



DESIGNING FOR THE FUTURE

Time never stands still, and neither does Kinsmen. As it works across the globe to help clients imagine and build their future, it constantly explores new opportunities to bring greater value to clients and create new businesses for the group. "This is a new and exciting area that we are committed to grow and develop," affirms Andrew.

Recognising the growing desire for social and emotional experiences, Kinsmen introduces new concepts to brands who can then explore new physical spaces. Challenging convention, and going beyond the confines of building and design.

Kingsmen introduced thrilling, active and uninhibited play at NERF Action Xperience, by using its expertise and experience in emotional storyboarding and content strategy.





The former Cold Storage at Great World City, Singapore is now known as CS Fresh - a farm-to-table concept to present fresh food directly from produce to ready-to-eat mediums.

As brands look toward building communities, Kingsmen's commitment to design that many consider functional and aesthetically pleasing continues to be a distinguishing factor.

When athletic clothing brand Lululemon approached Kingsmen to design a store that encourages a strong sense of belonging, it was an opportunity to create community hubs where people could learn and share the physical aspects of healthy living, mindfulness and self-care.

