



CREATIVE TRANSFORMATION CREATING POSSIBILITIES

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DESIGN MOMENTS THAT MATTER

“Our design has evolved a great deal,” says Crystal Chu, Creative Director. Beyond spatial organisation, Kingsmen now designs experiences and looks at creating moments for its customers — moments that are irreplaceable, moments that they will remember, and moments that touch the heart. Purposefully designed, the insights of in-house researchers unlock the different drivers of client value.

Over the years, Kingsmen has leveraged on its expertise in the areas of hospitality, retail and entertainment design, to reimagine museums, galleries, flagship stores, and leisure attractions.

“It is all about celebrating each client’s company culture, its brand, and all that it stands for,” shares Luke Ng, Creative Director.





The team worked closely with Tencent to seamlessly integrate social media platforms such as Wechat with popular games such as 'Honor of Kings' and 'Ready Player One' into a VR technology that showcases the future of digitalisation.



JOURNEY OF DISCOVERY

When Asia's largest internet company, Tencent, wanted to rapidly expand its footprint across major cities in China such as Qingdao, Binhai and Wuhan, Kingsmen was chosen as an ideal partner for the design and execution of a series of branded experience centres and themed environments.

Tencent Innovation Centres were conceptualised to draw guests into its macrocosmic world and push new frontiers on technological innovation and discovery.

"Each of these experience centres and spaces are conceptualised as a window into Tencent. Through the use of live technology and digitally activated sets, we hope to deliver a remarkable experience for clients, partners and the viewing public alike." shares David Gong, Account Service Director at Kingsmen Shanghai.



Besides the extensive use of digital technology such as image projections, holographic imaging and cloud data, the experience centre creates moments through realism and artistry combined that reflect Kingsmen's propensity for storytelling.

A partner of choice, Kingsmen's ability to transform mundane corporate galleries into flexible spaces for innovation is why DHL remains in close collaboration with Kingsmen.

DHL's growing logistic solutions are showcased across continents from Asia Pacific to Americas in engaging innovation centres. Incorporating large indoor spaces with immersive effects and multi-purpose experience, the design concept translates DHL's vision into a visitor centre that is distinctive and experiential.

While this logistics giant has innovation centres scattered across the world, the one located in the US city of Chicago boasts a unique showroom. This multi-purpose space can be quickly adapted to what the mind imagines, or what the business situation requires.





