

KINGSMEN WATCH



Sustainable innovation meets style for retailer La Maison Simons at their Galeries de la Capitale outlet in Quebec, Canada.

REDEFINING EXHIBITIONS

Transforming trade shows through bespoke solutions

REDESIGNING EVENTS

Creating unique brand experiences for better engagement

REIMAGINING EXPERIENCES

Delivering immersive moments through themed environments

REINVENTING SPACES

Crafting sophisticated interiors that stand out

AWARDS



SINGAPORE GOOD DESIGN AWARDS (SG MARK) 2018

A benchmark of good design and quality, the SG Mark awards organised by Design Business Chamber Singapore and supported by DesignSingapore Council aims to endorse exemplary design practices by companies and individuals.

Kingsmen Design's vision of the General Post Office, the first of Singapore Post's smart post offices, demonstrated thoughtful considerations to users, community, and environment in the long term and was allotted the prestigious mark for design!

THE KINGSMEN EXPERIENCE



A NEW CULTURE OF WORK

A creative hub for the inventive minds of our people, The Kingsmen Experience is the strategic core and innovation hub of the Kingsmen Group. The new building incorporates volume ceilings on multiple levels and allows natural lighting through window walls to populate the modern office environment.

The building is prominently connected by statement staircases, structurally connecting all floors as a way to increase spatial and social interaction.

The integration between floors continues into CoLab - a communal area on the third floor, creating an open collaborative space. See-through glass panels of the corridors above the third floor aim to make more room to 'engage' and 'captivate', encouraging interactions from everyday conversation to birth of compelling ideas.

Keeping in mind the need for flexibility, the creative use of spaces creates new ways of working and a brand new home for the Kingsmen family.

REDEFINING EXHIBITIONS

TRANSFORMING TRADE SHOWS
THROUGH BESPOKE SOLUTIONS

COSCO SHIPPING EXHIBITION HALL CHINA

A young rising company in the international and domestic container shipping industry, China Ocean Shipping Lines, opened an exhibition hall to the public and set the company sailing on a new course of its business and global relations.

Following the journey of a ship, the space mirrors elements core to the brand's vision. Highlighting its bold ventures into international territories, the concept of the exhibition is a reflection of COSCO Shipping pushing boundaries to be the leader in its field. Using wide screen projections with captivating views, it forms the perfect launch pad for visitors to embark on their visionary adventure.



REDEFINING EXHIBITIONS



ESSE AT TFWA ASIA PACIFIC 2018 SINGAPORE

The Duty Free & Travel Retail Asia Pacific Summit in line with Tax Free World Association (TFWA) 2018 showcased over 309 luxurious duty free and travel retail brands recognised within the region. Esse's exhibition stand employed design to create

a positive and sophisticated image of the brand. To create a clean and polished look, the booth followed a cool white color palette with laminated coating alongside Augmented Reality (AR) technology to create a seamless viewing experience.



INTERNATIONAL LUXURY TRAVEL MART (ILTM) ASIA-PACIFIC 2018 SINGAPORE

Making its debut in Singapore for the first time, International Luxury Travel Mart (ILTM) Asia-Pacific 2018, the leading luxury travel event in Asia, took place at the Sands Expo and Convention Centre with a record number of visitors. Targeting the growing luxury travel market in Asia-Pacific, the tradeshow attracts some of

the world's leading luxury travel brands such as Alila Hotels and Resorts, Four Season Hotels and Resorts, Mandarin Oriental Hotel Group and Rosewood Hotel Group. Together with show organiser Reed Exhibitions, Kingsmen transformed the space into a sophisticated modern interior for the discerning crowd.



MONEY 20/20 ASIA 2018 SINGAPORE

The inaugural Money 20/20 Asia brought together a global network of innovators, disruptors and established industry players to Singapore. Kingsmen was the official

builder for the event, and also supported custom-designed stands and suites for renowned financial service providers such as Monaco, Dinpay and PayU.



SHANGHAI AIRPORT AT WORLD ROUTES 2018 CHINA

One of the busiest airports worldwide, Shanghai Airport is poised to build a world-class aviation hub with the use of intelligent smart solutions featuring cutting-edge technology. The brand showcased its progress at Guangzhou's World Routes 2018 with an impressive wall of vivid moving images. The dynamic,

eye-catching exterior composed of LED screens, showed the stunning sights of Shanghai's urban landscape in panoramic shots extending seamlessly across the stand. Meanwhile, the interior made use of interactive experience devices to enhance its engagement with visitors.

