

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.

