

Uchi

You make the room.
We open the door.

Architects and designers, furniture, lighting and object makers, hotels, cafés and galleries: you make the rooms, we tell the world. This guide shows the one thing we ask back: our name and our address, wherever your story travels.



We write about your room. You hang our name at the door.

WHO IT IS FOR

Architects and interior designers

A house, a flat, a renovation, a studio, a book.

Furniture, lighting and object makers

A chair, a lamp, a collection, a craftsman, a reissue.

Hotels, cafés and restaurants

A new room, a refit, an opening, a guesthouse.

Developers and home brands

A building, a show flat, a material, a kitchen.

Galleries, design weeks and shops

An exhibition, a fair, a pop-up, a new store.

Sending us a press release, a review, an invitation or any other material does not mean Uchi will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

A story on Uchi is free and stays online, credited to you. In return: the Uchi plate on your site, our name in your release, our mark on what you print and show.

IN FIVE STEPS

- 1

Send your tagged release with the Uchi paragraph
- 2

We read it and, if it fits, publish
- 3

We send you the link and the plate files
- 4

You place the plate within 7 days
- 5

You send proof to hello@uchimag.com. Required

Our name never hangs alone.

Wherever our mark appears, our address goes with it, and wherever you write our address, the mark sits next to it. Line version in rows and footers, stacked in squares and on print. Minimum: 24 px on screen, 8 mm in print.



LINE · ON WASHI



LINE · ON SUMI



STACKED · ON CLAY



STACKED · ON HINOKI



WORDMARK · UCHI ALONE



LINE · NO KANJI

Plates drawn from the house.

Five plates from a Japanese home: the name at the door, a furniture tag, a seal, a noren and an architect's title block. Each carries the mark and the address.



01 HYŌSATSU · footers, about pages



02 FURNITURE TAG · sidebars, product pages



uchimag.com
03 HANKO SEAL · avatars, corners, square spots



04 NOREN · page headers and footers, wide spots

PROJECT	As featured on
PUBLICATION	Uchi
ADDRESS	uchimag.com
SHEET	1 / 1 · SCALE 1:1

05 TITLE BLOCK · press rows, newsletters, architecture pages

All five in the kit as SVG, PDF, PNG and JPG; the logo is in outlines, no font needed.

Pick one. Pin it to your site.

Thirty badges in our colours: rectangles and pills with the address, squares and circles carrying our U, for small spots and avatars. A badge without the address must link to uchimag.com.

RECTANGLE
WITH ADDRESS



SQUARE
THE HOUSE



CIRCLE
THE HOUSE



PILL
WITH ADDRESS



Keep the plate on. Keep the door open.

1 Footer

The noren strip or the line lockup in your site footer, on every page. The permanent spot.