REDEFINING EXHIBITIONS



LIGHTING & EQUIPMENT (L&E) AT CAMBODIA ARCHITECTURE & DÉCOR 2018
CAMBODIA

Thailand firm L&E exhibited at the Cambodia Architecture and Décor show for interior design and furniture build. Featuring various lightings equipment, the uncluttered stand made use of translucent cloths as walls to

create an airy atmosphere that is 'more than light' - an ode to the brand's tagline. The lightweight design was supported by skeletal metal frames and cotton was used to mimic clouds.



VINEXPO ASIA PACIFIC 2018
HONG KONG

At the 20th anniversary of Vinexpo Hong Kong, the leading industry event for wine and spirits, Kingsmen managed to reach out to many of the 1,465 exhibitors from 30 wine producing countries. The wide range

of wines and spirits featured booths and pavilions of trending wine regions with Italian brand Vicente Gandia and Spanish brand Osbourne and D.O. La Mancha amongst other brands at the show.



ECONOMIC DEVELOPMENT BOARD AT SINGAPORE INTERNATIONAL WATER WEEK 2018
SINGAPORE

Singapore International Water Week 2018 (SIWW) was organised in conjunction with the World Cities Summit (WCS) and CleanEnviro Summit Singapore (CESS). Inspired by Economic Development Board's (EDB) principles of transparency and proactive approach to economic growth, the open and inviting booth design echoes the values of free trade which Singapore was built upon.

The pavilion was crowned by a towering vortex, symbolizing the inward flow of ideas into Singapore as a global commercial hub. Twisting dramatically, the structure spiraled down from the ceiling truss and finally down to the ground, showcasing stability. The event concluded on a high note and saw more than 24,000 participants from across the world.



SEHA AT UNMANNED SYSTEMS EXHIBITION & CONFERENCE 2018
UAE

SEHA modelled their booth according to the show's message of high security international defence technology by creating a modern and stylish display for its stand. The impressionable design featured suspended lighted truss and floorings with laminated

finishing, achieving a neo-futuristic look. To emphasize its innovative qualities, Virtual Reality technology and robots were used as part of SEHA's intention to distinguish their outstanding healthcare services.

REDEFINING EXHIBITIONS

KNORR-BREMSE AT METRO TRANS 2018 CHINA

Knorr-Bremse is the global market and technology leader in creating safe and efficient mobility solutions for the road. Delivering turnkey services for the 140 sqm stand at Metro Trans 2018, Kingsmen helped showcase its ground-breaking innovations for the commercial vehicle of the future. The stand aims to help visitors address some of the world's concerns with greater safety, comfort and efficiency with intelligent automation system.



SPIKES ASIA 2018 SINGAPORE

Tailored for the creative community, Spikes Asia's Festival of Creativity 2018 brought together the best creative minds from around Asia Pacific for a three-day event packed with inspiring and entertaining content. The space was segmented into different arenas, each with a distinct colour palette framed by various geometric shapes. Unconventional materials like beer crates and untreated raw plywood were simple elements that added textures, injecting a dose of creativity to the entire space.

SALTS HEALTHCARE AT WCET 2018 MALAYSIA

Salts Healthcare exhibited at the World Council for Enterostomal Therapy Forum using panels to showcase more content beyond its 24 sqm booth. Fitted between acrylic panels, products were integrated smoothly with the display. A maze-like structure framed by transparent LED display panels ignited visitors' curiosity to explore the hidden corners of the booth.



WORLD CANCER CONGRESS 2018 MALAYSIA

The widely renowned international conference for health experts and cancer researchers, World Cancer Congress (WCC) is held at the Kuala Lumpur Convention Centre (KLCC) for the first time. Reaching out to a wider audience,

the use of digital content enabled delegates to connect seamlessly. Designed to create an efficient use of space, every corner of the exhibition floor piqued visitors' interest and sparked insightful discussions.



MAJID AL FUTTAIM AT CAREER UAE 2018 UAE

DESIGN: ALMAX DESIGN

Careers UAE is an annual recruitment exercise attracting the nation's top talent to join renown companies in over 20 industries sector. Majid Al Futtaim's pool of shopping malls and leisure establishments

invited potential employees to their monumentally grand booth as a means to spark off meaningful conversations in the interactive space.

