

KOREA Report

October 2025

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* Project : Haus Nowhere Seoul

Haus Nowhere Seoul

Project Overview

Haus Nowhere Seoul is a project jointly conceived by global eyewear brand Gentle Monster and its parent company IICOMBINED. It is a complex cultural space that transcends a mere retail outlet, serving as an “experience-centric space” where art, design, technology, and sensory experiences converge. As its name suggests, it offers an immersive environment distinct from conventional stores, based on the philosophy of “A Space Found Nowhere.” Haus Nowhere Seoul functions as an urban sculpture beyond a simple commercial facility, with its exterior design expressing both the experimental nature of contemporary architecture and the brand’s identity. The architectural design was led by Korea’s The System Lab under the concept “The Future Has Returned,” aiming to create a symbolic structure that transforms a former industrial area into a new cultural destination.

The overall design follows a Brutalist approach, utilizing exposed concrete throughout. Haus Nowhere Seoul also serves as IICOMBINED’s new headquarters and functions as a showcase for the group’s main brands. Each brand occupies an independent, concept-driven space, expressing its unique worldview and artistic sensibility through multiple media such as architecture, lighting, video, scent, and installation art.

Gentle Monster stands as the centerpiece, presenting its brand philosophy through sculptural installations and artworks that go beyond product display. Perfume brand Tamburins introduces its “Sunshine” concept, featuring a large dachshund sculpture and an AI-based photo experience. Hat brand ATiiSSU exhibits its “Tracker Collection,” interpreting design as sculptural form. Dessert brand Nudake operates a sensory tea house offering sculptural desserts and beverages, while tableware brand Nuflaat debuts its first offline store, promoting a design-based kitchen culture.

