

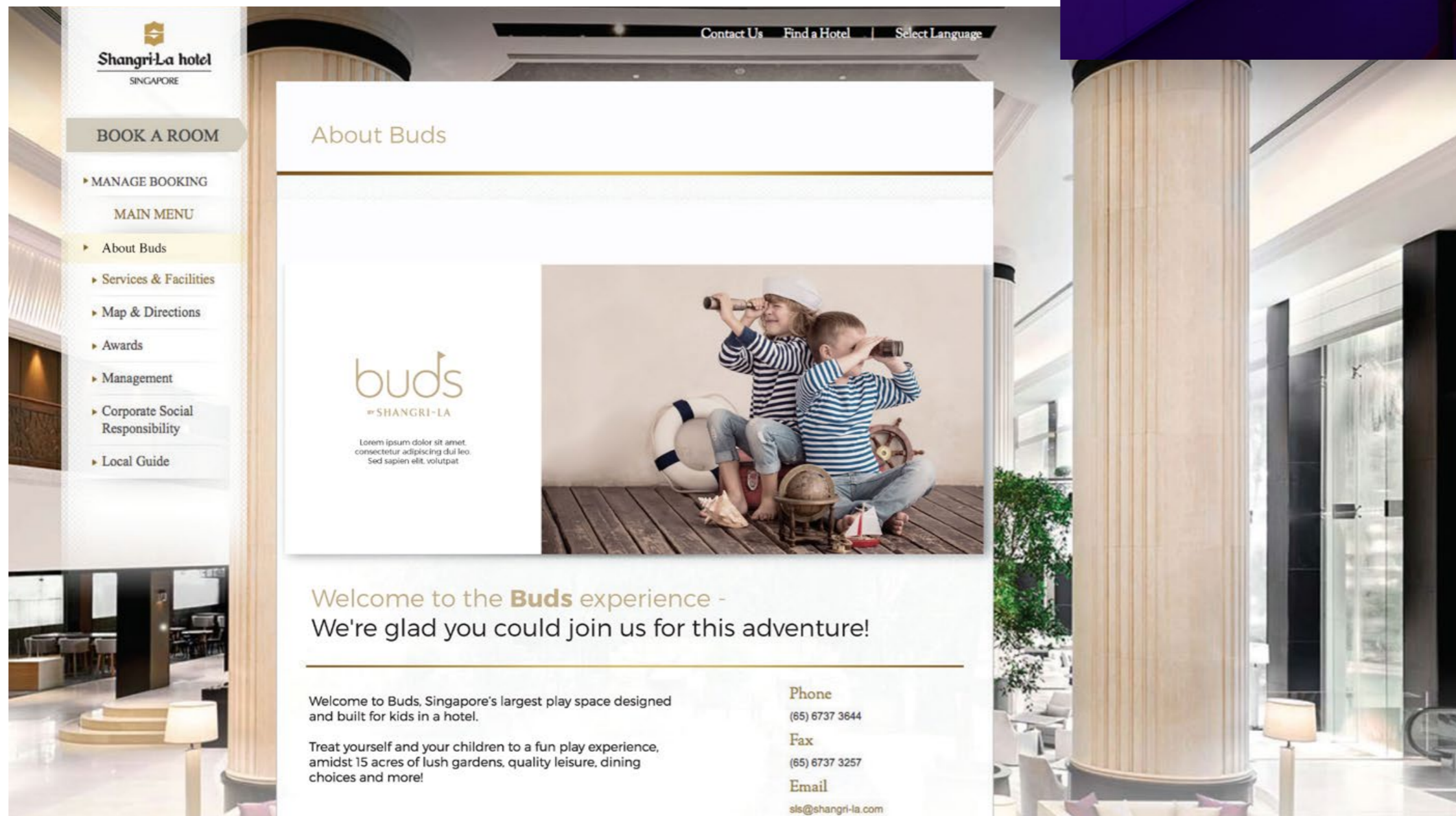
### DESIGNING FOR CONTINUITY

To satisfy the endless thirst for adventure, imagination and social interactions, Kingsmen pays close attention to its design conversations, visual storytelling, and soundscaping strategies.

In every environment, novelty can be achieved through refreshing and immersive transformations that provoke thought and allow for dynamic interchanges. "Extraordinary experiences are no longer just found at theme parks and attractions," reveals Crystal. "We believe that humans are born to learn through play. Wherever

possible, we blend form and function with creative, unexpected edutainment elements to elevate the value of play."

Redefining playful learning and exploration through experiential design, Shangri-La Hotel, Singapore, wanted to design and build an interactive play space for children — the first hotel on Orchard Road to do so. Kingsmen took a unique spin on family staycations through buds by Shangri-La, and conceptualised activity zones that inspire curiosity in the most intriguing spaces.



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SINGAPORE

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## About Buds

buds  
by SHANGRI-LA

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Welcome to the **Buds** experience -  
We're glad you could join us for this adventure!

Welcome to Buds, Singapore's largest play space designed and built for kids in a hotel.

Treat yourself and your children to a fun play experience, amidst 15 acres of lush gardens, quality leisure, dining choices and more!

Phone  
(65) 6737 3644

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sts@shangri-la.com





At the exhibition, visitors are immersed in an interactive environment that follows majestic wildlife through their natural habitats, narrating stories of the natural world. As part of the immersive experience, the team brought in a two-metre-high simulated ice wall and designed an interactive activity on the floor where visitors can remove carbon dioxide emissions in order to pave the way for a polar bear to cross. The first-of-its-kind edutainment concept underscores the urgency of climate change and creates awareness about conservation efforts in today's modern world.

In 2019, Kingsmen conceptualised the world's first travelling wildlife and exploration exhibition. *Living Worlds: An Animal Planet Experience* uncovers the interdependent relationship between animals and the environments they inhabit, while fostering environmental consciousness. The exhibition was staged to bring visitors a step closer to reconnecting with nature and its many habitats. One of the centrepieces of the exhibition was a 270-degree projection dome that entertained guests as they were brought underwater, peeking through a submarine.