REDEFINING EXHIBITIONS



EUROKARS GROUP AT SINGAPORE MOTORSHOW 2018 SINGAPORE

Organised by the Motor Traders Association of Singapore (MTA), the Singapore Motor Show 2018 is a prestigious event for motoring enthusiasts. Kingsmen teamed up with Eurokars Group to design and seamlessly integrate three renowned automobile brands – Porsche, Mazda and

MINI in a single booth space. Synonymous with the minimalist yet contemporary theme, each brand spotted a sleek structure yet still retained its own unique design aesthetic. The booth's modern design highlighted the impressive range of automobiles and merchandise on display.



RED DOT SIMPLICITY EXHIBITION AT BEIJING INTERNATIONAL HOME DECORATIONS AND SMART FURNISHING EXPO 2018 CHINA

The Red Dot Design Museum organises engaging seminars, workshops, and exhibitions across the Asia-Pacific region with an innovative design focus. Hosted in Beijing, "The Form of Simplicity" by Red Dot demonstrated the principle of simplicity in

daily life through everyday objects. Combining simplicity, timelessness, and good design, the booth captured the essence of simple forms by letting the works speak for itself through invited touch and test, translating design complexity into modern transparency.



SAMSUNG EXPERIENTIAL Q HOUSE VIETNAM

Samsung offered customers an opportunity to experience its newest products from the QLED TV line in its newly built Samsung Q-house. Recreating 3 different Hollywood-themed apartments, customers could participate in the special program to spend a night at any of the uniquely

designed apartments. Each apartment was meticulously configured and featured Samsung's home appliance range that eliminated unsightly wires and cords from view, immediately creating a pleasing visual aesthetic in the home.



UNIVERSITY OF BIRMINGHAM - THE BIRMINGHAM QUR'AN MANUSCRIPT UAE

DESIGN: NEST STUDIOS

As part of The University of Birmingham's continuation of the Birmingham Qur'an story, the exhibition was brought to Dubai Design District as one of the stops on its UAE tour. An international collaborative effort, the traveling exhibition made use of interactive digital elements to tell fascinating stories

from the surviving ancient manuscripts. The space included a Quranic choir recitation soundtrack in the background and a computerised recreation of the night sky described in the story to fully immerse the viewing public.

REDESIGNING EVENTS

CREATING UNIQUE BRAND EXPERIENCES
FOR ENGAGEMENT

SEPHORA PLAYHOUSE SINGAPORE

Spanning a staggering 700 sqm at Civic Plaza in Ngee Ann City, Sephora celebrated its 10th anniversary by presenting 10 days of fun in its first and biggest beauty playground in Singapore – the Sephora Playhouse. Held from 21st to 29th July, the mega event created a buzz among beauty junkies with its multisensory interactive experience featuring nine of its iconic brands, each with its own uniquely designed theme space.

Kingsmen worked closely with Sephora and its top beauty brands to offer visitors a unique and playful experience with Instagram worthy set-ups. They could explore Estee Lauder's blue-light mirror maze, bounce on a trampoline of eyeshadow colours inspired by Urban Decay's Bouncy Palette, or slide down a giant Cream Lip slide in the Sephora Collection space. Packed with interactive beauty spaces and exclusive workshops, meet-and-greets, the beauty wonderland of 3D life-sized makeup installations successfully translated engagement to social media currency.



**REDESIGNING
EVENTS**



MARVEL STUDIOS' AVENGERS INFINITY WAR FAN EVENT SINGAPORE

Jointly organised by Disney and Marina Bay Sands, the highly anticipated red carpet event on 16th April 2018 gathered 4,000 fans at the main Event Plaza with over 3,000 watching the live streaming from the Sands Expo Hall. From the fan registration and the

superheroes' arrival, to a spectacular laser projection and pyrotechnics display, this exceptional event showcased Kingsmen's ability to manage and execute a live regional event, creating a memorable experience for fans and celebrities alike.



CHRISTMAS DECORATIONS 2018 AT ORCHARD ROAD SINGAPORE

Decked out with bright lights and captivating street decorations, Christmas on A Great Street descends upon the bustling shopping street of Orchard Road. The 35th year of the annual Christmas festive lights-up is made extra special as it also commemorated the iconic Mickey Mouse's

90th Anniversary with a total of four themed zones. The magic of Disney comes alive as popular Disney characters from Frozen, Pixar's Toy Story, Disney Princesses to the classic Mickey Mouse & Friends can be spotted along the street, creating unique photo opportunities.



