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Gosia Warrink

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Point to icons to communicate all over the world. There are some situations in life where words simply fail you. While attempting to describe your fish poisoning to a Brazilian doctor, for example. Or trying to tell a Croatian harbor master that you need a new propeller for your outboard motor. Those without a basic command of the local language or Oscar-worthy pantomimic abilities are quickly reduced to stammering helplessly and wringing their hands. Unless they pull a little magenta-colored book out of their trouser pocket... ICOON, the global picture dictionary, is an icon collection as hands-on as it is humorous, which no hand luggage the world over is complete without. The mini booklet divides essential everyday symbols into twelve categories, uniting them on 76 pages. Regardless of whether you need a toothbrush, safety pin or swimming trunks, want to explain hay fever without using words, ask how to change money or are trying to rustle up a replacement battery for your camera s light meter, ICOON speaks the world s most intelligible language: pictures. This is the perfect language kit for every traveler. The wordless phrase book benefits from the internationality of pictures and signs in the process. This principle has proved its worth time and again, helping to convey information unequivocally in public places, at airports, on the roads and when sightseeing. AMBERPRESS collected ideas from around the globe to ensure that ICOON contained as complete a selection of relevant symbols as possible, subsequently testing and optimizing the ensuing designs. The result is a collection of 2,000 icons, including 400 color photos divided into twelve categories ranging from clothing, hygiene products and health to administration and leisure activities. The picture dictionary even translates difficult topics like measurements and feelings into comprehensible symbols. ICOON thus provides a solution for almost everything one could wish to communicate the world over, be it Spain, South America, Russia or China. ICOON s minimalist design concept doesn t only make it a convenient ally on journeys of all kinds, but ensures it is also a stylish accessory for the user. Weighing in at just 2 ounces and measuring a mere 3.5x5 inches, the eye-catching booklet slides effortlessly into every trouser pocket. The illustrations are simply designed and clearly arranged in order to make the icons even easier to understand. ICOON is an indispensable companion in every situation where communication problems may arise, be it a foreign business meeting, an adventure trip to the wilds of Kurdistan or a relaxing Mediterranean holiday.

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