



OUR DESIGN
LANGUAGES
ENHANCING SPACES AND
ENRICHING EXPERIENCES...
45 YEARS AND BEYOND

kingsmen

1976 - 2021

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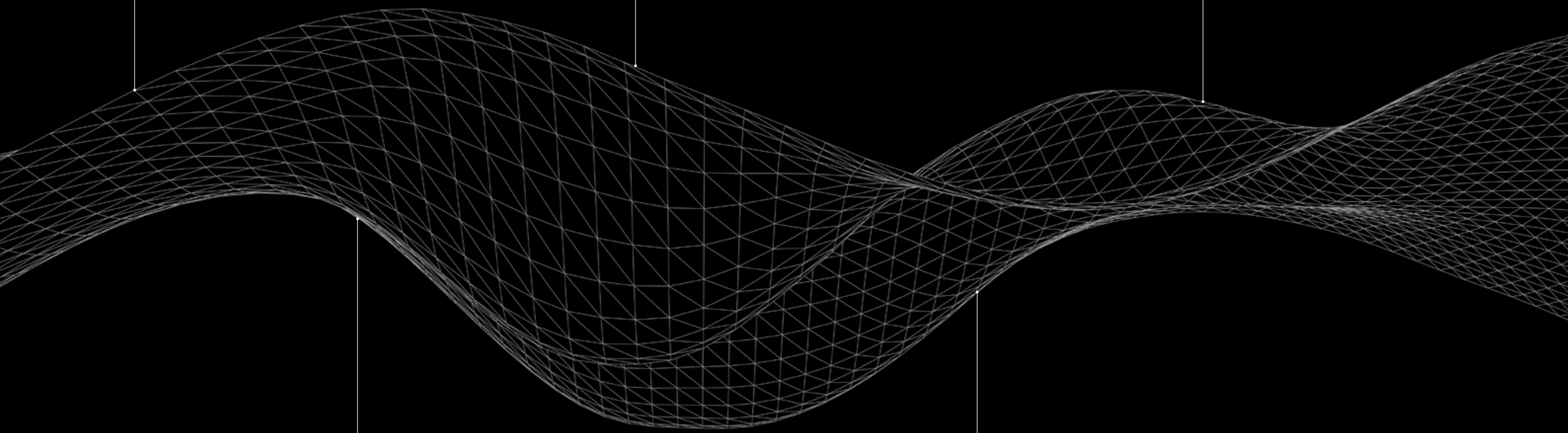
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**The journey has taken us this far,
we're glad we did it with you.**

OUR DESIGN LANGUAGE

Spanning 21 offices around the world, Kingsmen's multidisciplinary team of designers, researchers, strategists, brand experts, and producers have worked with some of the world's best-loved brands to bring bold new ideas to life. It harnesses design as a strategic tool to advance the aspirations of its clients. It creates experiences that excite, motivate and reward audiences.

A catalyst of change reimagining the next chapter of human-centered experiences with innovation and openness, Kingsmen has rewritten rules that have disrupted retail, lifestyle and corporate spaces, turning them into immersive, next-generation playscapes that spark imagination and delight.

As Kingsmen turns 45, it reflects on its desire to move hearts and inspire action with out-of-the-box creativity. With a belief in a better, brighter future, Kingsmen celebrates an inventive mind and a living, breathing design language.

All these are captured in the following pages. Thank you for letting us share our story with you.

THE ART OF INNOVATION ENGAGING THE SENSES

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AT A NEW HORIZON

For 45 years, Kingsmen has surmounted the challenges of the day while envisioning the possibilities of tomorrow. Innovation has come through expansion into new environments, new initiatives, and constant creativity.

It has often been associated with several of Singapore's firsts, including the Orchard Road Christmas Light-up in 1984, the Singapore Youth Olympic Games in 2010, the Singapore Grand Prix corporate suites of Formula 1 Night Race in 2008, and the Cloud Forest at Gardens by the Bay in 2016.

USA Pavilion at Astana Expo, Kazakhstan

Kingsmen has been serving clients from the middle to upmarket retail sector since the 1980s — representing luxury brands such as Dior, Cartier, Estée Lauder, Gucci, and Fendi. The assortment of retail pop-ups, stores, shop concessionaires, boutiques and flagship stores led by Kingsmen feature the promise of quality and finesse of execution, paving the way for a new, inspirational approach to retailing.



Providing services for myriad luxury brands, ranging from retail counters and store facades to interior fit-outs for retailing needs.



In IKEA's sustainable branding for the year ahead, Kingsmen enabled the making of IKEA Lab with recycled materials curated across the two storeys of Seoul's Seongsu-dong in pop-up designs.

As Kingsmen expanded its expertise in broader industries, this possibility has led to a new reality of what it represents — a nascent creative industry executing design and build for the beyond.

With a flair for design, an eye for detail, and commitment to the highest standards of quality, the company earned a reputation for being a reliable and trusted communications design partner.

A VISION TO BE DIFFERENT

In these 45 years, Kingsmen has put together a spectrum of integrated services beyond design and build, creating true value. From creative thinking and ideation to fulfilment, project management, and implementation, its line-up of tailored solutions responds dynamically to customer needs, enabling clients far and wide to access its global talent pool.