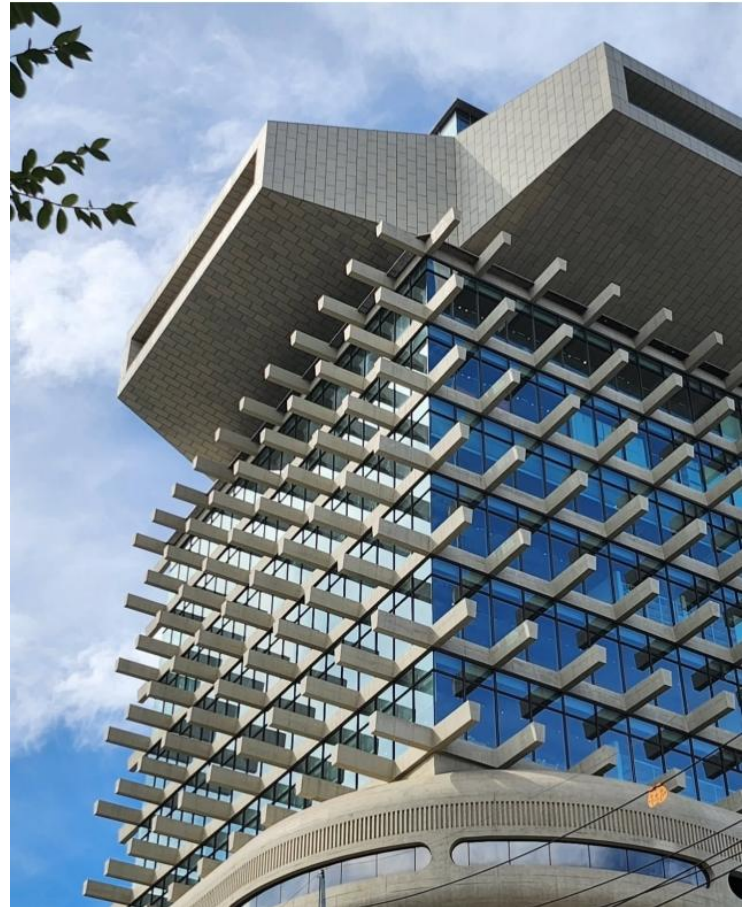
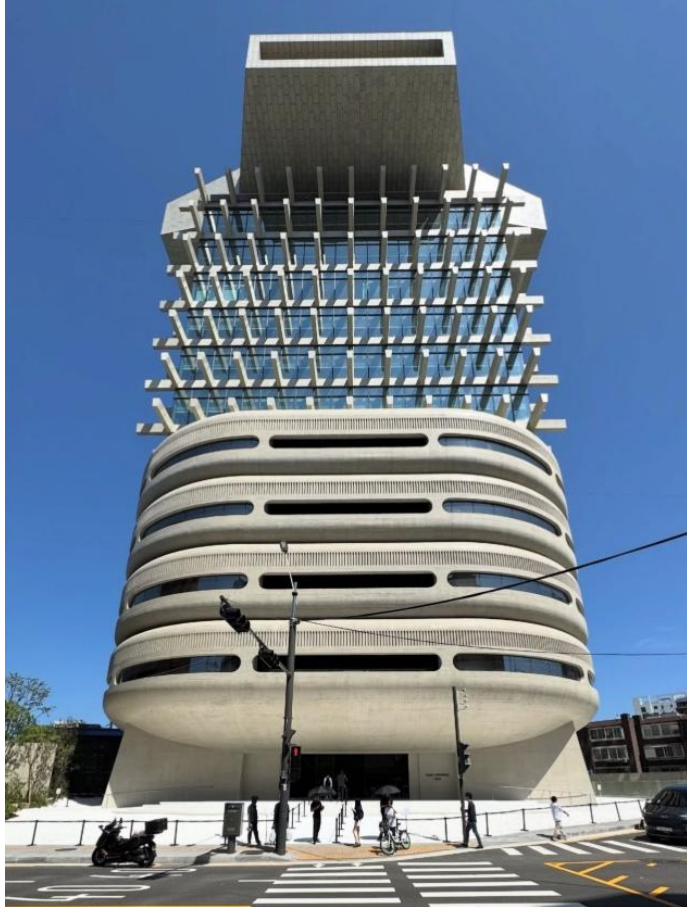
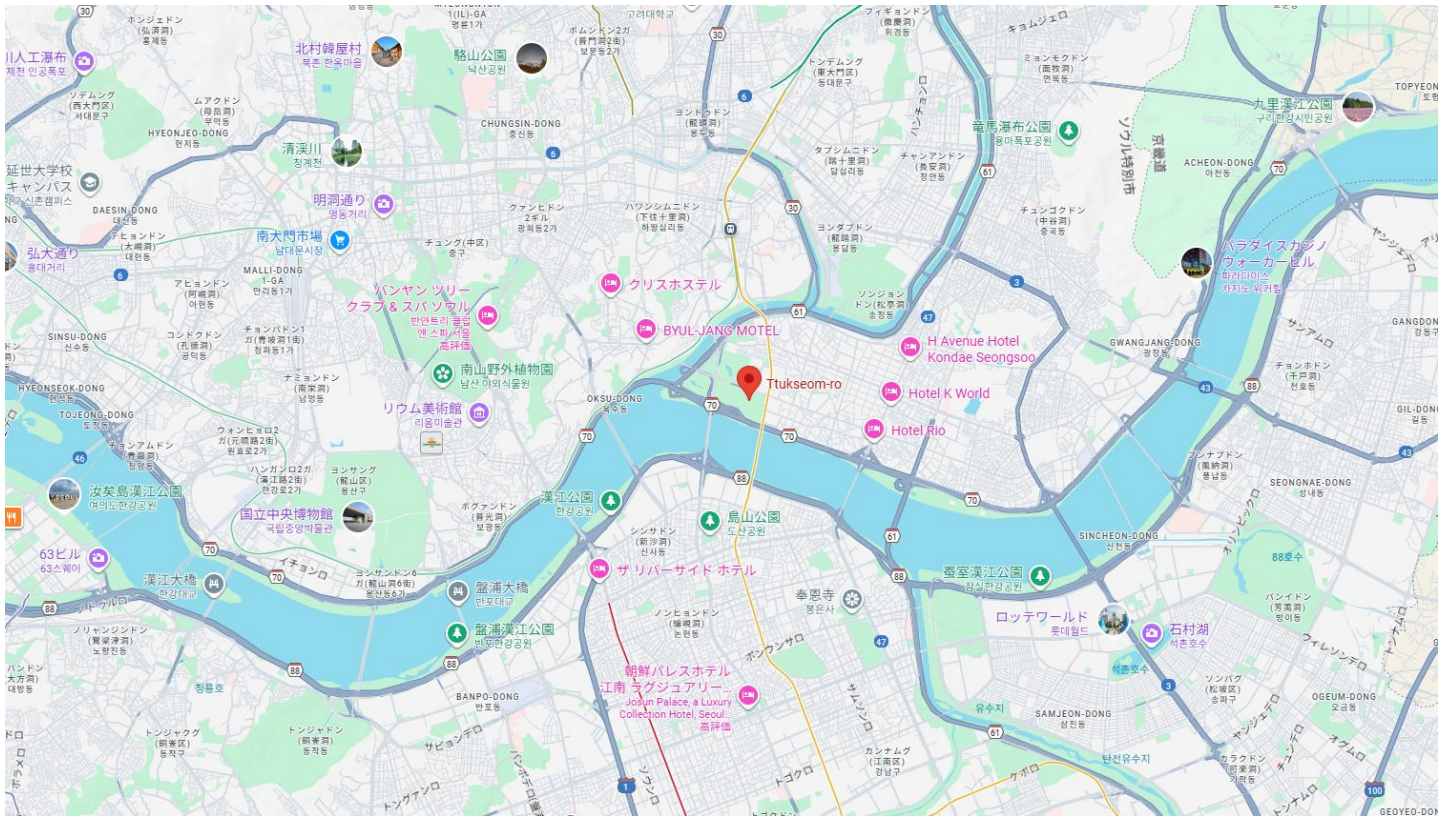
A signature feature of the space is “More Is More,” an installation created in collaboration with artist Max Siedentopf. The work creates a surreal yet overwhelming atmosphere, with walls filled with black plastic bags and a sculptural elderly figure placed at the center. Meanwhile, in the Tamburins zone, a breathing dachshund installation combines scent and visual stimuli to deepen the brand experience.