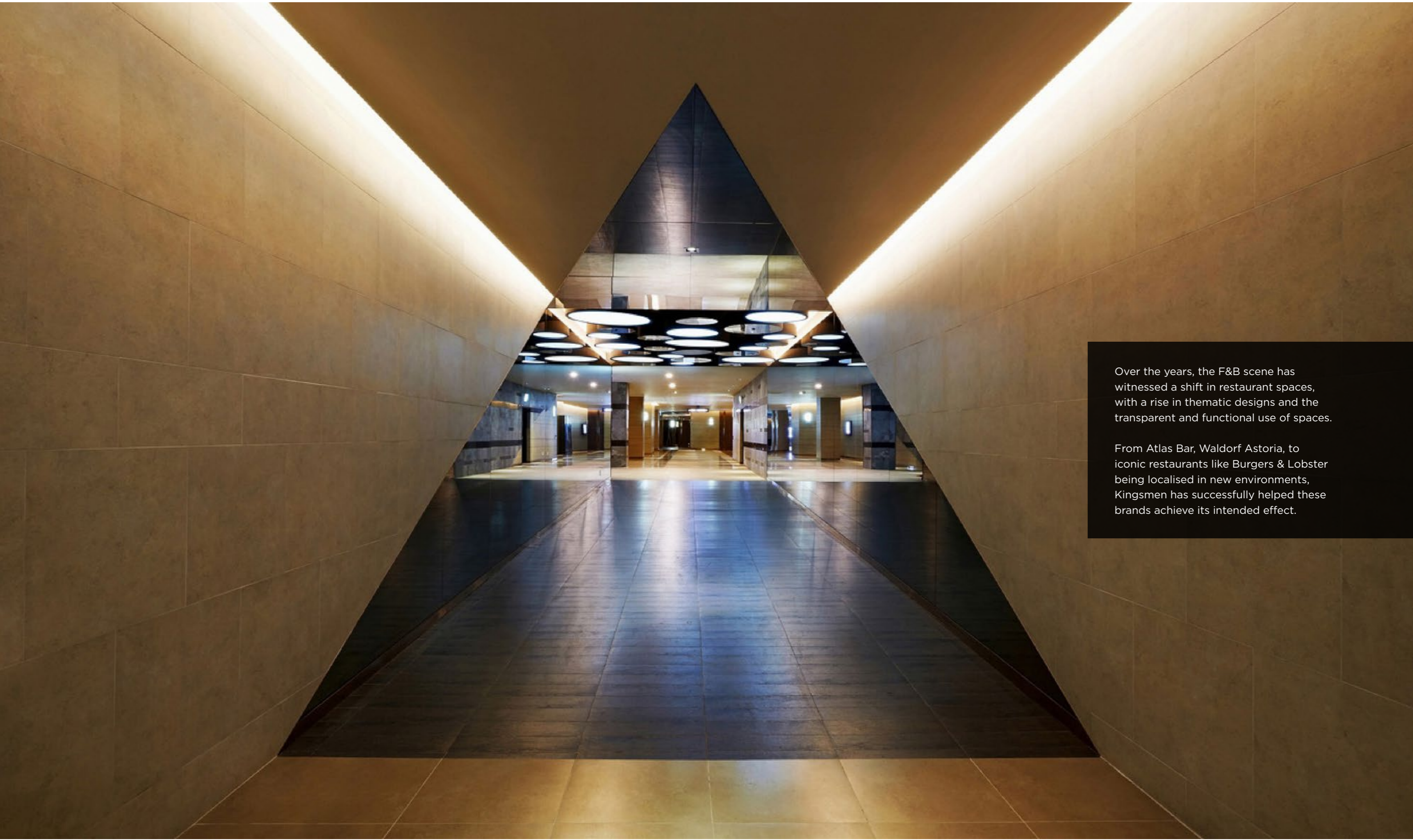
TURNING SPACES INSIDE OUT

Kingsmen's expansion of its design capabilities has created fresh stories around unique spaces and pushed the boundaries of design innovation.

"Trying to rejuvenate ordinary spaces and events, and looking at them from a new angle — this is what makes space design so thrilling," explains Luke. A fundamental element of experience design is understanding a user's intention and how the space may frame around their needs, he adds.

Kingsmen has redefined spaces and value-added to their uniqueness. Lifestyle spaces — such as supermarkets, service hubs, and community buildings — as well as F&B and retail spaces have been turned inside out for users to wander, explore and uncover the new.

Robinsons at The Gardens in Mid Valley City Kuala Lumpur bagged the top prize at the 2007 ISP/VM+SD International Store Design Awards (now known as RDI) in New York for the New or Completely Renovated Specialty Department Store Category. The design concept provided a shopping experience that was not only world-class, but unique. The refreshing garden theme of the shopping complex was seamlessly incorporated into the store through a mixture of design elements.



Over the years, the F&B scene has witnessed a shift in restaurant spaces, with a rise in thematic designs and the transparent and functional use of spaces.

From Atlas Bar, Waldorf Astoria, to iconic restaurants like Burgers & Lobster being localised in new environments, Kingsmen has successfully helped these brands achieve its intended effect.



For its design quality and sophistication, the team took home top honours at the 2016 A.R.E. Design Awards (Gold) for the restaurant. Previously known as A.R.E, a leading Association of Retail Environments in USA, it is now SHOP! the global non-profit trade association dedicated to enhancing retail environments and experiences.

In Vietnam, Sushi Hokkaido Sachi unveiled a chain of restaurants, in partnership with Kingsmen, to expand its franchise across Ho Chi Minh City. It was determined to reinterpret the traditional Japanese dining experience for local audiences while preserving the beauty and authenticity of Hokkaido's culture. Conceived as a

zen environment that takes customers away from the hustle and bustle of the city, the resulting design showcased distinct personalities that exuded luxury, exclusivity and tranquillity.

From pebbled pathway entrances to shoji partitions and solid wooden countertops,

each of these elements added to the distinctively serene environment.

"We seek to elevate our clients' brands by amplifying the parts that will make for unforgettable experiences in retail design." shares Nique Choo, Creative Director in Kingsmen's Vietnam office.



GOING BEYOND FACE VALUE

“A store does not need to look like a store,” elaborates Alex Wee, Kingsmen’s Group Managing Director of Retail & Corporate Interiors. “A well-designed space should engage and empathise with customers, tell authentic brand stories, and make each experience educational and personal.”