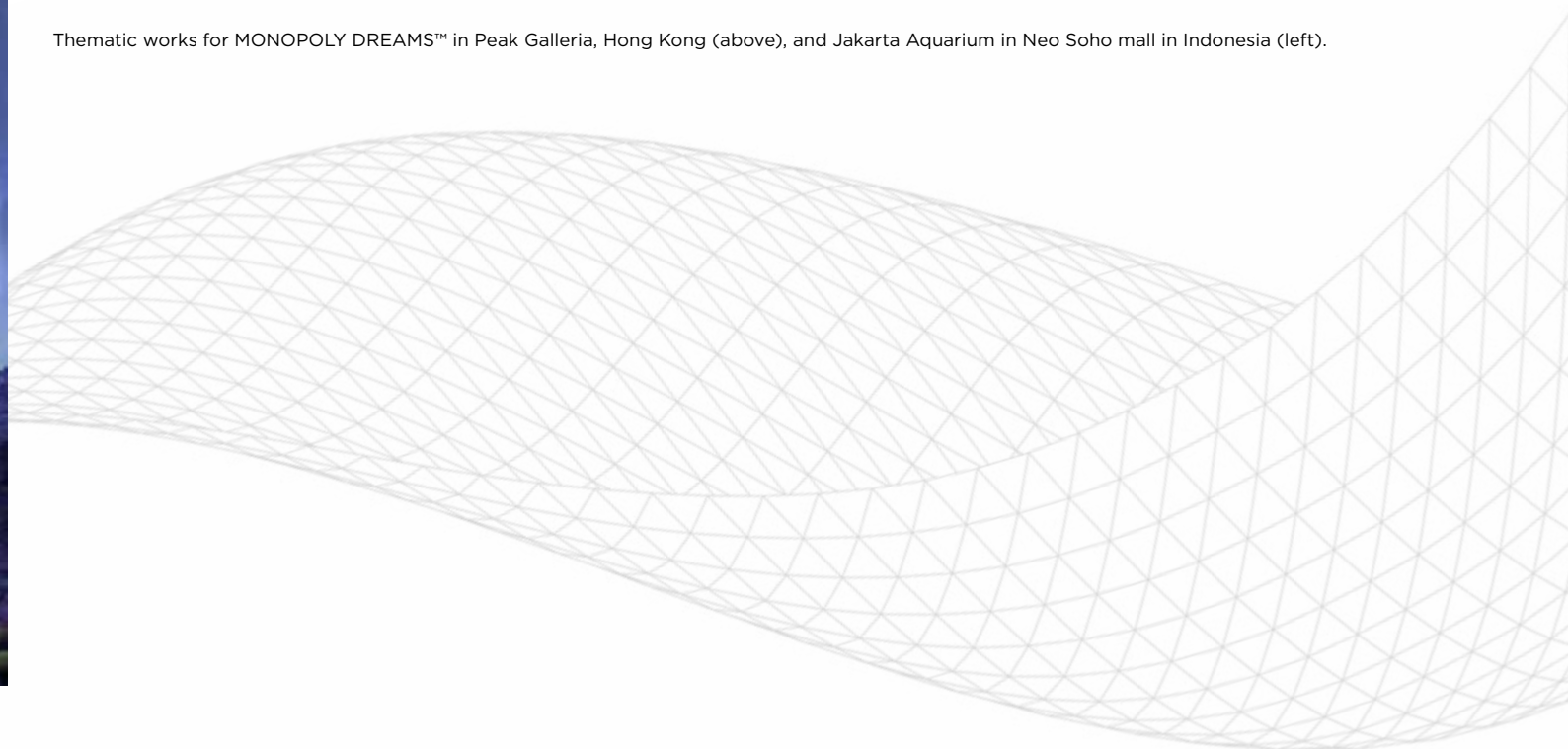
Today, its creativity and quality in experiential design pervade new areas, with

its team of creative professionals always articulating its design leadership when creating innovative scenic works.

Founded in 1976 by Benedict Soh and Simon Ong, the two founders had the vision to focus on quality design, production, integrated services, and after-sales service. These founding principles have stood the test of time and guided the organisation to its standing today as the go-to brand to create differentiated concepts and experiences.



Thematic works for MONOPOLY DREAMS™ in Peak Galleria, Hong Kong (above), and Jakarta Aquarium in Neo Soho mall in Indonesia (left).



Our clients' success is our success. This phrase is ingrained in our beliefs and philosophy. It is very important to us that each of our clients succeeds.

BENEDICT SOH
Chairman



From Takashimaya in Vietnam to sustainable departmental store concept Simons Galeries de la Capitale in Québec, Canada, large and global projects were accomplished with Kingsmen's expertise.

What makes Kingsmen unique is our commitment to quality. In fact, the concept of quality has evolved into a holistic one: beyond our works, it is about **the quality of our people, and the quality of the company itself.** This is what makes unique the personality of Kingsmen.

SIMON ONG
Deputy Chairman

Photo credit: Stephane Groleau



The General Post Office (GPO) project was awarded the SG Mark Good Design in 2018. The Singapore Good Design Award was established to set the benchmark for exceptional design quality that impacts businesses and communities in Singapore and beyond.

AN IMAGINATIVE COMPANY

Kingsmen is constantly searching for a better answer to creative problems. The company creates value for clients by translating imagination, innovation and strategies into memorable end-user experiences.

“We don’t design for our clients. We design for our clients’ clients,” Simon asserts. Before approaching each project, the team puts in hours of research towards understanding clients and their end-users. This is often followed by the creation of a captivating overarching narrative, as well as deep explorations of user flows and experiences. This process of design thinking was already practised in Kingsmen even before the term became popular. At every step of the way, it remains committed to the highest quality standards, a sentiment perfectly encapsulated in its mission statement: Design-led, Driven by Quality and Service.

By combining imagination, flair and years of experience, Kingsmen has optimised design strategies to create immersive user experiences.

Over the years, Kingsmen has journeyed with its longstanding base of clients to create exciting new spaces. Each project taking it to greater heights, enhancing the brand’s reputation worldwide.

Kingsmen draws from the foundations and accumulated experience to ignite the next wave of innovation.



Imaginative worlds never stop living. From art gallery exhibitions to product launches, experiential spaces transport visitors to a world beyond reality.



Design and creativity-driven, Kingsmen catches new demand for distinctive, indulgent environments, unlocking the possibilities of diverse, urban lifestyles by breathing new life into myriad play zones, as well as co-working and learning spaces.

Reimagining cultural heritage and diversity, audiences are introduced to fresh interpretations of subjects — ranging from arts to culture to history — via showcases and events.

Experiential events are designed for audiences to enjoy free-and-easy exploration and learning through all their senses, opening them up to discover new worlds and even themselves.





CREATIVE TRANSFORMATION CREATING POSSIBILITIES

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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.





