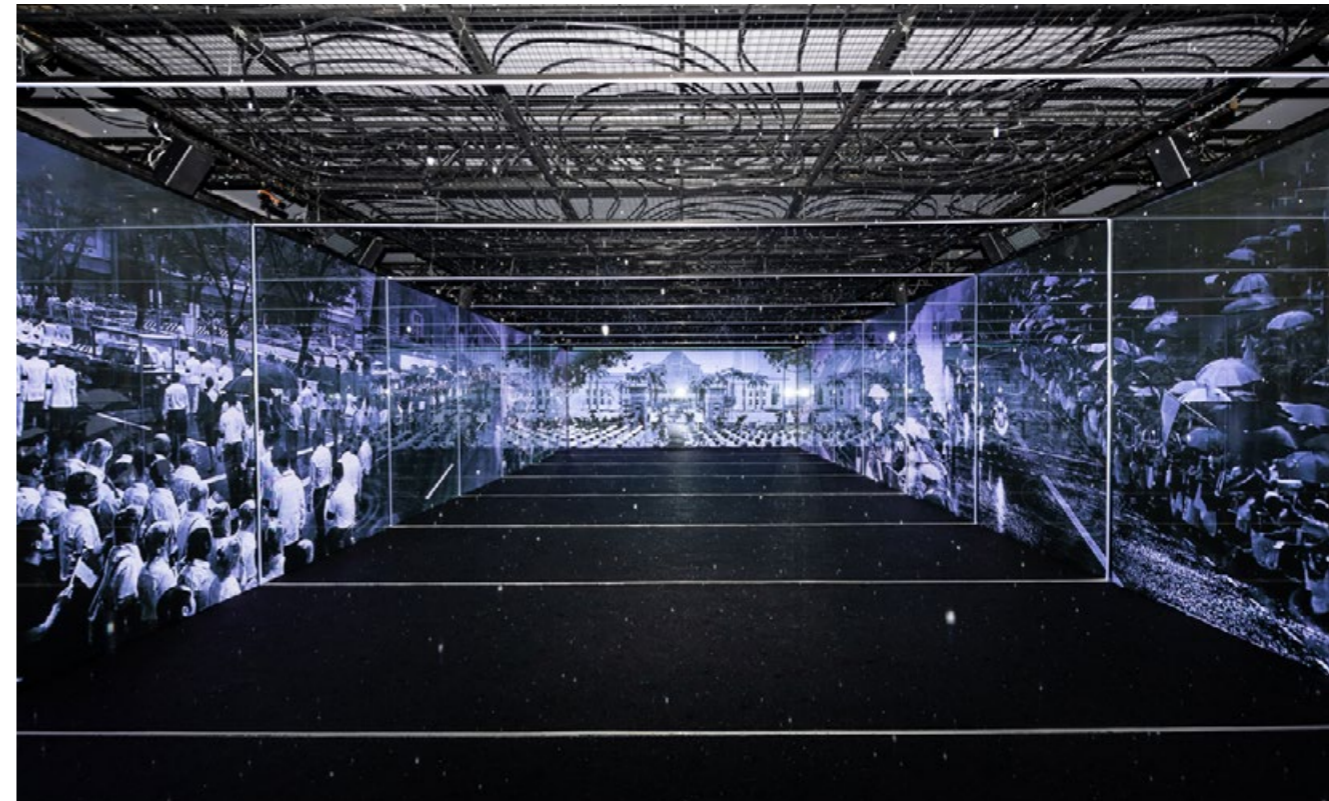


SETTING A NEW BENCHMARK

Kingsmen is supported by a network of partners, creatives and consultants who want to be part of something bigger. Over the years, its global network of vendors and experts from various fields have delivered numerous creative endeavours, tapping on one another's expertise and experiences to come up with new ideas.

"Our partnership principle spells out how we bring together different actors in collaborative action," says Andrew Cheng, Group CEO of Kingsmen. "From architects and developers to curators and producers, it's crucial to harness the collective power of all roles. There is a natural stability and flexibility in Kingsmen's partnerships, as well as a strong sense of ownership among partners."





As Kingsmen advances the language of design with its network of partners, they want it to inspire and surprise audiences and, most importantly, be universally accessible to people of all ages.

From Singapore to Singaporean: The Bicentennial Experience saw Kingsmen bringing to life Singapore's story through a series of evocative multimedia experiences, from live actors to video clips to indoor 'rain'.

From the onset, the team set forth to marry creative content with audio-visual effects to create a grand, overarching narrative of Singapore's history of the last 700 years. It delicately carved out pieces of Singapore's past to form a series of visually audacious yet emotionally engaging adventures. Each component of the series encapsulated an inflection point in the Lion City's development, and engaged the audience in a range of formats.

From Singapore to Singaporean: The Bicentennial Experience brought more than 750,000 visitors back in time to witness defining events in Singapore's transformative journey, going back as far as 1299.

"This exhibition is unlike any other that you have seen or participated in the past," enthuses Anthony Chong, Group Managing Director of Exhibitions and Thematic. "If you understand Kingsmen's DNA, it's always experiential; it's always about experiencing something. I think part of that challenge was also how we retell 700 years of history to visitors who come in and visit us." It was this commitment and drive to deliver an experience like no other that spurred the team to harness its decades of expertise and experiment with new ideas.

Pulling off an exhibition of this scale required Kingsmen to lead and work with a multidisciplinary team of creative professionals. For two years, the Kingsmen team coordinated and collaborated with theatre directors, actors, fight specialists, composers, CGI artists, and filmmakers, leading them through the process with its strong but flexible creative vision.

In the intricacy of the project, the team produced multiple mock-ups to achieve its desired effects and appointed additional eyes with a group of specialists who would lead the team in arriving at the best solutions.

"Kingsmen brought together a very special team," praises Gene Tan, Executive Director, Singapore Bicentennial Office. "It just boggles the mind that there was so much courage in trying something unprecedented and bringing people who have never worked together on this kind of product before," he shares.



The resulting showcase was a cinematic journey that allowed visitors to experience history in person.

