



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.