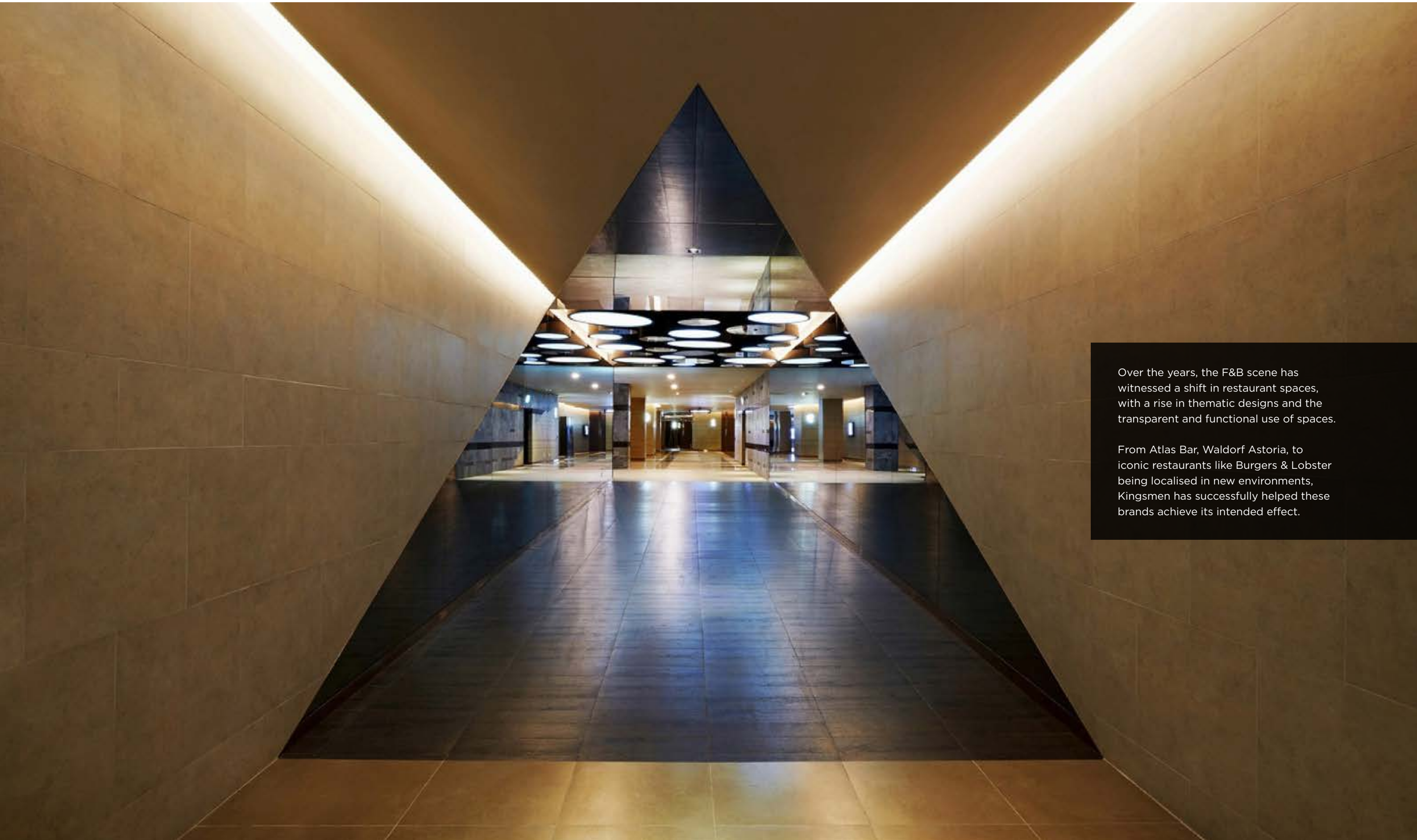
TURNING SPACES INSIDE OUT

Kingsmen's expansion of its design capabilities has created fresh stories around unique spaces and pushed the boundaries of design innovation.

"Trying to rejuvenate ordinary spaces and events, and looking at them from a new angle — this is what makes space design so thrilling," explains Luke. A fundamental element of experience design is understanding a user's intention and how the space may frame around their needs, he adds.

Kingsmen has redefined spaces and value-added to their uniqueness. Lifestyle spaces — such as supermarkets, service hubs, and community buildings — as well as F&B and retail spaces have been turned inside out for users to wander, explore and uncover the new.

Robinsons at The Gardens in Mid Valley City Kuala Lumpur bagged the top prize at the 2007 ISP/VM+SD International Store Design Awards (now known as RDI) in New York for the New or Completely Renovated Specialty Department Store Category. The design concept provided a shopping experience that was not only world-class, but unique. The refreshing garden theme of the shopping complex was seamlessly incorporated into the store through a mixture of design elements.



Over the years, the F&B scene has witnessed a shift in restaurant spaces, with a rise in thematic designs and the transparent and functional use of spaces.

From Atlas Bar, Waldorf Astoria, to iconic restaurants like Burgers & Lobster being localised in new environments, Kingsmen has successfully helped these brands achieve its intended effect.



For its design quality and sophistication, the team took home top honours at the 2016 A.R.E. Design Awards (Gold) for the restaurant. Previously known as A.R.E, a leading Association of Retail Environments in USA, it is now SHOP! the global non-profit trade association dedicated to enhancing retail environments and experiences.

In Vietnam, Sushi Hokkaido Sachi unveiled a chain of restaurants, in partnership with Kingsmen, to expand its franchise across Ho Chi Minh City. It was determined to reinterpret the traditional Japanese dining experience for local audiences while preserving the beauty and authenticity of Hokkaido's culture. Conceived as a

zen environment that takes customers away from the hustle and bustle of the city, the resulting design showcased distinct personalities that exuded luxury, exclusivity and tranquillity.

From pebbled pathway entrances to shoji partitions and solid wooden countertops,

each of these elements added to the distinctively serene environment.

"We seek to elevate our clients' brands by amplifying the parts that will make for unforgettable experiences in retail design." shares Nique Choo, Creative Director in Kingsmen's Vietnam office.



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.”