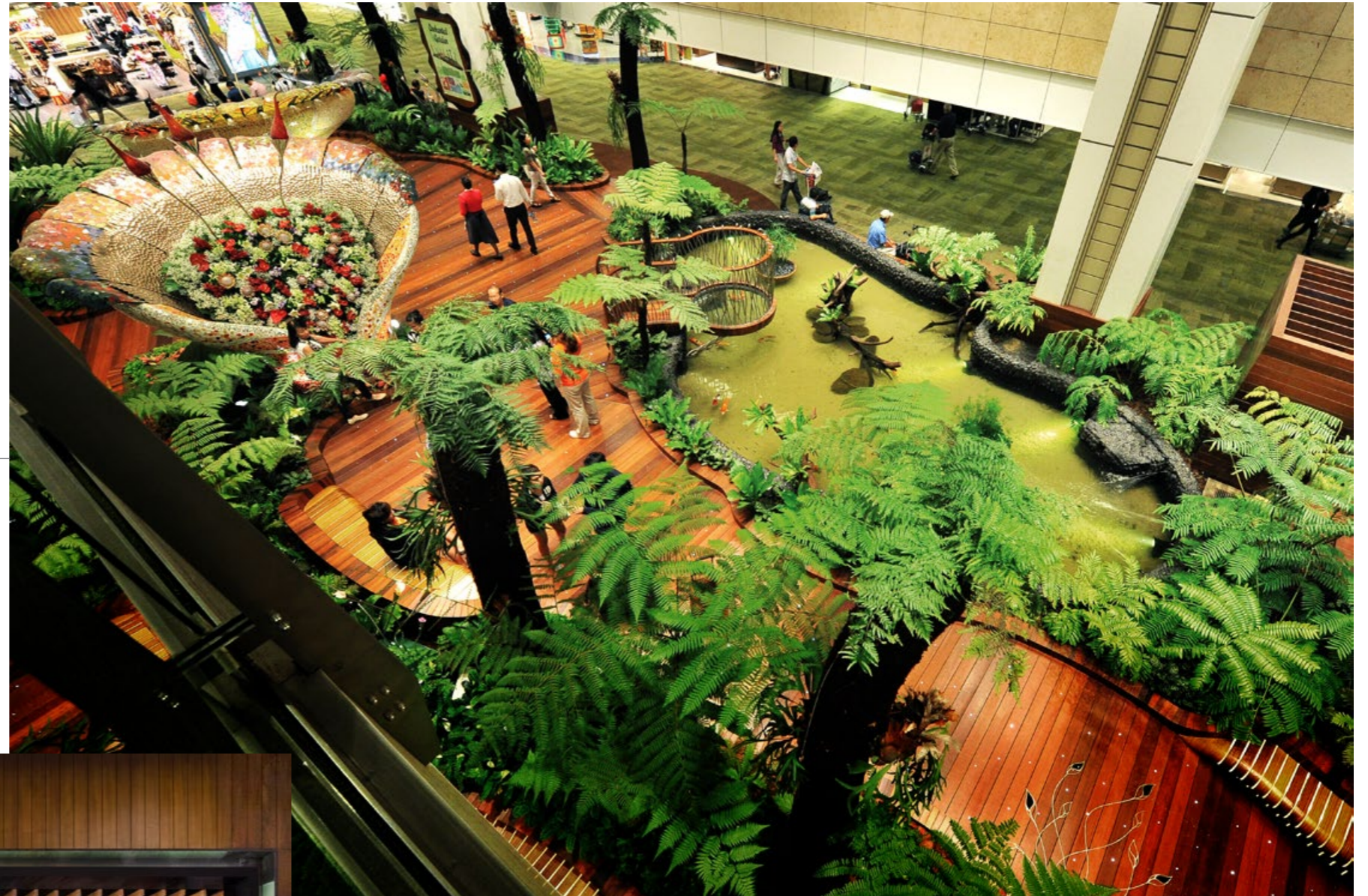
Being designers and builders in today’s context means remembering the dynamic qualities a space can offer. A shopping mall does not only bring retail opportunities, but offers multi-dimensional walkthrough of experiences.

The development of such places saw Kingsmen co-conceptualising new entertainment spaces such as Singapore Changi Airport’s multiple terminals as well as the Jewel Changi Airport.



Installations like the Enchanted Garden at Terminal 2 and Steel in Bloom at Terminal 4 integrate living horticultural elements and innovative technologies to create a bustling metropolis city with abundant lush greenery — a world-class 'City in a Garden'.

Most recently, Kingsmen played a part in shaping the visitor experience at Jewel Changi Airport, an integrated nature-themed urban mall that has garnered international interest as a world-class lifestyle destination, and home to new flagship concepts, restaurants and themed experiential zones.



Besides installations for the public such as the Enchanted Garden and Steel in Bloom within the terminals' transit area, Kingsmen was involved in over twenty-one projects of retail and dining spaces within Changi Jewel.

GARDEN OF HARMONY

The vibrant energy of emotional resonance as you make music with others to create the ONE Changi symphony in our enchanting garden.

和谐之林

邀请其他人一同在和谐之林中创作独一无二的音乐交响乐，感受彼此共鸣的力量。

One major project that had many talking was the Changi Experience Studio, an interactive experiential space that brings visitors on an exciting virtual expedition through the past, present and future of Changi Airport. Kingsmen also worked on the Mirror Maze at Canopy Park, and the sensor-activated flowers at Hedge Maze.