

## GOING BEYOND FACE VALUE

“A store does not need to look like a store,” elaborates Alex Wee, Kingsmen’s Group Managing Director of Retail & Corporate Interiors. “A well-designed space should engage and empathise with customers, tell authentic brand stories, and make each experience educational and personal.”

Being designers and builders in today’s context means remembering the dynamic qualities a space can offer. A shopping mall does not only bring retail opportunities, but offers multi-dimensional walkthrough of experiences.

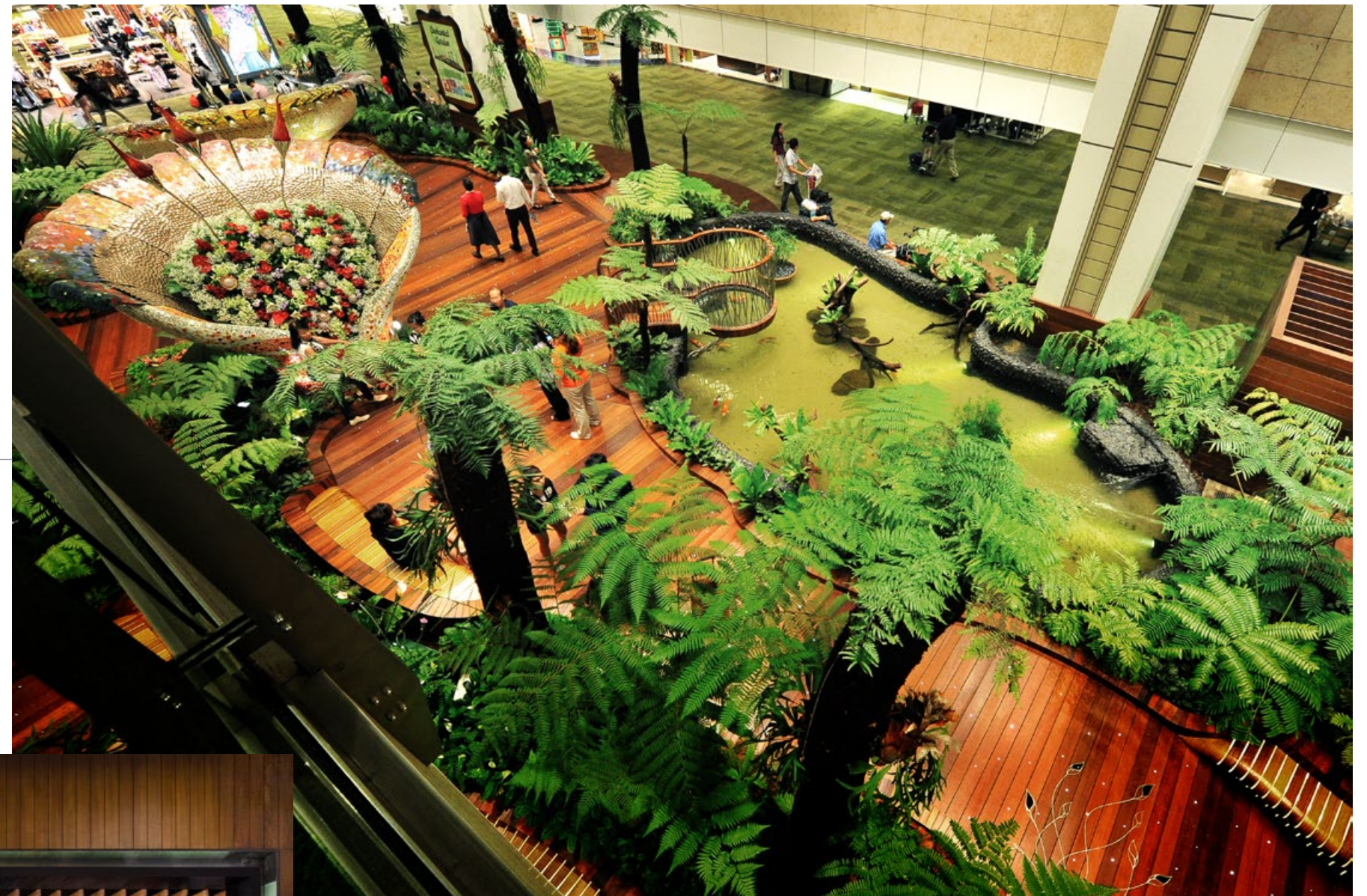
The development of such places saw Kingsmen co-conceptualising new entertainment spaces such as Singapore Changi Airport’s multiple terminals as well as the Jewel Changi Airport.





Installations like the Enchanted Garden at Terminal 2 and Steel in Bloom at Terminal 4 integrate living horticultural elements and innovative technologies to create a bustling metropolis city with abundant lush greenery — a world-class 'City in a Garden'.

Most recently, Kingsmen played a part in shaping the visitor experience at Jewel Changi Airport, an integrated nature-themed urban mall that has garnered international interest as a world-class lifestyle destination, and home to new flagship concepts, restaurants and themed experiential zones.



Besides installations for the public such as the Enchanted Garden and Steel in Bloom within the terminals' transit area, Kingsmen was involved in over twenty-one projects of retail and dining spaces within Changi Jewel.



## GARDEN OF HARMONY

Be moved by the energy of emotional resonance as you make music with others to create the ONE Changi symphony in our enchanting garden.

### 和谐之林

当音乐与他人一同在和谐之林中创作独一无二的和谐交响乐，感受音乐共鸣的力量。

One major project that had many talking was the Changi Experience Studio, an interactive experiential space that brings visitors on an exciting virtual expedition through the past, present and future of Changi Airport. Kingsmen also worked on the Mirror Maze at Canopy Park, and the sensor-activated flowers at Hedge Maze.