2 Project or product page

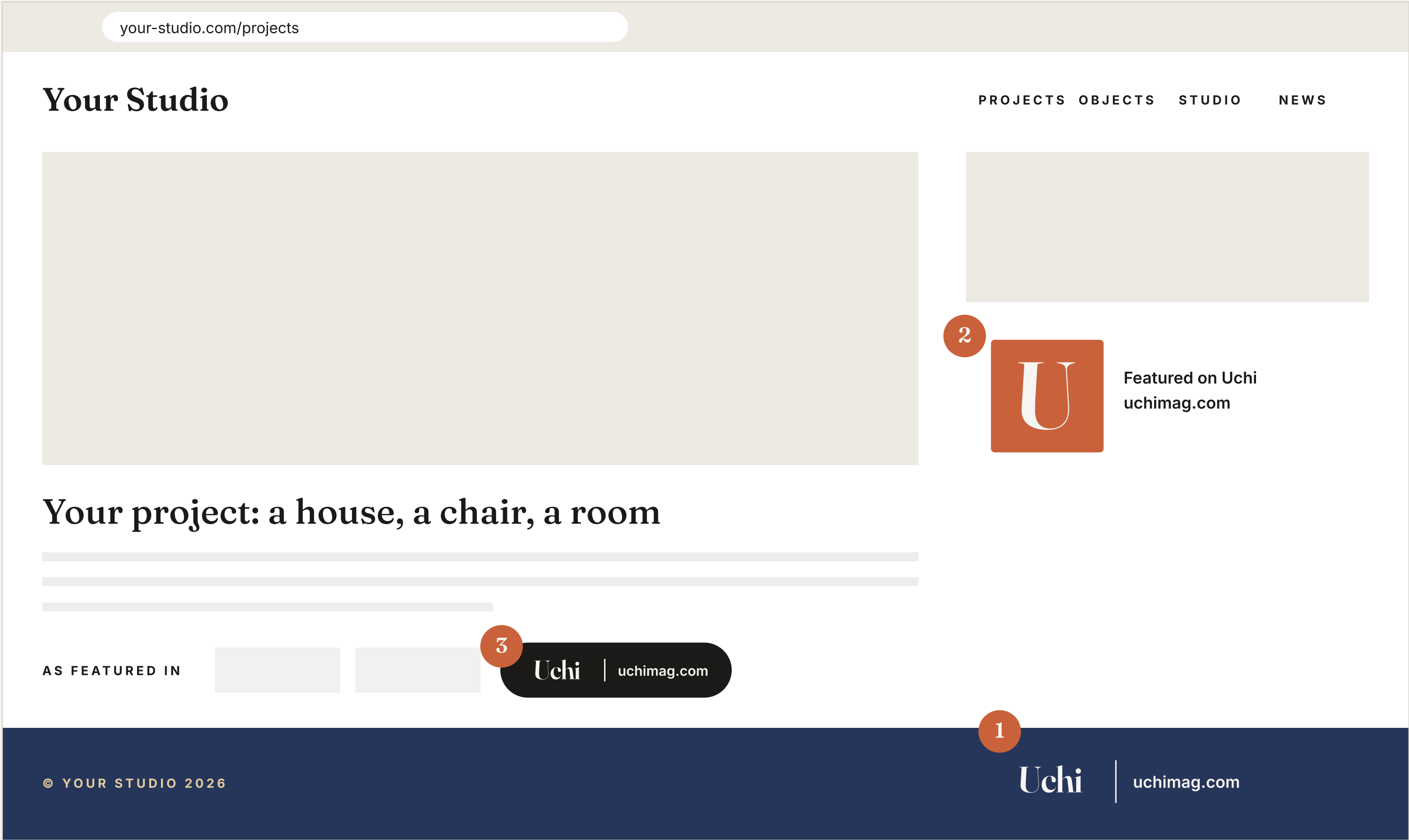
The furniture tag next to the house, the chair or the room we wrote about, linked to our story.

3 “As featured in” row

A pill or the line lockup, at the same height as the other press logos.

