

DESIGN EDUCATION

As a brand synonymous with design, Kingsmen believes that design sensibilities and skills should be cultivated early to nurture a new generation of individuals who are creative, adaptable and resilient. In partnership with multiple boards and associations, Kingsmen is involved in programmes that inspire youths to actively make change happen and implement new ideas confidently.

Realising the importance of multidisciplinary design training, we felt the need to transform higher education for design in Singapore as a member of the Design Singapore Council's Design Education Review Committee. These efforts have since led to the formation of a new Design Education Advisory Committee in Singapore, on which sits one of Kingsmen's Creative Directors, Crystal Chu.

Kingsmen has been a consistent supporter of US-based Exhibitor Designers & Producers Association (EDPA), for over 30 years now, as a member, a continual sponsor of its annual conference – ACCESS, and also as a repeated speaker to speak of design in dialogue between cultures.



“Businesses and communities will stand to benefit from continuity in people-centred design and experiences,” Simon says. “It is vital that we start encouraging imagination and learning-by-doing early.”

The close-knit design community that Kingsmen has come to be part of has also spurred it to advocate design for innovation and growth. Representing Kingsmen, Simon was invited to participate in charting the strategic directions for Singapore's design sector over the next 10 years as a member of the Design Masterplan Steering Committee. Titled 'Design 2025', the committee's blueprint recommends the need to enriching the young with design sensibilities, promoting the adoption of design, and bringing design closer to people and communities.



Kingsmen's support for the future of design not only reaches out to retailers and industry players, but also aspiring young designers. At *Euro a go go 2020*, Kingsmen's US office collaborated with PAVE — an organisation that enables young talent to build successful careers in all aspects of the retail industry — to support a design competition and brought three lucky winners to *Euroshop 2020*.



Benedict at the 65th EDPA ACCESS, together with long-time EDPA members Larry Kulchawik (international trade show specialist) and Robert Laarhoven (beMatrix USA).