While the exterior conveys an industrial impression, the interior unfolds like a labyrinth, offering distinct encounters with each brand. The interplay of lighting, materials, sound, and scent enhances the overall immersive experience, allowing visitors to explore the space as if walking through a living art exhibition.

Project Details

1. Brand: Haus Nowhere Seoul
2. Type of Business: Retail Store
3. Open Date: 09/2025
4. Size: Total floor area – 30,709 m² (B5F to 14F)
5. Location: 433, Ttukseom-ro, Seongdong-gu, Seoul, Republic of Korea

Location MAP





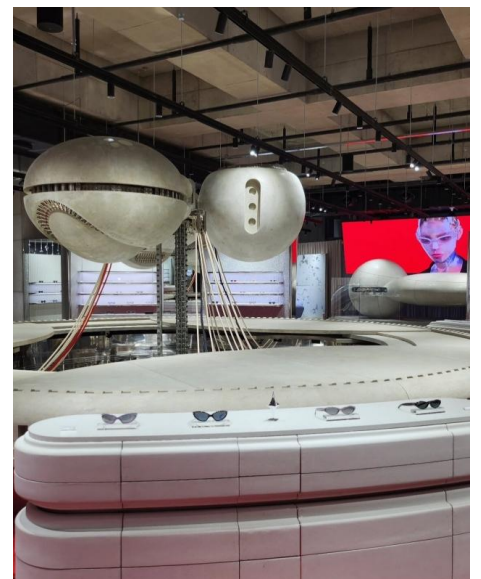
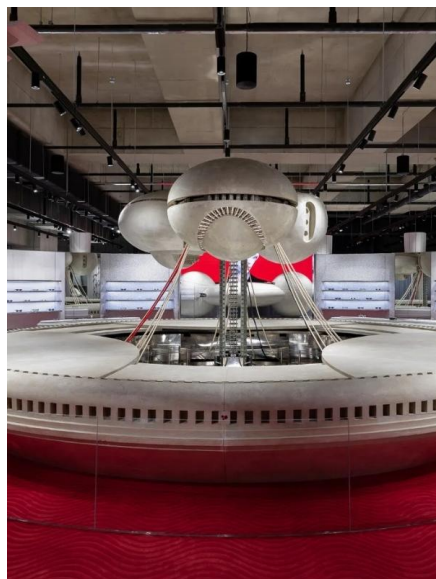
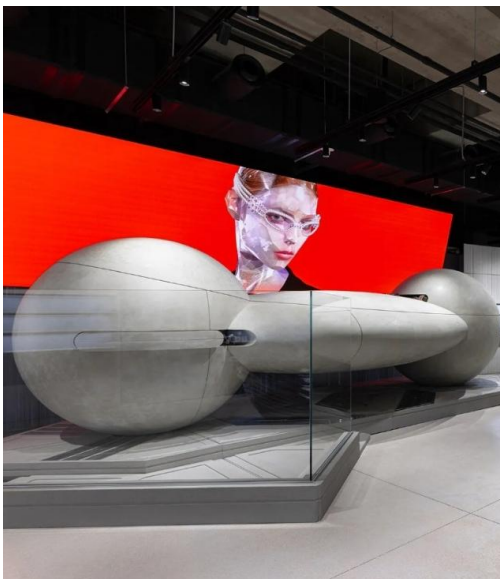
Collaboration with Max Siedentopf: "More Is More"

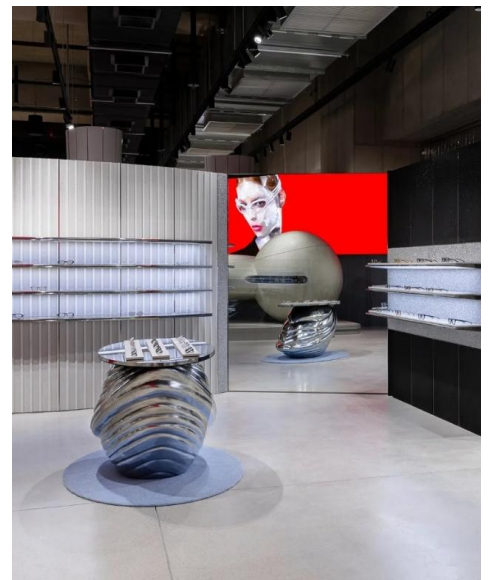
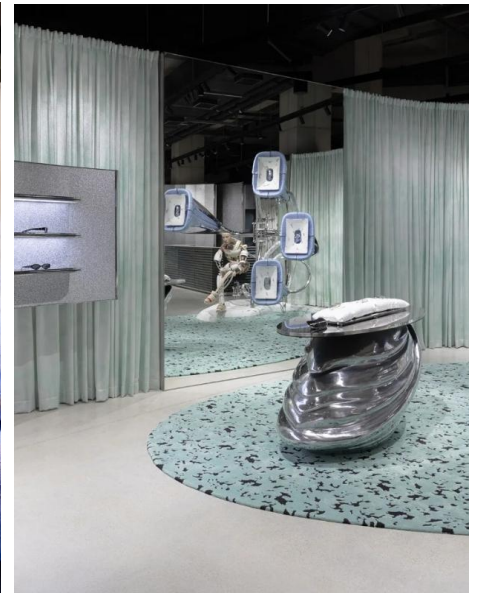
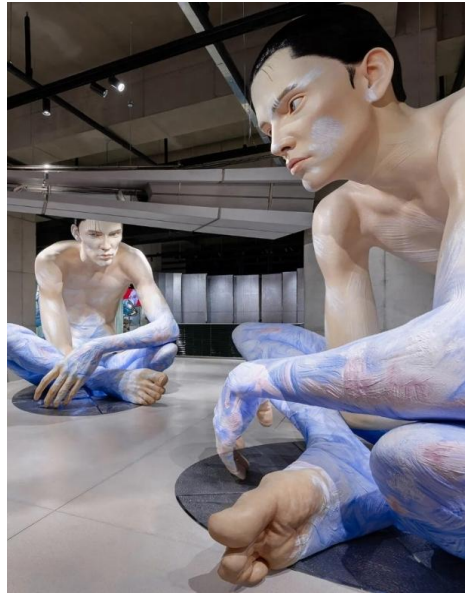


