

# SHARED CURIOSITY COLLABORATIVE BY DESIGN

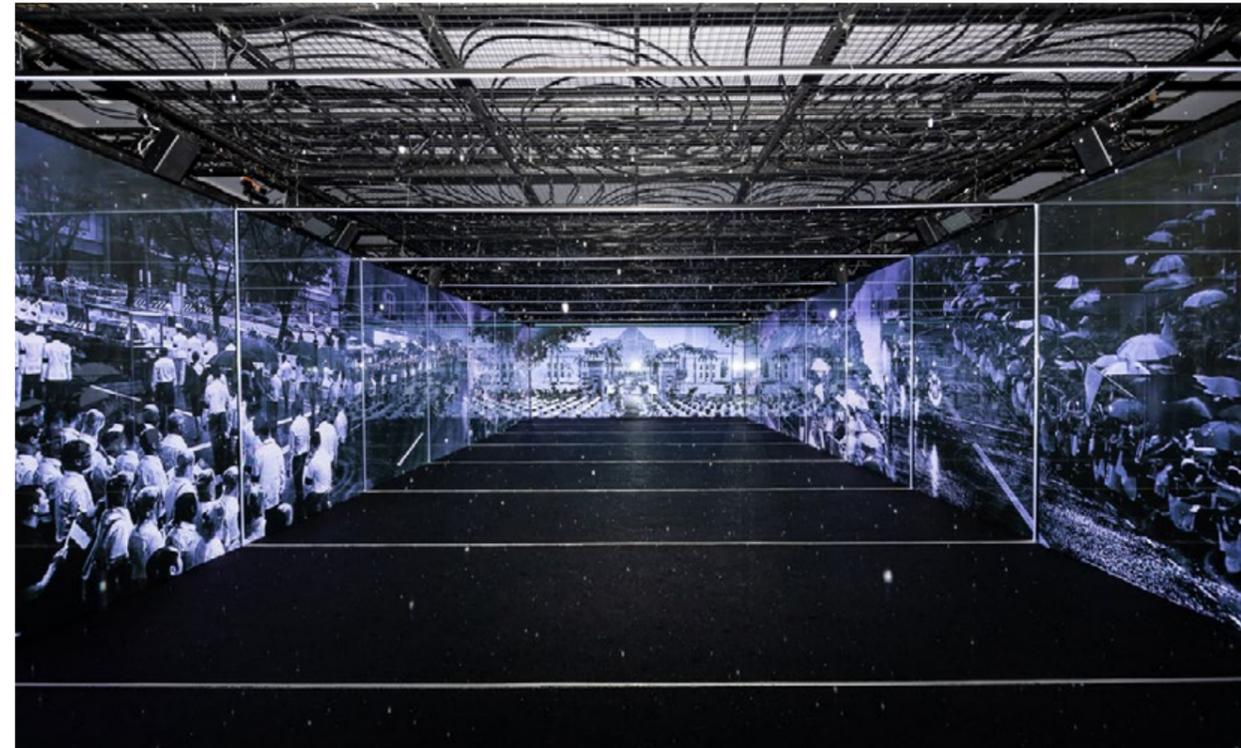


### SETTING A NEW BENCHMARK

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."





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.

*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.

"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.

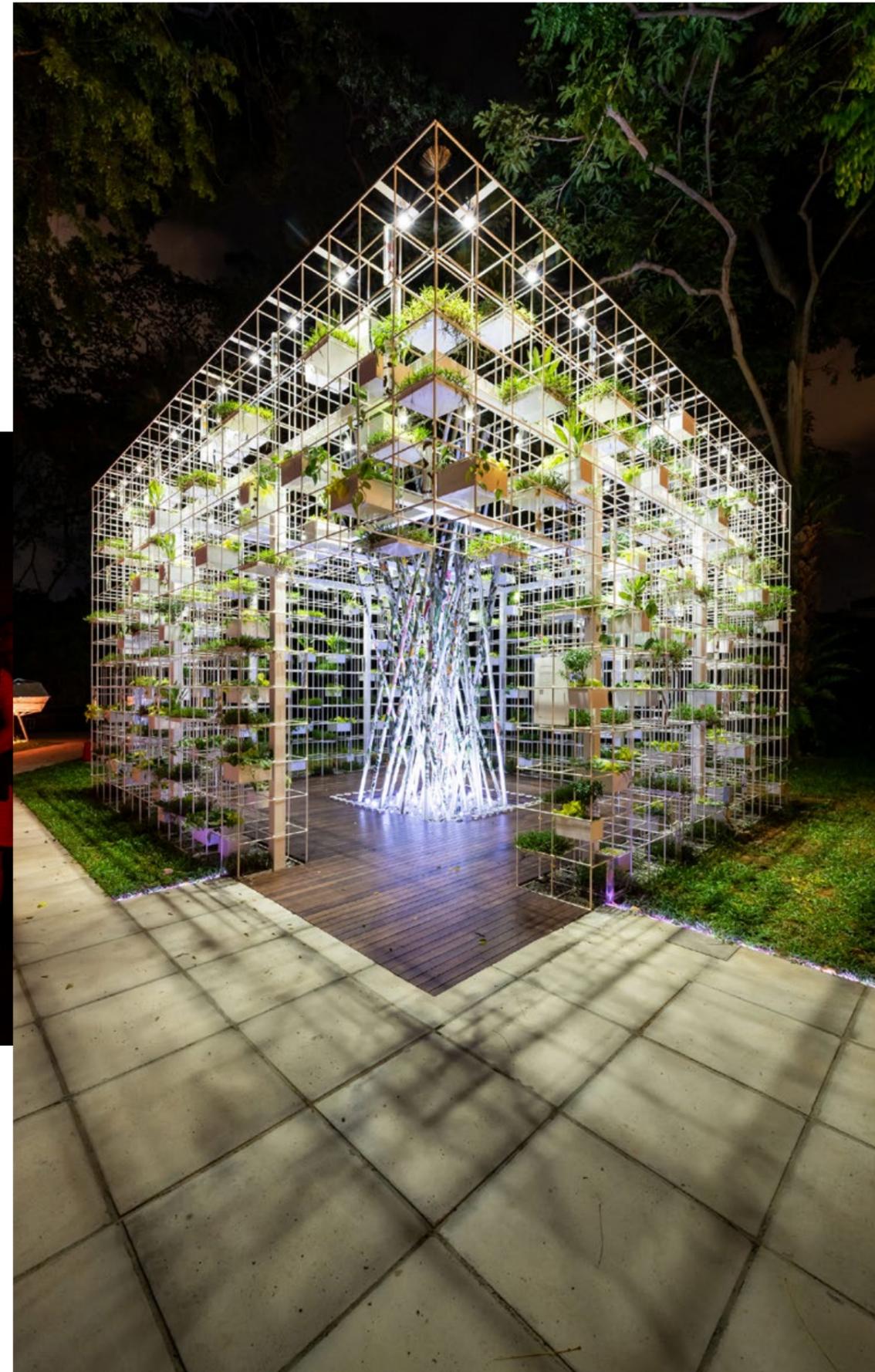
Pulling off an exhibition of this scale required Kingsmen to lead and work with a multidisciplinary team of creative professionals. For two years, the Kingsmen team coordinated and collaborated with theatre directors, actors, fight specialists, composers, CGI artists, and filmmakers, leading them through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

"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.

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.



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 10<sup>th</sup> 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.