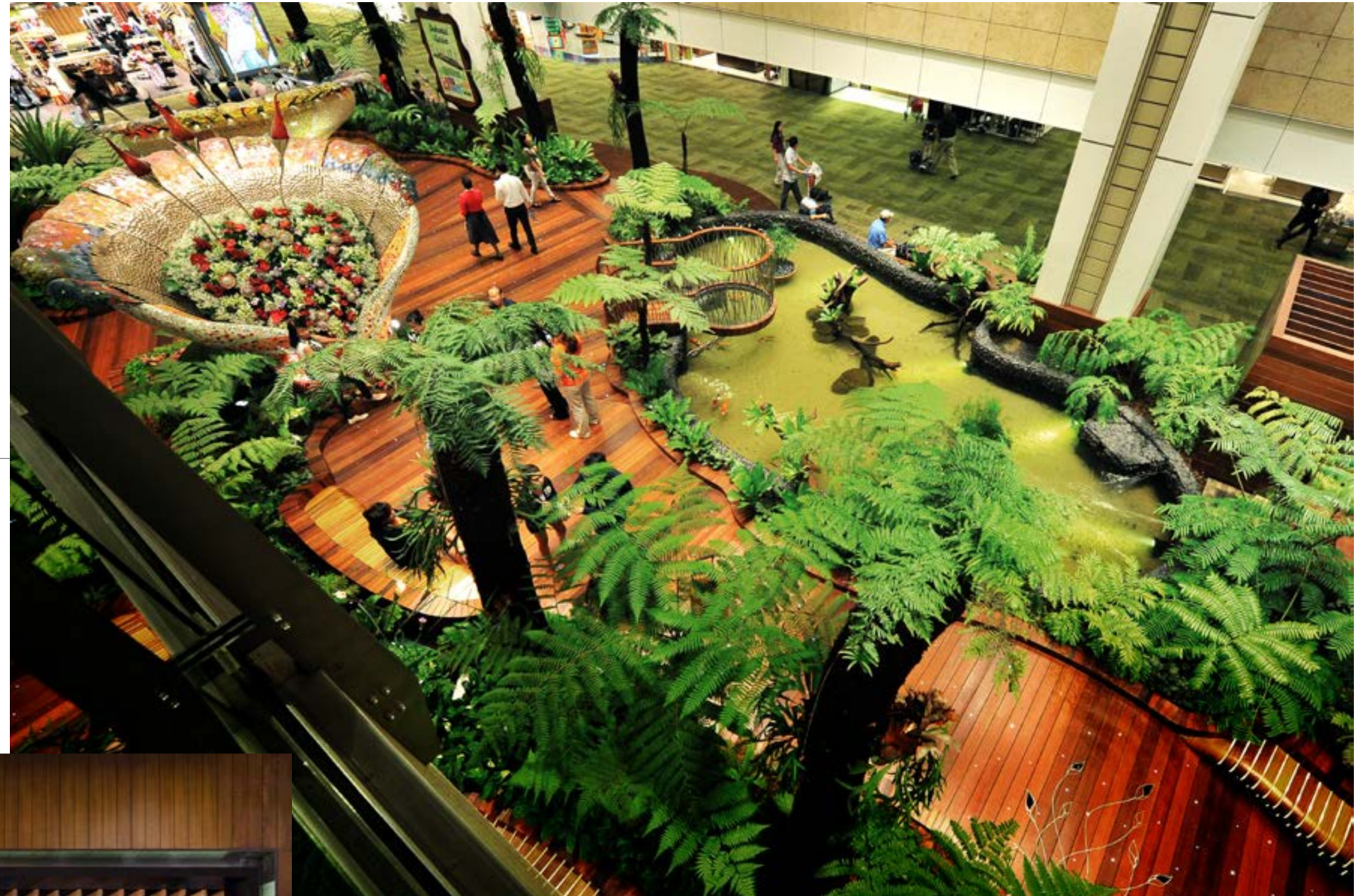
Being designers and builders in today’s context means remembering the dynamic qualities a space can offer. A shopping mall does not only bring retail opportunities, but offers multi-dimensional walkthrough of experiences.

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

和谐之境

通过多媒体式—跨感官体验，让访客一窥新加坡的多元文化、自然生态和科技力量。

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.

SHARED CURIOSITY

COLLABORATIVE
BY DESIGN



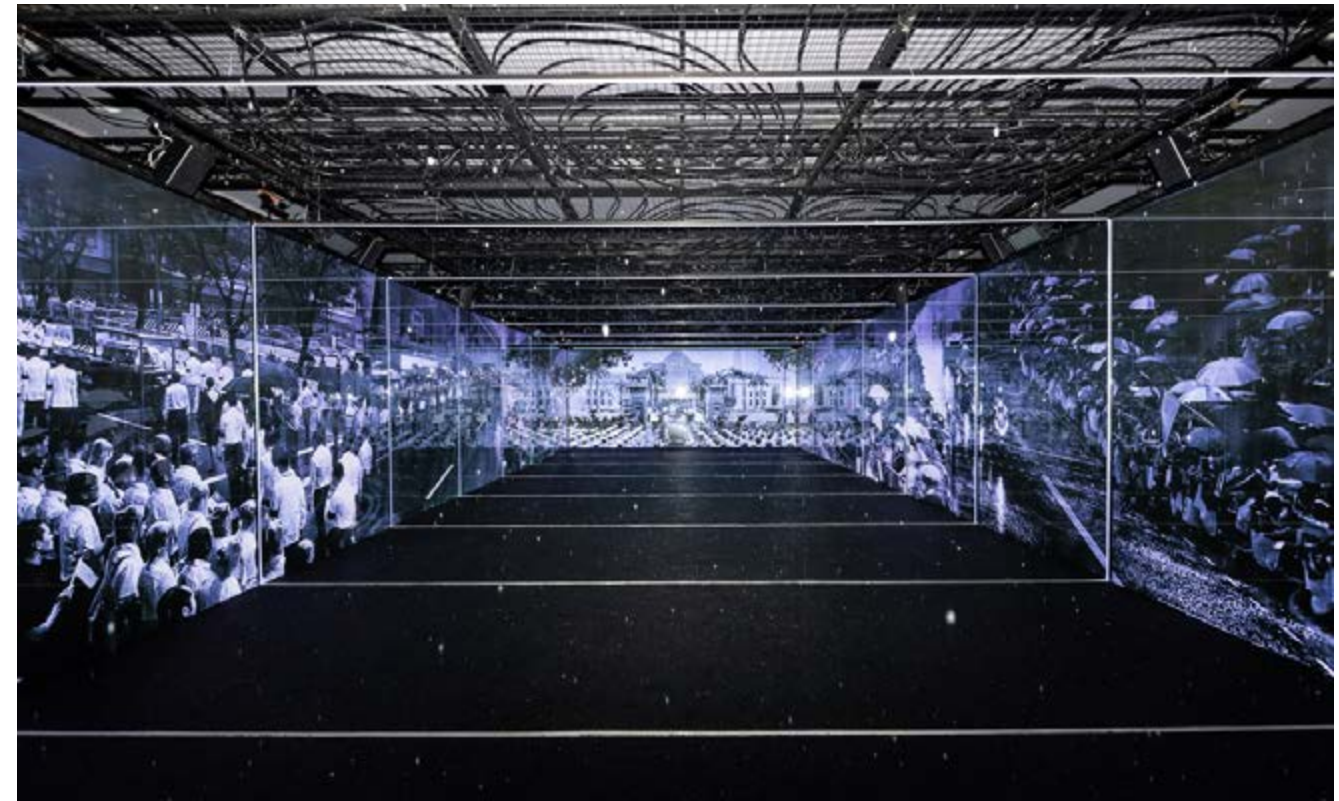
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SETTING A NEW BENCHMARK

Kingsmen is supported by a network of partners, creatives and consultants who want to be part of something bigger. Over the years, its global network of vendors and experts from various fields have delivered numerous creative endeavours, tapping on one another's expertise and experiences to come up with new ideas.