Perfume brand Tamburins

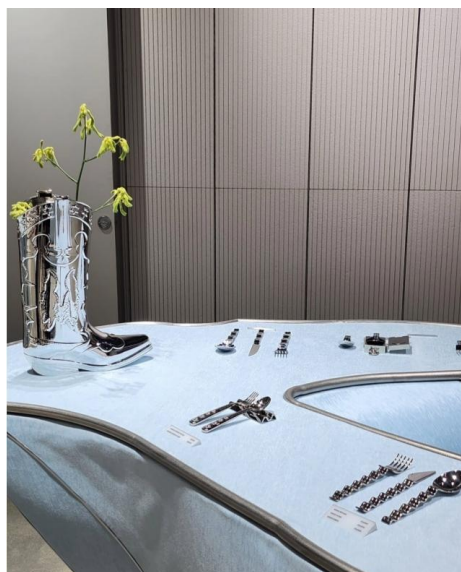
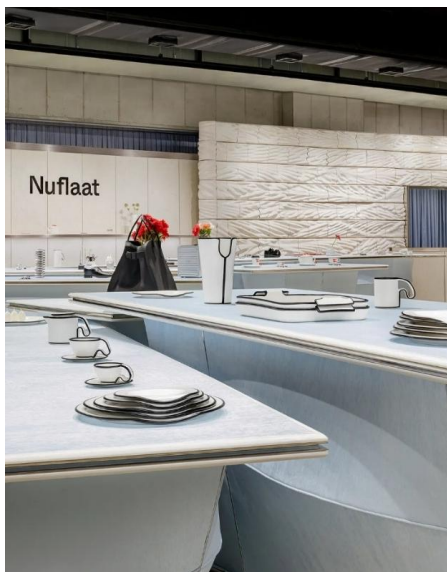


Gentle Monster eyewear brand



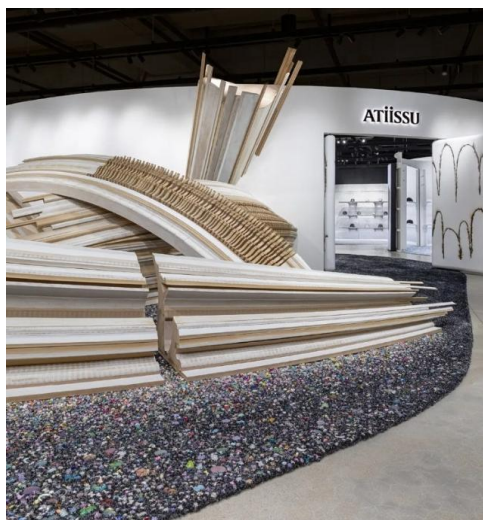
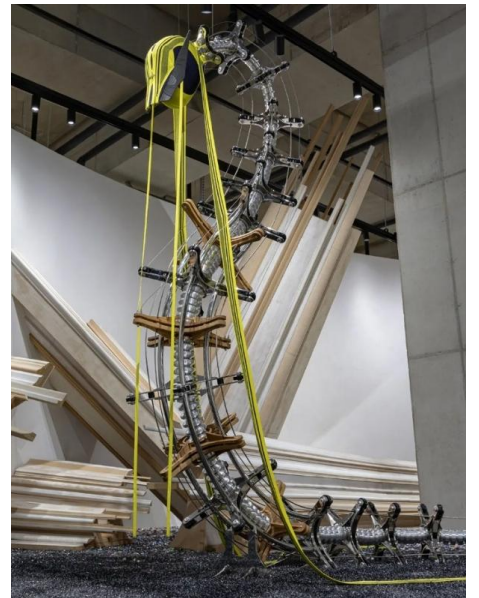


Tableware brand Nuflaat





Hat brand ATiISSU



Dessert brand Nudake

