



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.

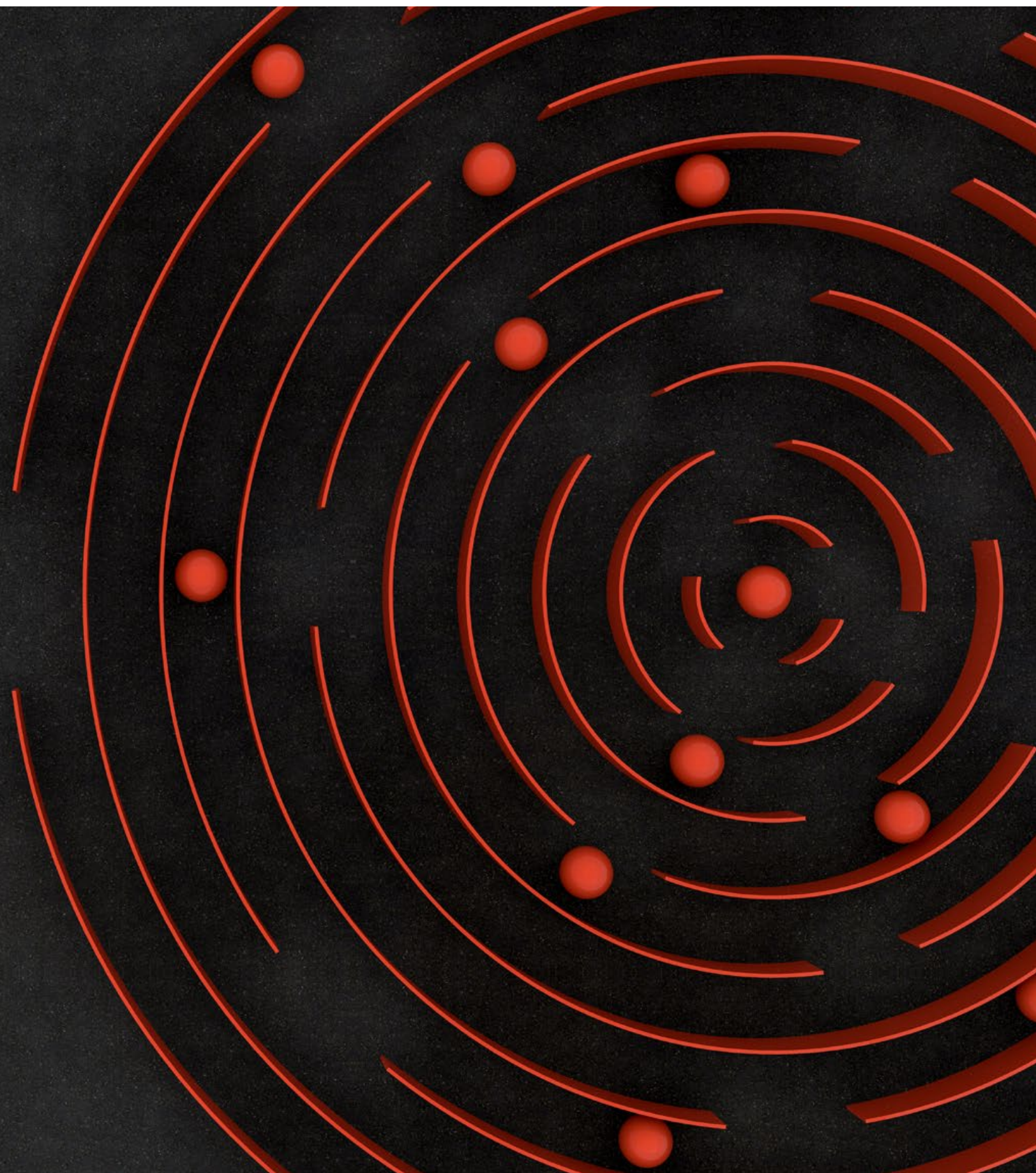
We can't foresee what lies round the corner, but if we have the right mindsets, collaborative teams and conducive environments, we can adapt quickly and easily to changing needs and conditions.

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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