"Our partnership principle spells out how we bring together different actors in collaborative action," says Andrew Cheng, Group CEO of Kingsmen. "From architects and developers to curators and producers, it's crucial to harness the collective power of all roles. There is a natural stability and flexibility in Kingsmen's partnerships, as well as a strong sense of ownership among partners."





From Singapore to Singaporean:
The Bicentennial Experience brought more than 750,000 visitors back in time to witness defining events in Singapore's transformative journey, going back as far as 1299.

As Kingsmen advances the language of design with its network of partners, they want it to inspire and surprise audiences and, most importantly, be universally accessible to people of all ages.

From Singapore to Singaporean: The Bicentennial Experience saw Kingsmen bringing to life Singapore's story through a series of evocative multimedia experiences, from live actors to video clips to indoor 'rain'.

From the onset, the team set forth to marry creative content with audio-visual effects to create a grand, overarching narrative of Singapore's history of the last 700 years. It delicately carved out pieces of Singapore's past to form a series of visually audacious yet emotionally engaging adventures. Each component of the series encapsulated an inflection point in the Lion City's development, and engaged the audience in a range of formats.

"This exhibition is unlike any other that you have seen or participated in the past," enthuses Anthony Chong, Group Managing Director of Exhibitions and Thematic. "If you understand Kingsmen's DNA, it's always experiential; it's always about experiencing something. I think part of that challenge was also how we retell 700 years of history to visitors who come in and visit us." It was this commitment and drive to deliver an experience like no other that spurred the team to harness its decades of expertise and experiment with new ideas.

Pulling off an exhibition of this scale required Kingsmen to lead and work with a multidisciplinary team of creative professionals. For two years, the Kingsmen team coordinated and collaborated with theatre directors, actors, fight specialists, composers, CGI artists, and filmmakers, leading them through the process with its strong but flexible creative vision.

In the intricacy of the project, the team produced multiple mock-ups to achieve its desired effects and appointed additional eyes with a group of specialists who would lead the team in arriving at the best solutions.

"Kingsmen brought together a very special team," praises Gene Tan, Executive Director, Singapore Bicentennial Office. "It just boggles the mind that there was so much courage in trying something unprecedented and bringing people who have never worked together on this kind of product before," he shares.



The resulting showcase was a cinematic journey that allowed visitors to experience history in person.



REALISING A CREATIVE VISION TOGETHER

When it comes to retail, attention to detail makes all the difference to brand communication. In partnership with global brands, Kingsmen continues its dedication to each project, defining elegance to create immersive and authentic lifestyle experiences for every shopper.



Kingsmen has worked with impressive brands, such as OFF WHITE and RIMOWA, to embody their personalities within and even outside of store environments.





Delivering efficient yet innovative retail and corporate environments for brands around the world is all in a day's work. By working closely with its network of partners and suppliers, Kingsmen assessed the contemporary personality of British fashion label AllSaints and fashioned it into a series of works as it expanded into East Asia.

"It is about being part of an ecosystem — we can't do things alone," Luke says. "We need a lot of support from our partners as everyone has their own specialty. You need someone to develop the content, you need someone to create the lighting effects. We work with all our partners to create that experience for the space."

Kingsmen understands the importance of getting the brand DNA into elements of each store. Just in 2016, AllSaints worked with Kingsmen to implement 11 projects ranging from permanent stores to sophisticated pop-ups — a testament to the longstanding relationship between AllSaints and Kingsmen that continues to this day.

"Kingsmen helped us with our North America, Middle East, and European expansion. What is so unique is the speed and pace that we can work at," says Tim Sharp, Global Director of Store Design and Construction at AllSaints.

When Sephora celebrated its 10th anniversary in Singapore, Kingsmen transformed Ngee Ann City's Civic Plaza into a 700-sqm pop-up 'playhouse' featuring Sephora's top beauty brands. Nine themed rooms were conceptualised with experiential and interactive elements — such as trampolines, ball pits and a mirror maze — that aim to teach and inspire beyond the obvious invitation to play. Other whimsical elements included an ice cream parlour with flavours inspired by beauty brands, a beauty kitchen presenting the use of natural ingredients, as well as oversized 3D makeup installations.

"We wanted to inspire a continuous and free exploration of a beauty-verse that brings people into an impressionable wonderland at every corner," says Jason Chua, a Design Director at Kingsmen. "To make it an effective event, we conceptualised larger-than-life interactions spatially, sensually, and socially, creating a daring and encapsulating way to experience the products and the brands."



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.



A photograph of four children in a museum exhibit. The exhibit features a large, textured white wall on the left that looks like ice. The floor is a large projection of a polar bear swimming in the ocean, with the text 'CO2' visible on the water. The background is a large screen showing a polar bear on ice. The children are interacting with the exhibit. One child is pointing at the wall, another is holding a small object, and two others are standing on the projection. The text 'PUSHING BOUNDARIES' is written in large, white, bold letters across the top right, and 'THE ONLY CONSTANT IS CHANGE' is written in smaller, white, bold letters below it.

**PUSHING
BOUNDARIES**
THE ONLY CONSTANT
IS CHANGE



DESIGNING FOR THE FUTURE

Time never stands still, and neither does Kingsmen. As it works across the globe to help clients imagine and build their future, it constantly explores new opportunities to bring greater value to clients and create new businesses for the group. "This is a new and exciting area that we are committed to grow and develop," affirms Andrew.

Recognising the growing desire for social and emotional experiences, Kingsmen introduces new concepts to brands who can then explore new physical spaces. Challenging convention, and going beyond the confines of building and design.

Kingsmen introduced thrilling, active and uninhibited play at NERF Action Xperience, by using its expertise and experience in emotional storyboarding and content strategy.





The former Cold Storage at Great World City, Singapore is now known as CS Fresh - a farm-to-table concept to present fresh food directly from produce to ready-to-eat mediums.

As brands look toward building communities, Kingsmen's commitment to design that many consider functional and aesthetically pleasing continues to be a distinguishing factor.

When athletic clothing brand Lululemon approached Kingsmen to design a store that encourages a strong sense of belonging, it was an opportunity to create community hubs where people could learn and share the physical aspects of healthy living, mindfulness and self-care.



