



Tap on the SOLVER button to start solving your iconcube

The iconicapp connect is a web application “mobile first” developed by aroundthecube, a true interactive digital platform of the iconcube.

It is displayed like a classic application by scanning the QRcode printed on your iconcube which does not require any downloading. Discover our iconicapp and its customizable versions!

# iconicapp

## customized



Customize the iconicapp and share your digital media contents by means of the iconcube



### ICONICAPP partner

The iconicapp partner is similar to the iconicapp connect but has the additional benefit of having a customizable button for easy access to your content.

### ICONICAPP customized

The iconicapp customized allows the full personalization of your iconicapp harnessing the advantages of our new «mobile first» application. Discover the fully personalized «SHACK» iconicapp.

# iconicube collection

iconicube

memo collection\*



COOL NEON GREEN



DEAD NEON ORANGE



FUCK NEON YELLOW



KISS NEON RED



EYES NEON BLUE



LOVE NEON PINK



\*each design is available in all colors presented



# iconicube

neon collection\*



NEW YORK NEON BLUE



LONDON NEON YELLOW



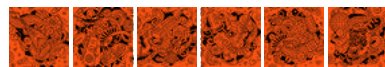
PARIS NEON PINK



LOVE NEON GREEN



DOODLE NEON ORANGE



GLOBE NEON RED



\*each design is available in all colors presented

# iconicube

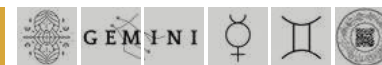
metal effect collection\*



LONDON GOLD EFFECT



GEMINI SILVER EFFECT



NEW YORK BRONZE EFFECT



SCORPIO GOLD EFFECT



LOVE SILVER EFFECT



GLOBE BRONZE EFFECT



\*each design is available in all colors presented

# iconicube

## matte black collection



LONDON MATTE BLACK



PARIS MATTE BLACK



NEW YORK MATTE BLACK



FELINES MATTE BLACK



JAZZ MATTE BLACK



LOVE MATTE BLACK

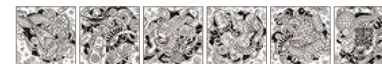


# iconicube

## colorme collection\*



DOODLE COLOME



NEW YORK COLOME



ETHNIC ANIMALS COLOME



ANIMALS COLOME



CIRCUS COLOME



MONSTERS COLOME



\*each colorme box comes with a set of permanent markers



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by aroundthecube

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