

**PUSHING
BOUNDARIES
THE ONLY CONSTANT
IS CHANGE**





DESIGNING FOR THE FUTURE

Time never stands still, and neither does Kingsmen. 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, Kingsmen 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.



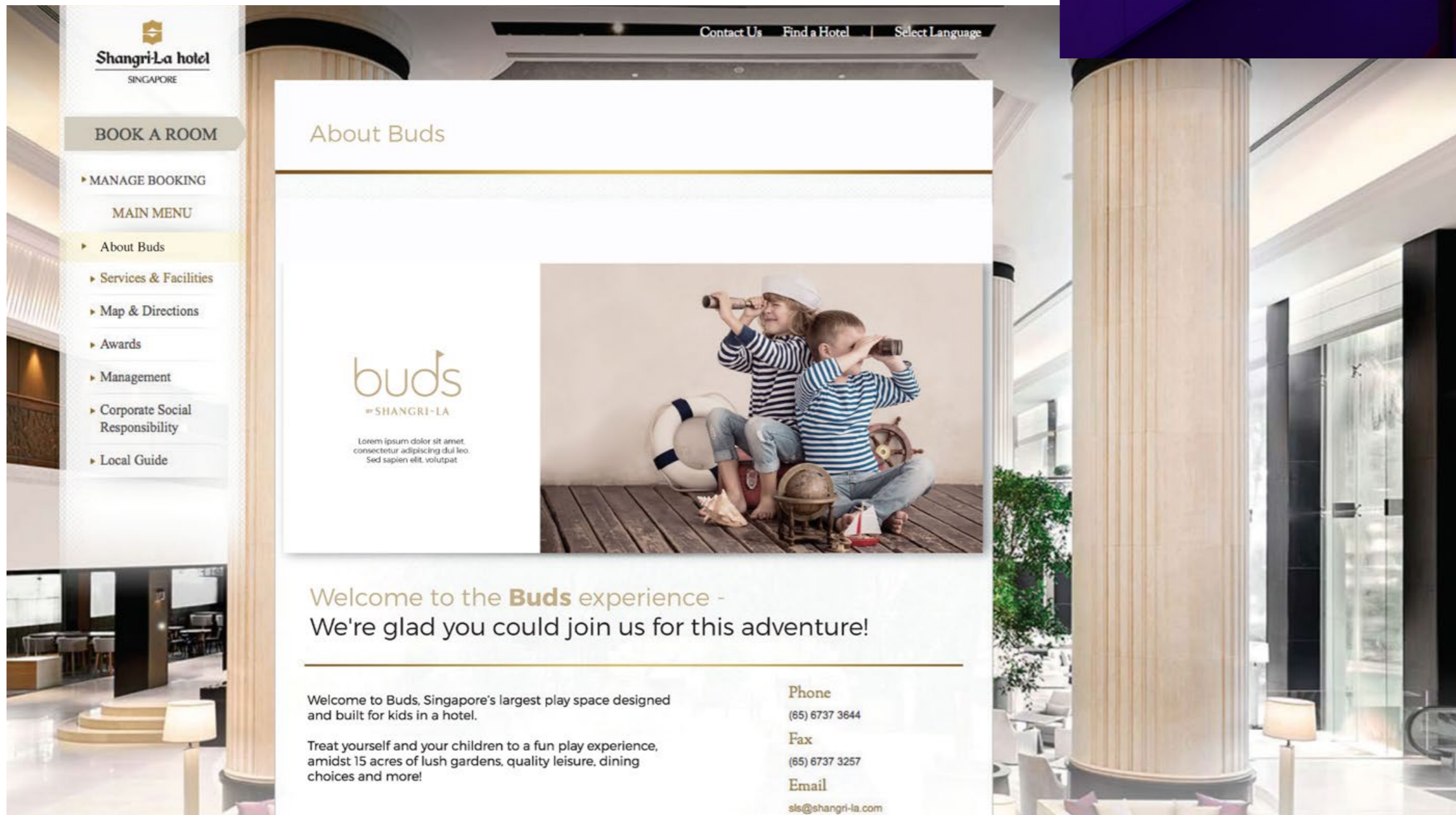
DESIGNING FOR CONTINUITY

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.





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.





The unique mobile retail space, realised together with FITCH Design, was named Outstanding Store Design at the 2020 World Retail Awards. The Awards, established in 2007, highlights visionary retailers that set the scene and inspire the rest of the industry.

Another peek into the future of retail was unveiled in 2019 when Kingsmen collaborated with Singtel on an unmanned 24/7 pop-up store. *UNBOXED by Singtel* was designed to introduce consumers to a new retail experience featuring the convenience of digital technology in a store environment.

“Singtel required a roving outdoor exhibition booth that could withstand the rigours of constant deconstruction and reconstruction,” Alex explains.

The modular store could operate independently and be transported to a new location at a moment’s notice. Besides 5G-enabled support and a solar powered-hybrid system, high-tech infrastructure and hardware had to be fitted into a limited ceiling service area, including a comprehensive range of motion sensors to secure the unmanned unit.



Singtel@8George is a new-age working space that was conceptualised for Singtel as it continues to inspire interactions and learning for the consumers of tomorrow.

On testing out additional capabilities of technology for humans, the store utilises advanced facial recognition technology to provide customers with personalised experiences, as well as a roving live bot to offer human-to-human virtual chat support.

Through careful deliberation and attention to detail, the revolutionary project for Singtel sparked off new potential of digital retail stores.





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ACCESSIBLE JUSTICE AND THE WAY FORWARD

In the Judicial Heritage Gallery at Singapore Supreme Court, designers and content curators of Kingsmen developed a full digital experience of the imagined "Future Courtroom".

INDUSTRY 4.0

The global pandemic of 2020 has marked a new turning point in the evolution of events. Brands have been alerted to reconsider how they stay connected with customers and the industry. Marketing and event teams have adapted to changes on short notice, pivoting quickly to complement smaller-scale physical events with virtual events to accommodate a wider audience.

Digital showcase for events led to Kingsmen's focus on bringing the events industry online by creating immersive arenas for virtual screens. One of these was the large-scale Industrial Transformation Asia Pacific (ITAP) 2020 digital event, which showcased a virtual pavilion, digital learning journeys, and webinars that connected participants despite physical limitations.

Pivoting to a new blend of live and remote awards ceremony was the KOHLER Bold Design Awards Vietnam. Kingsmen collaborated with its multimedia partners globally to livestream the event with post-production engagements such as a 360-degree virtual tour and emcee videos filmed in advance as part of the entire event's programme

This approach remains a crucial part of Kingsmen's business as it works alongside its clients to navigate an uncertain — but increasingly familiar — path forward.

