

# ARCHINODE

LAUNCH KOREA. WE SCALE YOU.

BRAND PROPOSAL · 2026

[archinodekr.com](http://archinodekr.com)

# Korea's Premium Living Market

A resilient premium segment where outdoor and interior specifications increasingly define top-tier residential and hospitality properties.

*ARCHINODE provides the most efficient gateway to the high-velocity design ecosystem that defines Korean and Asian trends.*

## PREMIUM

Korea's top-tier residential and hospitality segment

## SPEC-IN

Brand decisions made early in architectural planning

## OUTDOOR + INTERIOR

Where specification truly drives premiumness

# Navigating the Silent Network

01

## CLOSED SPECIFICATION

The Korean market is dominated by a professional 'spec-in' culture — architects choose brands long before construction begins.

02

## PROFESSIONAL NUANCE

Professional communication requires more than translation. It needs deep understanding of local workflow and B2B ethics.

03

## LACK OF CONTROL

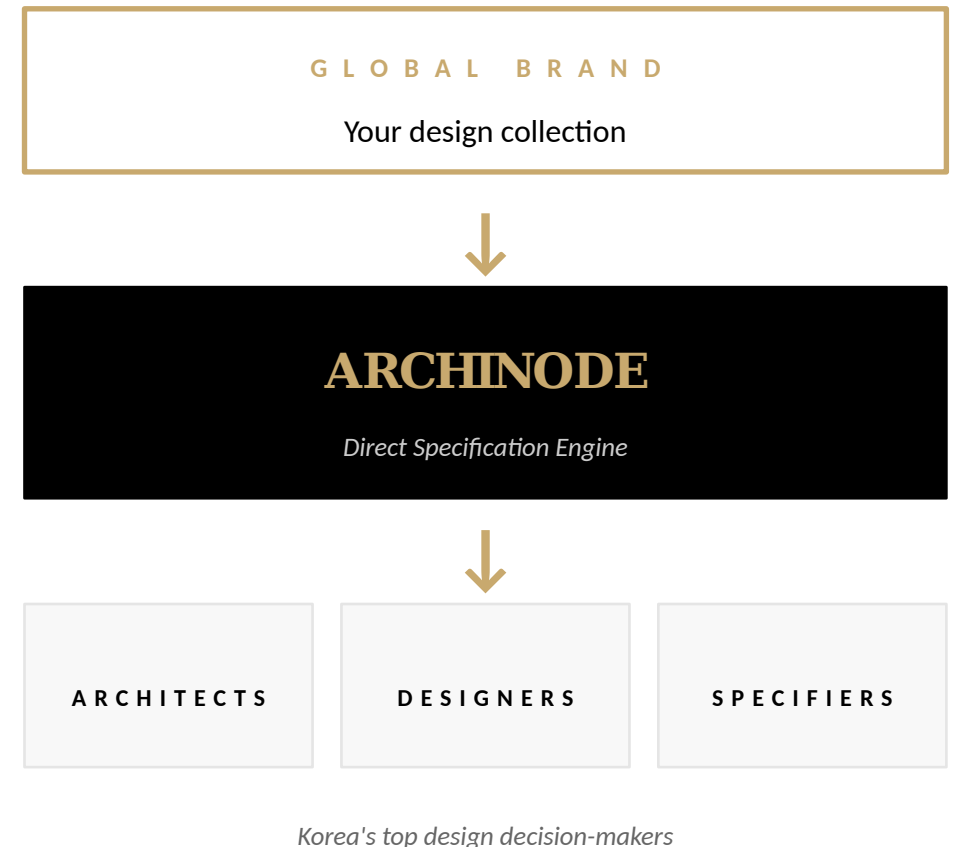
Inefficient middleman structures dilute brand premiumness, making it difficult to maintain a consistent high-end identity.

# The Architectural Bridge

## Direct Specification Engine

ARCHINODE connects global brands directly to the project's source: the architects and designers who shape Korea's luxury landscape.

*We provide a dedicated channel for specifiers, ensuring your collections become the first choice on every high-end blueprint.*





04. YOUR AUDIENCE

# Who Will Discover Your Brand

We put your brand in front of the most influential decision-makers in the Korean design industry.

## **ARCHITECTS & LEAD SPECIFIERS**

Visionaries designing Korea's corporate landmarks and ultra-luxury private residences.

## **INTERIOR & LANDSCAPE DESIGNERS**

Professionals curating luxury hospitality, flagship retail, and premium residential spaces.

## **REAL ESTATE DEVELOPERS**

Key decision-makers seeking global innovation to differentiate their urban planning projects.

# Built by an Industry Operator

ARCHINODE is led by a founder who has lived both sides of the Korea-Europe design trade.

In 2019 he founded OSKA — Korea's leading exterior shading brand. He also operates SIGNITY (outdoor furniture) and GLASST, and regularly attends Salone del Mobile to bring European brands into Korea.

## CREDENTIALS

- Korea's #1 exterior shading brand (OSKA)
- Good Design Award · Korea Brand Leader Award
- Korea Consumer Satisfaction Index #1, 4 years in a row
- Regular attendee at Salone del Mobile Milano



*OSKA pergola installation — Seoul*

# A Thriving Market Ecosystem

## FREE MARKET ENTRY

ARCHINODE provides a frictionless entry point for global brands engaging with Korea, stimulating a healthy and diverse design economy.

### Open Innovation —

*Removing barriers introduces fresh design perspectives to Korean professionals.*

## STRATEGIC BALANCE

Our platform balances the high-quality supply of European brands with the sophisticated demand of Korean designers.

### Sustainable Growth —

*Maintaining equilibrium so both sides find the perfect match for their project needs.*

# Maximum Market Impact

*Architects don't just see your brand — they write it into the blueprints.*

ARCHINODE increases the probability of your products being specified in the earliest stages of architectural planning. We transform brand awareness into project-driven revenue.



## Direct Professional Lead Generation

Specifier-driven inquiries delivered to your team.



## Professional Specifier Network Access

Verified architects, designers, and developer contacts.



## Data-Driven Market Presence

Visibility metrics on how your brand performs in Korean searches.

# First-Mover Dominance

FREE ENTRY

Through December  
2026

FROM 2027

€10 / month

1 Founding Partner Status

Join during the launch phase with zero initial investment.

2 Engagement Insights

See which firms and professionals are exploring your brand on ARCHINODE.

3 Sustainable Growth

Predictable subscription (€10/month from 2027) for continuous presence.

# Same offering. Transparent price.

European design directories charge in private. We publish everything.

TIER	EUROPEAN DIRECTORIES	ARCHINODE
<b>Basic listing</b>	EUR 2,000-5,000 / year	<b>Free until Dec 2026, then EUR 10 / month</b>
<b>Enhanced visibility</b>	EUR 5,000-20,000+ / year	<b>Same EUR 10 / month. No upsell.</b>
<b>Pricing model</b>	Private, negotiated, revenue-based	<b>Public, flat, identical for every brand</b>

## Why this matters

European directories adjust their rate based on your annual revenue. ARCHINODE charges the same EUR 10 / month from every brand - large or small. What you pay is what you see.

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*Get listed before December 2026 — first-mover slots are limited.*

GWEN · Manager

office@archinode.org · archinodekr.com

LIST YOUR BRAND → [archinodekr.com/list-your-brand.html](https://archinodekr.com/list-your-brand.html)

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