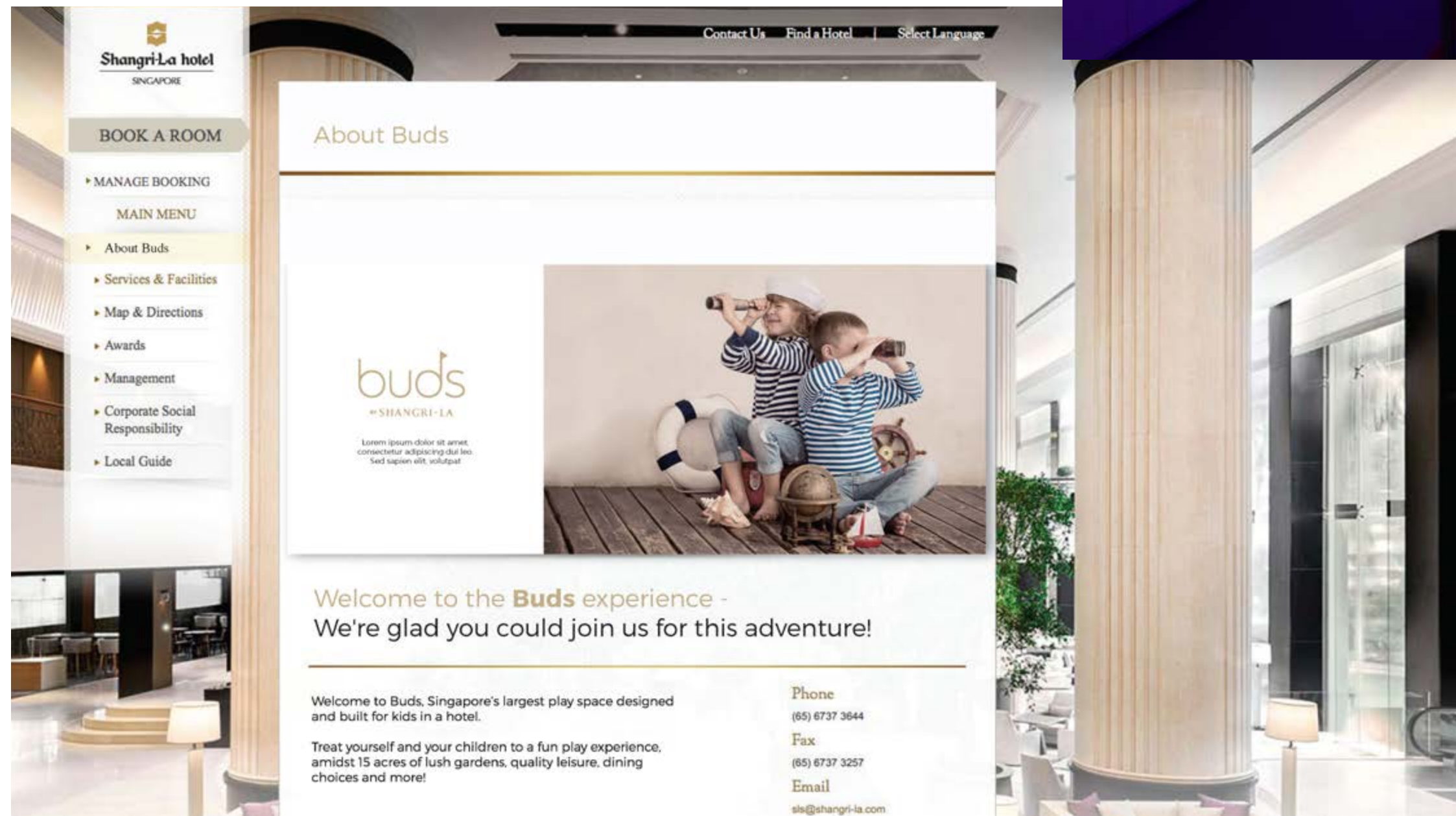
DESIGNING FOR CONTINUITY

To satisfy the endless thirst for adventure, imagination and social interactions, Kingsmen pays close attention to its design conversations, visual storytelling, and soundscaping strategies.

In every environment, novelty can be achieved through refreshing and immersive transformations that provoke thought and allow for dynamic interchanges. "Extraordinary experiences are no longer just found at theme parks and attractions," reveals Crystal. "We believe that humans are born to learn through play. Wherever

possible, we blend form and function with creative, unexpected edutainment elements to elevate the value of play."

Redefining playful learning and exploration through experiential design, Shangri-La Hotel, Singapore, wanted to design and build an interactive play space for children — the first hotel on Orchard Road to do so. Kingsmen took a unique spin on family staycations through buds by Shangri-La, and conceptualised activity zones that inspire curiosity in the most intriguing spaces.





At the exhibition, visitors are immersed in an interactive environment that follows majestic wildlife through their natural habitats, narrating stories of the natural world. As part of the immersive experience, the team brought in a two-metre-high simulated ice wall and designed an interactive activity on the floor where visitors can remove carbon dioxide emissions in order to pave the way for a polar bear to cross. The first-of-its-kind edutainment concept underscores the urgency of climate change and creates awareness about conservation efforts in today's modern world.

In 2019, Kingsmen conceptualised the world's first travelling wildlife and exploration exhibition. *Living Worlds: An Animal Planet Experience* uncovers the interdependent relationship between animals and the environments they inhabit, while fostering environmental consciousness. The exhibition was staged to bring visitors a step closer to reconnecting with nature and its many habitats. One of the centrepieces of the exhibition was a 270-degree projection dome that entertained guests as they were brought underwater, peeking through a submarine.



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 INNOVATION
上海/001

NIKE
HOUSE OF INNOVATION
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".

