



PLAN B BRAZIL
INDEPENDENT INVESTMENT ADVISORY

Robson Nascimento — the Man Whose Name Adds 10% to a Home's Price

A PORTRAIT OF THE ARCHITECT WHO SHAPED JURERÊ

Influence, signature style, the name effect — and an honest
conversation about when a big name doesn't help you on resale.

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Some architects design houses. Others become architects whose name is itself part of the property's price. After years working this market in Santa Catarina, I've become convinced: Robson Nascimento is the latter. And I still remember the moment I first understood it, really understood it.

1995

firm founded

400+

projects delivered

10

consecutive TOP100 wins

+10%

on property price — the
name effect

Who Is Robson Nascimento

Robson founded **R. Nascimento Arquitetos** in 1995, headquartered right in the heart of Jurerê Internacional. Today he runs the firm together with architect Caroline Dutra. Over 30 years — more than **400 completed projects**, mostly in Jurerê and the island's north, but also across Brazil and abroad — Argentina, Paraguay, Uruguay, Greece, Germany.

They work across five areas: residential architecture, interiors, commercial, hospitality, and — importantly — urban planning.

A CONSISTENT NATIONAL AWARD WINNER

TOP100 — one of Brazil's most prestigious architecture awards. I've personally seen his trophies — ten of them, one after another, ten years running. He won the most recent one just a short while ago. There's recognition at the state level too.

Influence That Extends Beyond a Single Firm

I've been in this market long enough to notice: nearly every major developer in Florianópolis is connected to Robson's name in one way or another. Sometimes he's the project's architect, sometimes a co-founder. And it's not just developers — city officials and the urban planning establishment take his opinion seriously too. That's a rare level of influence for a practicing architect.

Over the past few years I've watched his focus shift: previously predominantly elite private homes in Jurerê, now increasingly large residential complexes and direct work with private clients, not only through developers. He works extensively in Jurerê, Canajurê, and Cachoeira do Bom Jesus — and not just as a hired architect, but often as a project co-founder.

A Signature Style, Instantly Recognizable

His projects share a recognizable spatial logic. You walk into the house, and from a single point you can see nearly everything, every angle. Minimal walls, maximum air and light. I've walked through many of his properties in person, and that feeling repeats every time — the house seems to breathe.



Robson and me

At a meeting once, I couldn't resist and asked him directly:

— "Robson, honestly — what can't you imagine a Brazilian house without?"

He didn't even pause. Answered instantly, with that easy smile he uses for things that are obvious to him:

— "A charcoal churrasqueira. And a pool."

That was it. Nothing more, and honestly, nothing more was needed. Those two things capture his whole philosophy. A home should work not just as architecture, but as a place to live that genuinely fits how people actually live here in Brazil.

The Name Effect — a Real, Measurable Market Fact

Take two identical houses — one designed by Robson, one not. The one with his name will cost roughly **10% more**. And that's not a developer markup — it's how the market itself, unprompted, values his work. In my own experience, units in complexes he's designed don't need advertising. They sell themselves while I'm still telling the client who the architect is.

Landmark Projects

Among his work — **Surfland** (Garopaba), **Flyville** (a residential and aeronautical condominium — yes, you can literally keep a plane there), **Residencial Jay** and **Maxxi View** (both in Jurerê), **Vistas Sambaqui** with its 180° panorama of Sambaqui beach, and **Trésor Résidence** — luxury towers in European classical style.

The Other Side of the Name Effect

And here's where I have to be honest with you, not just praise a man I personally consider a friend and genuinely respect.

A GENERAL MARKET PATTERN — NOT ABOUT ANY SPECIFIC ROBSON NASCIMENTO PROJECT

A well-known architect's name is a genuine asset. But that same market property sometimes gets used in ways that don't serve the investor. It happens like this: a project is objectively missing something — a mediocre location, a young and unproven developer, weak nearby infrastructure. And then a famous name gets brought in specifically to lend the project weight it doesn't otherwise have. The buyer's logic becomes: "well, the location isn't ideal, but the architect is famous — so it must be reliable." That's far from always justified, especially when you're thinking about resale.

The problem doesn't surface at the moment of purchase. It surfaces later — when you try to sell that property. To an end buyer. Or to another investor. And that's when you find out: a famous architect's name doesn't compensate for a weak location or an unreliable developer on the secondary market nearly as well as it worked during the developer's original sales push. Capital gets frozen. The property is hard to sell at the price you expected — precisely because the fundamentals, not the architecture, turned out weaker than they seemed at the start.

What This Means for You as an Investor

An architect's name on a project is a real, measurable value factor. But not the only one, and definitely not one to rely on alone. Before buying a property where a famous name is the seller's main argument, I always recommend separately and soberly evaluating everything else: the location, the developer's reputation, real demand in that specific micro-neighborhood.

So a beautiful name in the brochure doesn't fail you exactly when you want to sell — call me before you buy, not after.

This material is based on publicly available information and the author's personal professional experience.

Your Path Forward

1

Consultation

Before buying a property with a famous architect's name — we check the fundamentals.

2

Project Assessment

Location, developer, real demand — not just the architecture.

3

Deal Support

From due diligence to registration.

YOUR PERSONAL ADVISOR



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