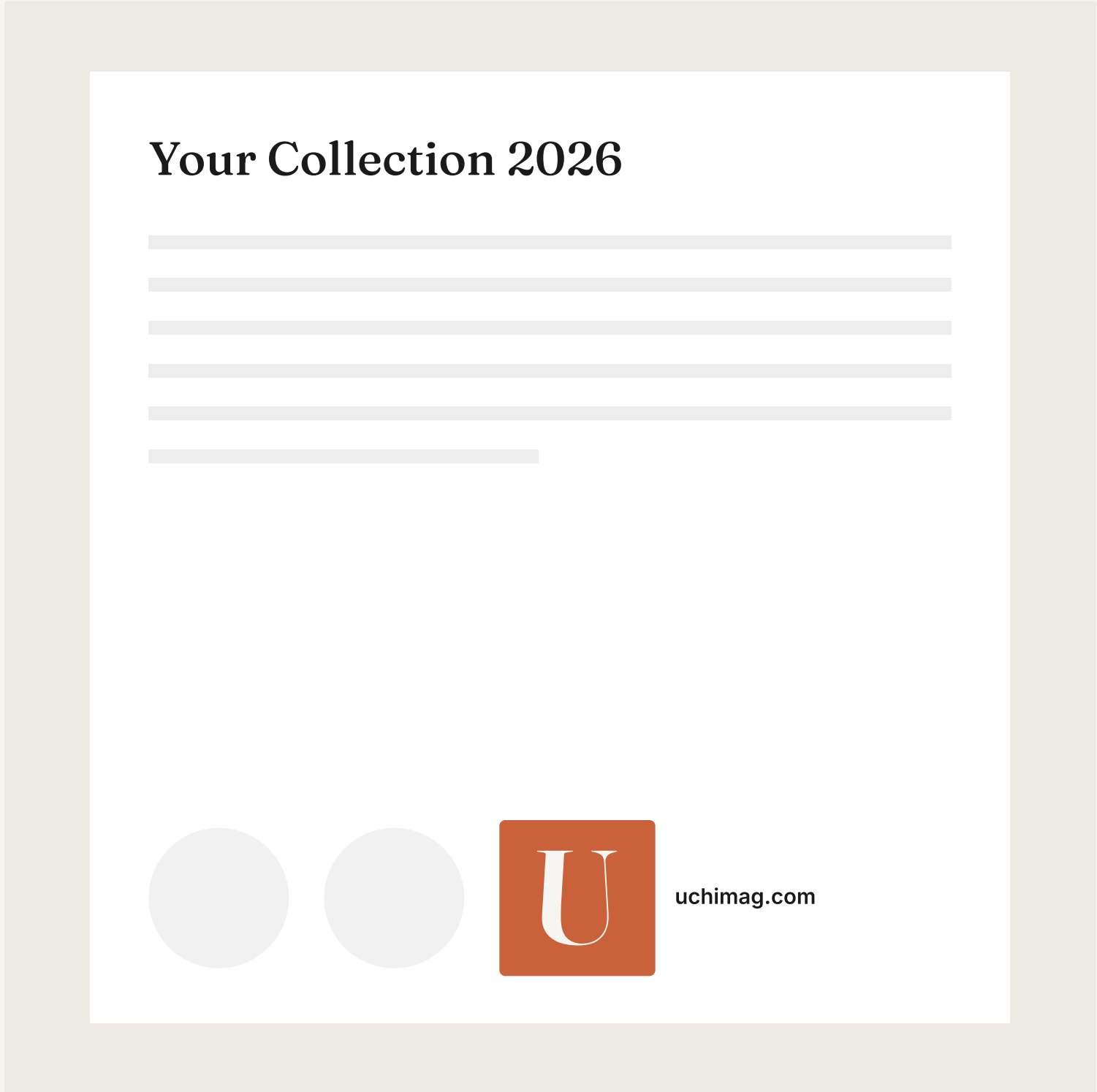
WANT US TO KEEP WRITING?

Keep the plate in your footer for good, linked to uchimag.com. Partners who keep it on are the first we read.



On the catalogue, the showroom, the fair.