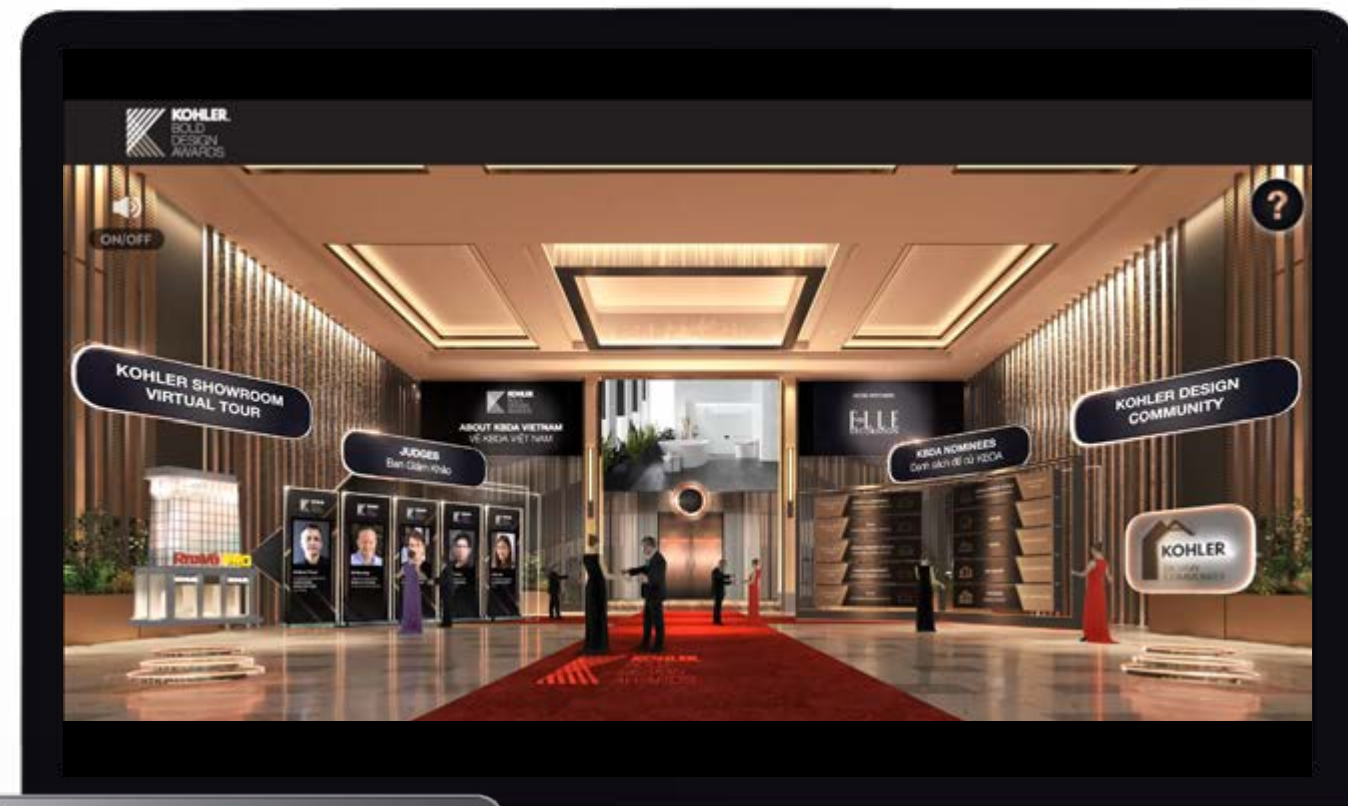
INDUSTRY 4.0

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.





SETTING OUR SIGHTS HIGH

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ENDURING VISION

Kingsmen responds to a changing world with continuity in its design, and endurance in its vision. From exploring new perspectives to learning through fun, it has spoken directly to human needs and experiences with a new and dynamic approach.

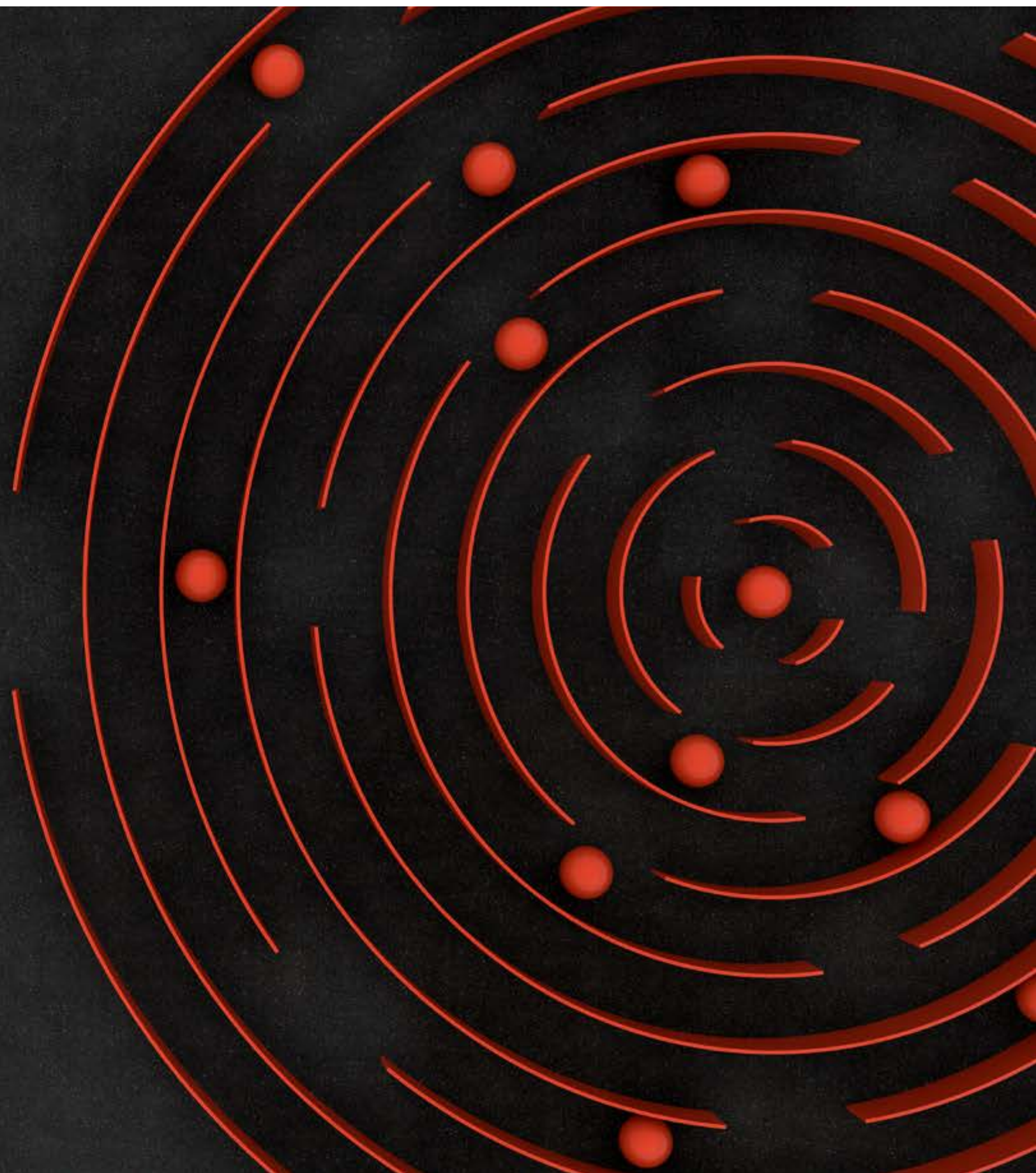
We can't foresee what lies round the corner, but if we have the right mindsets, collaborative teams and conducive environments, we can adapt quickly and easily to changing needs and conditions.

