

A LANDSCAPE OF IMAGINATION

From Singapore to Singaporean: The Bicentennial Experience, is a project that best illustrates the capabilities of Kingsmen from its early days in planning, designing and constructing commercial spaces, it has spread the concept of staging experiences beyond showcases and events.

Notably, its museum and gallery arm has had multiple collaborations with heritage boards and historical spaces, creating possibilities of expansion into content with each thematic exhibition. At each cultural or heritage exhibition, Kingsmen delivers engaging museum design spaces — through hands-on and interactive experiences — to help stories unfold. The team covers all aspects of museum and gallery design, from workshops and analysing audiences to lighting, interpretation and visitor mapping.



Projects that deliver insightful and playful experiences include *In an Instant: Polaroid at the Intersection of Art and Technology* and *Living with Ink: The Collection of Dr Tan Tsze Chor at Asian Civilisations Museum of Singapore*.



Understanding the needs of the market, Kingsmen has taken its expertise and creative potential beyond Singapore's borders and into new markets abroad. Tapping into history, culture, fashion and art, immersing visitors in the heart of civilisation's beginnings.

In recent years, it has carved a name for itself in building immersive worlds that take audiences to places they have not been before.

With its strong conceptual outlook and ability to produce original ideas, its creative teams, partners and suppliers led successful completion of several major multi-agency and multi-consultancy projects.

Kingsmen proceeded with a strategic venture into entertainment and attractions investments from 2017 on-with the formation of Kingsmen Ventures and Kingsmen Xperience, a US-based subsidiary. Working with Hasbro International, Inc. to conceptualise exciting attractions based on the NERF brand for participative experiences.

“More and more, intellectual property owners are looking for new ways to connect with freethinking, novelty-seeking customers who are looking for meaningful experiences beyond the retail store,” explains Anthony. “We have the right capabilities as this is a natural extension of our services.”

One of many firsts for Kingsmen was the *TOYBOX by Hasbro* event at Sentosa, a multi-brand carnival. Seven popular Hasbro brands — Transformers, My Little Pony, NERF, Monopoly, Cluedo, Baby Alive, and PlayDoh — were supersized into fun experiences that promoted family interaction and bonding through play and education.

Visitors were invited to relive iconic childhood games through life-sized animated characters and environments, and delight in uniquely designed game stations and performances by energetic mascots. The event was conceptualised to offer larger-than-life experiences.

This is part of Kingsmen's intensive broadening of creative solutions to help brands redefine their engagement with fans and audiences internationally. It signifies Kingsmen's push towards its evolution as a creator of experiences for immersive content in multiple forms and formats.

