



NEW EXPLORATION SERIES PUSHES THE BOUNDARIES OF RESILIENT +
SUSTAINABLE 3D-PRINTED HOME DESIGNS

ICON Unveils Its Next-gen 3D Printer and Introduces “House Zero”

Designed by Lake|Flato Architects

AUSTIN, TX, May 24, 2021 –

ICON, the leader of advanced construction technologies that advance humanity, today unveiled its next generation Vulcan construction system and debuted its new Exploration Series of homes to cooperatively develop new design languages and architectural vernaculars with world-class architects based on the opportunities created by construction scale 3D printing.

ICON’s first home in the series, “House Zero,” is designed by the award-winning firm, Lake|Flato Architects and features an elevated architectural and energy efficient design that highlights the benefits of resiliency and sustainability only found in homebuilding through 3D printing.

“House Zero will be the most incredible 3D-printed home in the world, because it was optimized and designed specifically to be 3D printed,” said Jason Ballard, co-founder and CEO, ICON. “This is the moment when people around the world will see more of the architectural design freedom and benefits of a 3D-printed house and believe that they too would want to live in one.”

Located in East Austin, “House Zero” is currently under construction and features a 2,000+ sq-ft, 3 bedroom/2.5 bath home and a 350 sq-ft, 1 bedroom/1 bath accessory dwelling unit. Blending mid-century modernist ranch house aesthetics with the digital possibilities of additive construction, “House Zero” will be the first home of its kind and a major advancement in modern architecture.

“House Zero has allowed Lake|Flato to develop our ethos of human and nature-centric design with an entirely new framework,” said Ashley Heeren, Associate, Lake|Flato. “It’s been a thrill for our team to design this home of the future and explore new ways to create high-performance shelter that celebrates craftsmanship, seeks increased efficiency and eliminates steps in the construction process. This welcoming, practical home design expands the performance capabilities of 3D printing technology and is unlike any other home we’ve designed to date.”



ICON UNVEILS ITS NEXT-GEN 3D PRINTER AND INTRODUCES “HOUSE ZERO” DESIGNED BY LAKE|FLATO ARCHITECTS

ICON's proprietary Vulcan technology produces resilient, single-story homes faster than conventional construction methods and with less waste and more design freedom. Designed and engineered from the ground up for volume 3D printing of homes with precision and speed, the new Vulcan construction system can 3D print homes and structures up to 3,000 square feet, is 1.5x larger and 2x faster than the previous ICON Vulcan 3D printers. Weighing in at 9,500 lbs, this mammoth of a robot is a digitally-native approach to home construction featuring an automated control system and is operated with an ICON-developed app for mobile devices.

Ballard continued, “If people fall in love with what we’re doing here, it turns out the Vulcan is the only construction system in the world capable of delivering this home and others like it. We are hopeful this catalyzes widespread enthusiasm and excitement for the future of construction and architecture. We’re getting ready to stand up manufacturing in our new facilities and begin larger scale projects in anticipation of such a response.”

To date, ICON has delivered two dozen 3D-printed homes and structures across the U.S. and Mexico, the most completed by any construction tech company. ICON broke into the mainstream housing market in early 2021 with the first 3D-printed homes for sale in America for developer 3Strands. Additional ICON projects are underway to deliver social housing, disaster relief housing and market-rate housing in addition to developing construction systems to create infrastructure and habitats on the Moon and eventually Mars with NASA. For more information visit www.iconbuild.com.

About ICON

ICON develops advanced construction technologies that advance humanity. Using proprietary 3D printing robotics, software and advanced materials, ICON is shifting the paradigm of homebuilding on Earth and beyond. For more information visit www.iconbuild.com or follow the conversation on Instagram, Twitter, Facebook, YouTube (@ICON3DTech).

About Lake|Flato

Established in 1984, Lake|Flato designs buildings that respond to the culture and climate of each unique place. Lake|Flato believes in creating environments that enrich communities and nurture life. In collaboration with clients, Lake|Flato creates buildings that are tactile and modern, environmentally responsible and authentic, artful and crafted. Lake|Flato's work has received wide critical acclaim in more than 300 international, national and regional awards including recognition in 2019 by ARCHITECT Magazine as the top firm in the U.S. in their annual ARCHITECT 50 ranking, the Firm of the Year Award from The American Institute of Architects, and was named one of Fast Company's “Ten Most Innovative Architecture Firms in the World.” As architects, teachers, environmental stewards and community advocates, Lake|Flato strives to elevate the public's appreciation of architecture and foster the education of the next generation of architects. For more information visit <https://www.lakeflato.com/>.



ICON SECURES MORE THAN \$200 MILLION IN SERIES B FUNDING LED BY NORWEST VENTURE PARTNERS TO SUPPORT RAPID GROWTH AND DEMAND FOR 3D-PRINTED CONSTRUCTION

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About Norwest Venture Partners

Norwest is a leading venture and growth equity investment firm managing more than \$9.5 billion in capital. Since our inception, we have invested in more than 600 companies and partner with over 150 active companies currently in our venture and growth equity portfolio. The firm invests in early to late stage companies across a wide range of sectors with a focus on consumer, enterprise, and healthcare. We offer a deep network of connections, operating experience, and a wide range of impactful services to help CEOs and founders scale their businesses. Norwest has offices in Palo Alto and San Francisco, with subsidiaries in India and Israel. For more information, please visit www.nvp.com. Follow Norwest on Twitter @NorwestVP.