BENEDICT SOH & SIMON ONG

Co-Founders of Kingsmen

Benedict and Simon believe that Kingsmen is built to withstand the test of time. "We carry on as a listed firm because we believe the company can live beyond its founders," quips both men. Driven by the two founders' entrepreneurial and strategic beliefs, the company has articulated its purpose through its design education framework, and created the right environment for its people to thrive, even in the most challenging times.

By igniting more open, collaborative and explorative cultures and mindsets, Kingsmen aspires and empowers creativity and imagination in a brighter, smarter world.





Presented at SingaPlural 2016, in conjunction with Kingsmen's 40th Anniversary, is an interactive installation, entitled 'A Greener Milestone'. Comprised of repurposed waste material, it questions viewers' perception of beauty and functionality, and invites them to pen their thoughts on sustainability, thus engaging them in eco-conscious thinking.

ADVOCATING & CHAMPIONING DESIGN GLOBALLY

Leading Kingsmen in its artistic direction is its Deputy Chairman, Simon Ong, who witnessed and initiated several exciting chapters. With his guidance, Kingsmen's team of creative visionaries have provided strong, inspirational and high-profile leadership in various design collaborations.

Among Kingsmen's many contributions to the Singapore design scene is SingaPlural, a multi-faceted and multi-disciplinary platform that bridges brands and creatives as the anchor event of the annual Singapore Design Week. Kingsmen's participation in SingaPlural has challenged design boundaries and inspired design innovation since 2013.

As a distinguished member of the design industry, Kingsmen has also been invited to be part of iconic design events in Singapore, serving as a member of the jury panel for Singapore's product design awards and participating in Singapore's first International Design Forum. These events have drawn top designers from around the world and positioned Singapore at the forefront of design innovation. Besides raising global awareness of Singapore's design potential, these platforms have raised the bar and opened new opportunities for local designers, design associations and schools as they make inroads into the international scene.

On behalf of the DesignSingapore Council (Dsg), I would like to congratulate Kingsmen on this milestone. Kingsmen has been a strong supporter of the Singapore design scene over its illustrious history – from advocating for design industry associations such as the Singapore Furniture Industries Council and the Design Business Chamber Singapore, to Kingsmen's Co-founder Simon Ong chairing the design platform Singaplural. We are also glad to see the next generation of Kingsmen's creative leaders championing Singapore design and education, including Creative Director, Crystal Chu, who is a member of Dsg's Design Education Advisory Committee. Thank you for contributing generously to growing our field these 45 years.

MARK WEE

Executive Director of DesignSingapore Council

Having established a name for itself globally, Kingsmen was invited to be part of the Chicago-based Global Advisory Committee of Shop! Association (previously known as the Association for Retail Environments). Through global partnerships such as these, Kingsmen has played a role in shaping and redefining retail environments and experiences with world-leading retailers, agencies, designers and producers.

As the leading communication design and production group in Asia, Kingsmen has inspired rich conversations between brands and creatives in the East and West.

Since the 1990s, Kingsmen's creative leaders have also often been invited to speak at seminars and conferences at the local, regional and international level.

In the continued commitment to promote an ideas-driven creative industry, the Kingsmen team consistently participates in *EuroShop*, the world's top trade show for retailers around the world, where the team interacted and re-connected with experts in the field.

"Through our involvement in global platforms and associations, we hope to be the bridge between Asia and the world," says Stephen Hekman, Executive Vice President for its US office. "By gaining access to key markets such as America and Europe, we ultimately aim to promote Asia's immense potential in designing human-centred experiences and grow the export value of home-grown experience design."



SingaPlural 2015, anchor event of Singapore Design Week, was held in conjunction with the official opening of the National Design Centre which was graced by then Deputy Prime Minister, Mr. Tharman Shanmugaratnam, Minister for Communications and Information Dr Yaacob Ibrahim and members of the SingaPlural team.



In Germany for Euroshop, Europe's largest retail trade fair, a showcase of new innovations and products for the retail and exhibition industry. Kingsmen hosted curated retail tours and design experiences to reach out to audiences globally.

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).

THE WORKPLACE OF TOMORROW

Kingsmen's new headquarters, called The Kingsmen Experience, is the strategic core and innovation hub of the group. It is purposefully designed to bring together experts, design thinkers, thought leaders, research designers, project managers, engineers and specialists.

A leading creator of experiential design and production, Kingsmen has reimagined the workplace to reflect the changing demands of the industry.

"To wow our clients, we have to wow our employees first," Benedict advises. "Creating a naturally uplifting and positive environment is the first step to giving employees a sense of community and allowing them to focus on making meaningful connections with our clients."



At The Kingsmen Experience, space is set aside for learning and collaboration. A firm believer in continuous learning and talent development, Kingsmen has ensured the availability of spacious, multi-purpose rooms to facilitate training and knowledge sharing. CoLab, a communal area on the third floor, also provides an open space to spark off new, compelling ideas that bring experiences to life.

"Each day is an exciting new opportunity for our people to create, innovate and forge lasting friendships," says Andrew. It is to be a springboard for inventive minds in the creation of unique, next-generation experiences for audiences of tomorrow.





THE CREATIVE ARM OF KINGSMEN GROUP

The launch of Kingsmen's creative arm, KR+D (short for 'Kingsmen Research & Design'), in November 2018 signals the drive to ensure design remains at the forefront of creativity in the group, and brings together its creative capabilities.

The designers are a catalyst and champion for the group. They are called upon to lead the company's innovative design culture, redefining what design can mean by bringing experience and service design to the forefront.



The sheer diversity of experience and expertise at Kingsmen is what makes it so unique. Working passionately behind the scenes is a vibrant team of dynamic creative professionals who go above and beyond the call of duty to bring experiences to life.

“Our business is dynamic,” chimes the two founders. “It can be very difficult, and it changes all the time. But there are lots of opportunities and therefore we have to create good fun for everyone to participate and contribute. This is our wish, that the Kingsmen spirit will continue on this way.”

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