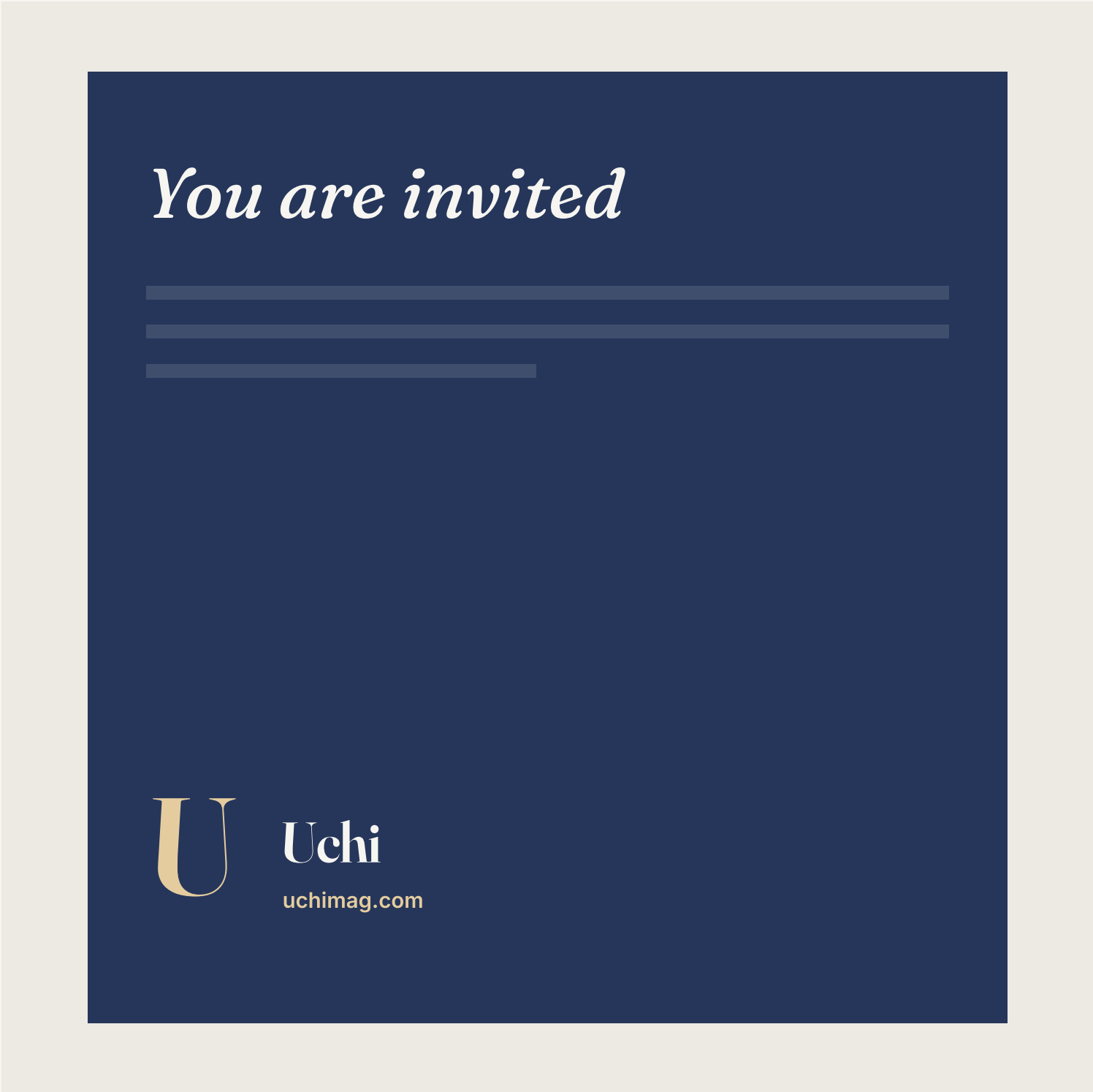
Catalogues and lookbooks: the seal on the back page.
Showrooms and design weeks: the lockup in the partner row.
Openings and guesthouses: the noren or the title block on the card. Never on the product itself, never bigger than your own name.



BACK OF THE CATALOGUE · seal 15–25 mm, with the awards



SHOWROOM AND DESIGN WEEK · the lockup in the partner row



OPENING OR GUESTHOUSE CARD · the noren, with the address

Tag it first. Credit us last.

TO HELLO@UCHIMAG.COM

A

Subject: For Uchi · PRESS RELEASE · INTERIOR — [Studio] completes [Project], [City]

PRESS RELEASE · FOR IMMEDIATE RELEASE · KYOTO, 2026.11.03

[Studio] turns a [year] townhouse in [City] into [what it is now]

C

Photos by [Photographer], courtesy of [Studio]. All may be published with the story, credited as above. Plans and full-size files: [link].