361° M1°RO COLLECTION LAUNCH AND POP-UP STORE CHINA

China sportswear brand 361° continues to dominate athleisure trends by releasing its M1°RO series done in collaboration with New York's STAPLEDESIGN. Excitement was palpable as products were concealed in "POKE Shell Newborn" eggs before the launch. Laser sharp LED animations surrounded the space and created a strong visual impact as models walked the runway in the brand's new line. It was an event with maximum engagement as guest celebrities introduced high enthusiasm to the crowd and amped up the energy level at the launch.

DIOR CRUISE COLLECTION POP-UP STORE INDONESIA

The Dior Cruise Collection set up its first pop-up booth in Jakarta inspired by female horse riders with wild animals beautifully enamored in Dior's elegant choice of 'Toile de Jouy'. The fusion balances contemporary and traditional elements of style and sport. From materials and textures sourced from Mexico, America and France, each detail was carefully chosen for the collection's exquisite couture.



ASEAN CHAIRMANSHIP 2018 LAUNCH EVENT SINGAPORE

PM Lee Hsien Loong launched the country's chairmanship by celebrating ASEAN's achievements and vibrancy. Rice - a staple food in the diet of many among the region, was creatively incorporated as the festival mascot and used to tie ASEAN's rich cultural diversity together. The festival feature of regional cuisine, craft stalls and performances from the region generated a nation-wide "positive buzz".

**REDESIGNING
EVENTS**



**SABECO'S SAIGON SPECIAL
BEACH FESTIVAL 2018
VIETNAM**

Unforgettable summer weekends marked the Saigon Special Beach Festival arranged by Sabeco through the month of August. This year, the festival theme hopes to 'Make it your special summer' by bringing lively entertainment from dawn to dusk. From a 6-metre inflatable giant slide, to a human foosball fame arena, the night progressed to hypnotic dance music that left the crowd wanting more.

**RED BULL DREAM
ARENA EVENT
VIETNAM**

A perfect combination of energy drink and high-intensity sports happened at Red Bull's Dream Arena Event as participants sweat it out in simultaneous activities from breakdancing competition to zip-lining challenges from a wall built to the height of 15.3 metres. The action-packed event encouraged young and active participants to take a leap of faith with Red Bull and explore their limitless boundaries for challenges and adventures while the crowd cheered them on.



**CHANG BEER URBAN PULSE 2.0
VIETNAM & HONG KONG**

The party that never ends for Chang Beer's Urban Pulse 2.0 landed in Vietnam and then Hong Kong on its tour of urban cities around the globe. The event showcased the dedication that Asian craftsmen have contributed to the urban arts scene. Kicking off the event with hip-hop artistes globally, each venue brought dynamic one-of-a-kind experiences with interactive acts. The design was brought to life using neon wavy lines to create movement and an 'infinity' effect. In the upbeat rhythms, Chang Beer brought to life its philosophy of passion for excellence in the pursuit of perfection.



**BMW MINI ROADSHOW 2018 AT
PHUKET AND CHONBURI
THAILAND**

BMW MINI customers experienced driving their reinvented cars at the BMW Mini Roadshow at Phuket and Chonburi. Encouraging sustainable action as part of the company's integrative and innovative approach, materials for the roadshow

were reused and recycled from previous exhibition with no additional construction involved. Held annually, the event continue to impress customers as BMW moves towards conscious awareness in their design and service choices.



**BMW WORLD - OF
PASSION & JOY 2018
SINGAPORE**

The motoring event of the year, BMW World - Of Passion and Joy brought over 18,000 visitors on a specially curated journey as they experienced BMW and MINI like never before. Spanning 4,200 sqm, BMW World was created for visitors to experience the latest innovations, check out newest models and concept vehicle. For the first time, visitors

also get to discover the visionary world of BMW with its Virtual Reality technology. The automotive showcase offered an exciting line-up of entertainment for all ages which included mini races for babies, children's activities, dance numbers, and thrilling bike performances.

REIMAGINING EXPERIENCES

DELIVERING IMMERSIVE MOMENTS THROUGH THEMED ENVIRONMENTS

BUDS BY SHANGRI-LA SINGAPORE

Spanning 21,150 sqft, Buds by Shangri-La is an immersive indoor and outdoor play space for children featuring a series of uniquely curated installations to take younger guests on a journey of exploration and education. Drawing elements from the classic Chinese literature "Journey to the West", the space is divided into a variety of themed play zones to cater to different age groups and interests. From climbing structures and cannon ball air blasters, to a fully-equipped cooking classroom and a wet play area, there is something for everyone.



