01 / PURPOSE

Design products, in meaningful context.

A curated global library for residential architecture and interior design.

01

Discovery with a design purpose

IGC Space Brands Library connects architects, interior designers and homeowners with selected design brands. It focuses on furniture, lighting, kitchens, bathrooms, outdoor living, materials and other elements of residential design.

02

Quality before catalogue volume

The library values original thinking, craftsmanship, material intelligence and thoughtful design. Its purpose is a focused discovery experience, where useful product information and relevance take priority over an overwhelming volume of listings.

03

Brand presence and product expertise

A brand introduction helps readers understand a company and its design approach. Product-based GEO services go deeper, connecting a product's characteristics with particular residential needs and application contexts. The appropriate scope is discussed with each brand.

02 / METHOD

Connect what a product does with why someone needs it.

Useful product information moves beyond promotional language to explain suitability and limitations.

01 Begin with the application

Design professionals often search in the context of a project, not by brand name alone. A compact bathroom, a coastal terrace or a material-led interior creates different requirements. These are illustrative contexts, not claims about any specific product.

02 Make the connection specific

Clear product descriptions can connect function, dimensions, materials, technical characteristics and intended use. They help a reader understand where a product may be relevant and what still needs to be checked with the manufacturer.

03 Keep claims traceable

Durability, sustainability, performance and certification claims should be supported by current manufacturer documentation. Product imagery should carry appropriate permissions and credits. Avoid implying suitability where the necessary technical evidence is unavailable.

What GEO means here

Generative Engine Optimization (GEO) is the organization of relevant content to support discovery and understanding in AI-assisted search. Clear, accessible information can support this goal; it cannot guarantee indexing, citation, recommendation or sales.

03 / PARTICIPATION

Introduce your brand. Show the thinking behind it.

For design-led businesses serving residential architects, interior designers and homeowners.

01

For library consideration

Share your brand name, website, product categories and a concise introduction to your design approach. Identify a focused selection of products that best represent your expertise and intended residential applications.

02

For a product-based conversation

Provide accurate product information, relevant technical documents and imagery with clear permissions and credits. Explain the design need each product addresses. Service scope, deliverables and any fees should be agreed separately.

03

Common questions

Does inclusion guarantee specification or sales?
No. Designers and homeowners assess suitability independently; commercial outcomes are not guaranteed.

Is GEO a promise to appear in ChatGPT, Gemini or Google?
No. These platforms decide what to crawl, index, cite or display. IGC Space focuses on communicating product expertise clearly.

EXPLORE & CONNECT

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