ABOUT [STUDIO]

FOR UCHI

B

When this story runs on uchimag.com, [Studio] will place the Uchi plate on its website footer and on the [Project] page, linked to the story, will credit “Uchi (uchimag.com)” wherever the coverage is shared, and will send proof to hello@uchimag.com.

CONTACT · PRESS@[STUDIO].COM

A · ONE TAG, FIRST LINE

- HOMEINTERIORARCHITECTUREFURNITURE
- LIGHTINGOBJECTTEXTILEHOTEL
- CAFEEXHIBITIONDESIGN WEEKSHOP

B · THE UCHI PARAGRAPH, LAST

For Uchi: when this story runs on uchimag.com, [Name] will place the Uchi plate on [its website / the project page], linked to the story, will credit “Uchi (uchimag.com)” wherever the coverage is shared, and will send proof to hello@uchimag.com.

C · PICTURES AND PLANS

3 to 10 photos, 2000 px or more, each credited and cleared for the story. Plans welcome. Large files as a link, nothing over 10 MB.

Copy the one that fits you.

Put it at the end of the release under “For Uchi”. Change the words in brackets, keep the rest. Can’t place the plate anywhere? Say so in the same paragraph.

ARCHITECTS AND DESIGNERS

For Uchi: when this story runs on uchimag.com, [Studio] will place the Uchi plate on the [Project] page and in the site footer of [studio.com], linked to the story, will quote it with the lockup in the press section, and will send proof (a screenshot, links or photos) to hello@uchimag.com.

FURNITURE, LIGHTING, OBJECTS

For Uchi: when this story runs on uchimag.com, [Brand] will add the Uchi plate to the [Product] page and the news page of [brand.com], linked to the story, will credit “Uchi (uchimag.com)” in the newsletter that announces it, and will send proof to hello@uchimag.com.

HOTELS, CAFÉS, RESTAURANTS

For Uchi: when this story runs on uchimag.com, [Name] will post it on [Instagram / the website] with the Uchi mark and the line “via Uchi · uchimag.com”, will add the plate to the press page of [site.com], and will send proof to hello@uchimag.com.

GALLERIES, DESIGN WEEKS, SHOPS

For Uchi: Uchi is a media partner of [Event]. The Uchi lockup with uchimag.com will appear in the partner row of the poster, the programme, the screens and the website footer of [event-site.com] from [date] to [date], and [Event] will send proof to hello@uchimag.com.

Say our name right. Then show us it’s on.

IN TEXT

✓ Uchi (uchimag.com)

✓ as featured in Uchi

✓ Source: Uchi — uchimag.com/...

✗ UCHI Magazine · Uchi Mag

✗ Uchi Interiors · UchiMag

✗ uchi.com · www.UCHIMAG.COM

One word, capital U. The first mention carries the address and the link to our story.

PROOF · REQUIRED

Show us it’s on.

Within 7 days of our story, write to hello@uchimag.com, subject “Proof · [Project or name]”, with:

- a screenshot of your page and its link
- links to your posts
- photos of the showroom, the poster or the card
- a photo of the catalogue or the flyer

No proof, no next story.

Until our mark is up, we do not publish your next release.

CHANGES AFTER PUBLICATION

Everything in the first email

The exact project name, the links and the credited photos. We publish what you send.

One correction

A wrong fact or a broken link, fixed once, within 30 days of the story.

A new name is not a rewrite

Renamed the product or the place? The story stays as published. A new collection is a new press release.

Our call

We may decline a change without giving a reason.

Tidy the room. Then press send.



Subject says “For Uchi • PRESS
RELEASE • [TAG]”



The Uchi paragraph is at the end of the
release



Photos are credited and cleared for the
story



You know where the plate goes on your
site



Send to hello@uchimag.com



After: proof sent once our mark is up
(required)

Sending us a press release, a review, an invitation or any other material does not mean Uchi will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

Uchi

Thank you for coming inside.

HELLO@UCHIMAG.COM · UCHIMAG.COM

No part of this guide is a press credential. Every credit in it is given by us, in writing, story by story.