REIMAGINING EXPERIENCES



UNDERWATER QUEST AT LEGOLAND DISCOVERY CENTRE CHINA

The new addition of the Underwater Quest section at Shanghai's interactive play centre Legoland creates an otherworldly room for children and their families. Other than

delightful sea creatures made from lego bricks, the attraction arena is animated by live technology and a digitally activated build table to keep the kids entertained for hours.



CENTRE FOR ETHNOBOTANY IN SINGAPORE BOTANIC GARDENS SINGAPORE

Located within the Bukit Timah Core of Singapore Botanic Gardens, the Centre for Ethnobotany explores the relationship between people and plants and how the natural world has shaped the world around us. Being the first of its kind in Singapore, the two-storey centre is categorised into three themes with the aim to cumulatively

provoke interest and engagement at different levels for diverse audiences. Through interactive displays and video presentation, the gallery highlights the role of indigenous peoples of Southeast Asia in safeguarding important ethnobotanical knowledge and preservation for the future.



MADAME TUSSAUDS SHANGHAI CHINA

The wax museum combines leisure, entertainment, and adventure in its Royal Garden Zone for English tea party and the Lost Tomb Zone from the popular Chinese drama series. Elaborate show effects create an escape-game concept in 'Lost Tomb' while fanciful furnishings decorate

the halls of the Queen's supposed palace. As visitor experience blends with technology, atmospheres are recreated by employing Augmented Reality devices and interactive games, designing a space for visitors to forge their own memorable fun or fight.



REIMAGINING EXPERIENCES



SENTOSA MERLION ATTRACTION SINGAPORE

The iconic Merlion attraction on Sentosa island reopened to welcome visitors with a brand new, fresh and exciting experience. Fitted with augmented and virtual reality elements, the attraction features new content and multiple photo opportunities to create a sophisticated and engaging space

that appeals to the visitors of today. From a multimedia show to unique spaces filled with brilliant, multi-colored octagons, the refreshed Merlion attraction brings visitors on a journey that tells the story of a nation's humble past and its progress to a bustling metropolis of today.



ZHONG YI SHOWROOM CHINA

As a national brand, Zhong Yi Group handles large-scale industry and trade enterprises from electrical appliances down to smart technology for interior furnishing and home spaces. In order to showcase its leading

research of 'smart home' concept, the showroom located in Nanning made use of immersive multimedia projection to visualise their dedicated efforts in developing intelligent homes on a global level.



TENCENT BINHAI EXPERIENCE CENTRE CHINA

Following Tencent's opening of the Wuhan Experience centre, the new one at Binhai district continues to push discovery into the digitised visitor experience by involving social platforms like Wechat and popular games 'Honor of Kings' and 'Ready Player One' in VR technology. Other than enhancing realistic games of speed and wit, feature zones like

the Data center, Space of Tencent Cloud, and Digital China were concocted to stimulate the advanced development of digital intelligence of the group. Using large, multiple screens fitted to arcs and sliding doors, holographic projections, and stunning mirror ceilings, the breathtaking visual experience is equally remarkable for visitors.



LTA SINGAPORE MOBILITY GALLERY SINGAPORE

The revamped SG Mobility Gallery ("The Gallery") showcases various facets of Singapore's dynamic and comprehensive land transport system through seven exhibition zones. Part of the exhibition includes a 270-degree theatre which provides

panoramic view of what goes on behind the scenes in running Singapore's land transport system, balancing efficiency, liveability and inclusivity as it leverages technology for smarter urban mobility.

REINVENTING SPACES

CRAFTING SOPHISTICATED INTERIORS THAT STAND OUT

SWEET DREAMS BY HEINEMANN HONG KONG

DESIGN DEVELOPMENT: KINGSMEN

Heinemann's Sweet Dream is a new confectionery brand entering Asia's travel retail industry to create a burst of flavours in retail experience. Conceptualised across 8 shops within Hong Kong's International Airport's terminals, they redefined shopping ambience with whimsical and unique touchpoints. Dedicated to various fantastical motifs, the stores appeared in dreamlands of Candy Cave, Carnival, Underwater, Galaxy, Space Station, Hot Air Balloon, House of Candy and an Upside Down world.

The distinctive concepts of each store followed shapes outlined with laser precision to create intriguing layouts. With attractive lighted ceilings and suspended displays from a spaceman to a hot air balloon, each store retains its quirky characteristic. Additionally, interactive selfie booths, chocolate printing stations, VR services and game consoles were included as part of the store's engagement initiatives for customers to savour flavours of experiential treat in every store.



