

DESIGNING FOR DIGITAL

In creating experiences, Kingsmen works closely with the client's in-house designers to bring unique concepts to life. It keeps a finger on the pulse of what the audience desires to realize some of the world's most iconic visuals. As physical spaces and events move beyond the traditional buy-and-sell format, and evolve into centres for value exchanges, personalised engagements are made possible with digital technology.

NIKE
HOUSE OF
上海/001



The unique mobile retail space, realised together with FITCH Design, was named Outstanding Store Design at the 2020 World Retail Awards. The Awards, established in 2007, highlights visionary retailers that set the scene and inspire the rest of the industry.

Another peek into the future of retail was unveiled in 2019 when Kingsmen collaborated with Singtel on an unmanned 24/7 pop-up store. *UNBOXED by Singtel* was designed to introduce consumers to a new retail experience featuring the convenience of digital technology in a store environment.

“Singtel required a roving outdoor exhibition booth that could withstand the rigours of constant deconstruction and reconstruction,” Alex explains.

The modular store could operate independently and be transported to a new location at a moment’s notice. Besides 5G-enabled support and a solar powered-hybrid system, high-tech infrastructure and hardware had to be fitted into a limited ceiling service area, including a comprehensive range of motion sensors to secure the unmanned unit.



Singtel@8George is a new-age working space that was conceptualised for Singtel as it continues to inspire interactions and learning for the consumers of tomorrow.

On testing out additional capabilities of technology for humans, the store utilises advanced facial recognition technology to provide customers with personalised experiences, as well as a roving live bot to offer human-to-human virtual chat support.

Through careful deliberation and attention to detail, the revolutionary project for Singtel sparked off new potential of digital retail stores.





In the Judicial Heritage Gallery at Singapore Supreme Court, designers and content curators of Kingsmen developed a full digital experience of the imagined "Future Courtroom".

INDUSTRY 4.0

The global pandemic of 2020 has marked a new turning point in the evolution of events. Brands have been alerted to reconsider how they stay connected with customers and the industry. Marketing and event teams have adapted to changes on short notice, pivoting quickly to complement smaller-scale physical events with virtual events to accommodate a wider audience.

Digital showcase for events led to Kingsmen's focus on bringing the events industry online by creating immersive arenas for virtual screens. One of these was the large-scale Industrial Transformation Asia Pacific (ITAP) 2020 digital event, which showcased a virtual pavilion, digital learning journeys, and webinars that connected participants despite physical limitations.

Pivoting to a new blend of live and remote awards ceremony was the KOHLER Bold Design Awards Vietnam. Kingsmen collaborated with its multimedia partners globally to livestream the event with post-production engagements such as a 360-degree virtual tour and emcee videos filmed in advance as part of the entire event's programme

This approach remains a crucial part of Kingsmen's business as it works alongside its clients to navigate an uncertain — but increasingly familiar — path forward.

