



The General Post Office (GPO) project was awarded the SG Mark Good Design in 2018. The Singapore Good Design Award was established to set the benchmark for exceptional design quality that impacts businesses and communities in Singapore and beyond.

AN IMAGINATIVE COMPANY

Kingsmen is constantly searching for a better answer to creative problems. The company creates value for clients by translating imagination, innovation and strategies into memorable end-user experiences.

“We don’t design for our clients. We design for our clients’ clients,” Simon asserts. Before approaching each project, the team puts in hours of research towards understanding clients and their end-users. This is often followed by the creation of a captivating overarching narrative, as well as deep explorations of user flows and experiences. This process of design thinking was already practised in Kingsmen even before the term became popular. At every step of the way, it remains committed to the highest quality standards, a sentiment perfectly encapsulated in its mission statement: Design-led, Driven by Quality and Service.

By combining imagination, flair and years of experience, Kingsmen has optimised design strategies to create immersive user experiences.

Over the years, Kingsmen has journeyed with its longstanding base of clients to create exciting new spaces. Each project taking it to greater heights, enhancing the brand’s reputation worldwide.

Kingsmen draws from the foundations and accumulated experience to ignite the next wave of innovation.



Imaginative worlds never stop living. From art gallery exhibitions to product launches, experiential spaces transport visitors to a world beyond reality.



Design and creativity-driven, Kingsmen catches new demand for distinctive, indulgent environments, unlocking the possibilities of diverse, urban lifestyles by breathing new life into myriad play zones, as well as co-working and learning spaces.

Reimagining cultural heritage and diversity, audiences are introduced to fresh interpretations of subjects — ranging from arts to culture to history — via showcases and events.

Experiential events are designed for audiences to enjoy free-and-easy exploration and learning through all their senses, opening them up to discover new worlds and even themselves.

