

DESIGN MOMENTS THAT MATTER

“Our design has evolved a great deal,” says Crystal Chu, Creative Director. Beyond spatial organisation, Kingsmen now designs experiences and looks at creating moments for its customers — moments that are irreplaceable, moments that they will remember, and moments that touch the heart. Purposefully designed, the insights of in-house researchers unlock the different drivers of client value.

Over the years, Kingsmen has leveraged on its expertise in the areas of hospitality, retail and entertainment design, to reimagine museums, galleries, flagship stores, and leisure attractions.

“It is all about celebrating each client’s company culture, its brand, and all that it stands for,” shares Luke Ng, Creative Director.





The team worked closely with Tencent to seamlessly integrate social media platforms such as Wechat with popular games such as 'Honor of Kings' and 'Ready Player One' into a VR technology that showcases the future of digitalisation.



JOURNEY OF DISCOVERY

When Asia's largest internet company, Tencent, wanted to rapidly expand its footprint across major cities in China such as Qingdao, Binhai and Wuhan, Kingsmen was chosen as an ideal partner for the design and execution of a series of branded experience centres and themed environments.

Tencent Innovation Centres were conceptualised to draw guests into its macrocosmic world and push new frontiers on technological innovation and discovery.

"Each of these experience centres and spaces are conceptualised as a window into Tencent. Through the use of live technology and digitally activated sets, we hope to deliver a remarkable experience for clients, partners and the viewing public alike." shares David Gong, Account Service Director at Kingsmen Shanghai.



Besides the extensive use of digital technology such as image projections, holographic imaging and cloud data, the experience centre creates moments through realism and artistry combined that reflect Kingsmen's propensity for storytelling.

A partner of choice, Kingsmen's ability to transform mundane corporate galleries into flexible spaces for innovation is why DHL remains in close collaboration with Kingsmen.

DHL's growing logistic solutions are showcased across continents from Asia Pacific to Americas in engaging innovation centres. Incorporating large indoor spaces with immersive effects and multi-purpose experience, the design concept translates DHL's vision into a visitor centre that is distinctive and experiential.

While this logistics giant has innovation centres scattered across the world, the one located in the US city of Chicago boasts a unique showroom. This multi-purpose space can be quickly adapted to what the mind imagines, or what the business situation requires.

