

THE WORKPLACE OF TOMORROW

Kingsmen's new headquarters, called The Kingsmen Experience, is the strategic core and innovation hub of the group. It is purposefully designed to bring together experts, design thinkers, thought leaders, research designers, project managers, engineers and specialists.

A leading creator of experiential design and production, Kingsmen has reimagined the workplace to reflect the changing demands of the industry.

"To wow our clients, we have to wow our employees first," Benedict advises. "Creating a naturally uplifting and positive environment is the first step to giving employees a sense of community and allowing them to focus on making meaningful connections with our clients."



At The Kingsmen Experience, space is set aside for learning and collaboration. A firm believer in continuous learning and talent development, Kingsmen has ensured the availability of spacious, multi-purpose rooms to facilitate training and knowledge sharing. CoLab, a communal area on the third floor, also provides an open space to spark off new, compelling ideas that bring experiences to life.

"Each day is an exciting new opportunity for our people to create, innovate and forge lasting friendships," says Andrew. It is to be a springboard for inventive minds in the creation of unique, next-generation experiences for audiences of tomorrow.



THE CREATIVE ARM OF KINGSMEN GROUP

The launch of Kingsmen's creative arm, KR+D (short for 'Kingsmen Research & Design'), in November 2018 signals the drive to ensure design remains at the forefront of creativity in the group, and brings together its creative capabilities.

The designers are a catalyst and champion for the group. They are called upon to lead the company's innovative design culture, redefining what design can mean by bringing experience and service design to the forefront.



The sheer diversity of experience and expertise at Kingsmen is what makes it so unique. Working passionately behind the scenes is a vibrant team of dynamic creative professionals who go above and beyond the call of duty to bring experiences to life.

“Our business is dynamic,” chimes the two founders. “It can be very difficult, and it changes all the time. But there are lots of opportunities and therefore we have to create good fun for everyone to participate and contribute. This is our wish, that the Kingsmen spirit will continue on this way.”

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