



Presented at SingaPlural 2016, in conjunction with Kingsmen's 40th Anniversary, is an interactive installation, entitled 'A Greener Milestone'. Comprised of repurposed waste material, it questions viewers' perception of beauty and functionality, and invites them to pen their thoughts on sustainability, thus engaging them in eco-conscious thinking.

ADVOCATING & CHAMPIONING DESIGN GLOBALLY

Leading Kingsmen in its artistic direction is its Deputy Chairman, Simon Ong, who witnessed and initiated several exciting chapters. With his guidance, Kingsmen's team of creative visionaries have provided strong, inspirational and high-profile leadership in various design collaborations.

Among Kingsmen's many contributions to the Singapore design scene is SingaPlural, a multi-faceted and multi-disciplinary platform that bridges brands and creatives as the anchor event of the annual Singapore Design Week. Kingsmen's participation in SingaPlural has challenged design boundaries and inspired design innovation since 2013.

As a distinguished member of the design industry, Kingsmen has also been invited to be part of iconic design events in Singapore, serving as a member of the jury panel for Singapore's product design awards and participating in Singapore's first International Design Forum. These events have drawn top designers from around the world and positioned Singapore at the forefront of design innovation. Besides raising global awareness of Singapore's design potential, these platforms have raised the bar and opened new opportunities for local designers, design associations and schools as they make inroads into the international scene.

On behalf of the DesignSingapore Council (Dsg), I would like to congratulate Kingsmen on this milestone. Kingsmen has been a strong supporter of the Singapore design scene over its illustrious history - from advocating for design industry associations such as the Singapore Furniture Industries Council and the Design Business Chamber Singapore, to Kingsmen's Co-founder Simon Ong chairing the design platform Singaplural. We are also glad to see the next generation of Kingsmen's creative leaders championing Singapore design and education, including Creative Director, Crystal Chu, who is a member of Dsg's Design Education Advisory Committee. Thank you for contributing generously to growing our field these 45 years.

MARK WEE

Executive Director of DesignSingapore Council

Having established a name for itself globally, Kingsmen was invited to be part of the Chicago-based Global Advisory Committee of Shop! Association (previously known as the Association for Retail Environments). Through global partnerships such as these, Kingsmen has played a role in shaping and redefining retail environments and experiences with world-leading retailers, agencies, designers and producers.

As the leading communication design and production group in Asia, Kingsmen has inspired rich conversations between brands and creatives in the East and West.

Since the 1990s, Kingsmen's creative leaders have also often been invited to speak at seminars and conferences at the local, regional and international level.

In the continued commitment to promote an ideas-driven creative industry, the Kingsmen team consistently participates in *EuroShop*, the world's top trade show for retailers around the world, where the team interacted and re-connected with experts in the field.

"Through our involvement in global platforms and associations, we hope to be the bridge between Asia and the world," says Stephen Hekman, Executive Vice President for its US office. "By gaining access to key markets such as America and Europe, we ultimately aim to promote Asia's immense potential in designing human-centred experiences and grow the export value of home-grown experience design."



SingaPlural 2015, anchor event of Singapore Design Week, was held in conjunction with the official opening of the National Design Centre which was graced by then Deputy Prime Minister, Mr. Tharman Shanmugaratnam, Minister for Communications and Information Dr Yaacob Ibrahim and members of the SingaPlural team.



In Germany for Euroshop, Europe's largest retail trade fair, a showcase of new innovations and products for the retail and exhibition industry. Kingsmen hosted curated retail tours and design experiences to reach out to audiences globally.