REINVENTING SPACES



NIKE FLAGSHIP STORE CHINA

DESIGN: CALLISON RTKL

Nike introduces its newest store concept – the first Nike House of Innovation, located at Shanghai’s famous Nanjing East Road shopping district. Spread across 41,150 sqft and four floors, the concept store offers a peek behind the scenes into the sportswear giant’s biggest innovation moments.

Showcasing unique products and services that cannot be found elsewhere, the store focuses on creating a digitally connected customer-focused shopping journey. The Nike Expert Studio located on the top floor gives exclusive access to its products and personalisation stations.



YONEX TOKYO SHOWROOM JAPAN

Yonex’s second showroom store in Tokyo is devoted to showing high performance, quality products to its customers. Instead of adopting a darker colour palette, the modest outlook of the showroom is made up of mortar and timber with racquets cleverly suspended from the ceiling. Yonex’s milestones were elegantly

moulded on the wall taking the shape of a continental map while LED screens were used to stream live events. As customers explore the informative area within the showroom retail concept, the sophisticated display of Yonex’s legacy and products encourages purchases from its extensive collection.



M.A.C INDONESIA

DESIGN: POSITIVE DESIGN

MAC’s first concept store in the city of Jakarta opened with an ‘Art of the Lip’ statement and a tastefully designed space. An eye candy for customers, the store showcases its latest products mounted on three illusory cylindrical chambers to resemble the brand’s iconic lipsticks. An

elaborated display of three colour groups - peach, red and pink spreads across the store in a gradient effect. Intending to heightened the shopper’s experience, in-store makeup booths with adjustable lighting were introduced to cater to the ‘selfie’-ready community.



MAGNUM PLEASURE STORE GANGNAM KOREA

The world’s leading ice cream brand brings its signature Belgian chocolate experience to the next level of indulgence at the Magnum Pleasure Store. Following its global success in cities like New York, London and Singapore, the experience opened its first flagship store in Korea situated within the upscale Gangnam district of Seoul. Using a combination of contemporary

gold art deco elements and light colour scheme, the interior exuded sophistication. Visual accents by means of an installation resembling kinetic raindrops become the focal point of the space, creating a luxurious and elegant atmosphere. Paying attention to fine details such a unique pattern of chocolate drippings on the wall elevate the fun experience for visitors.

HARLEY DAVIDSON
JAPAN

The standalone warehouse building housing the Harley Davidson Brand was designed with industrial finishes to complement the surroundings of the architecture. Installations of steel beams and louvres took advantage of the building's exposed pipes and high rooftop to deliver one of the most iconic motorcycle brands with grit. The spunky personality of the reimagined Takasaki outlet aimed to bring about a new concept to be executed in other stores across the country.



KIV Project



TRIPADVISOR
HONG KONG

As part of the brand's intention to grow its offline strategy and expand their reach within the travel industry, TripAdvisor opened up its first brick-and-mortar store within Asia Pacific in Hong Kong International Airport. The physical store offers merchandise and travel gears for travellers, expecting further potential for in-store digitalisation to connect their already established online reach with their new retail counterpart.

SKECHERS
INDIA

A new concept of Skechers store takes inspiration from mid-century modern design which utilises wood, metal, and floating chandeliers to create precise geometrical structures. Moving away from its existing design, the fresh look creates a sleek organisation of the space to appeal to a more global audience.



LA MAISON SIMONS, GALERIES DE LA CAPITALE
CANADA

The large-format fashion retailer La Maison Simons underwent a major overhaul of its Galeries de la Capitale store in Quebec City to a swanking new 79,600 sqft space. The space's design and construction looks to reduce carbon footprint and create unique retail spaces. The entire second floor is designed to generate as much energy as

it consumes on-site, reducing overall greenhouse gases and becoming the first net-zero energy store in Canada. The sustainable build also comes with design details by artists to reflect personality and awareness in each corner of the meticulously remodelled project.



DESIGUAL
JAPAN

Barcelona-based brand Desigual, known for their quirky prints and exuberant colours, renewed its store experience in Japan by changing up its design. While the brand's iconic petal-patterned ceilings

and flamboyant colours shape the store, finishing touches like the coffered walls were done in collaboration with renowned architect Lázaro Rosa Violán to complete the chic outlook.



SINGTEL@8GEORGE
SINGAPORE

Asia's leading communications group, Singtel, converted a new development centre designed and retrofitted into the existing space of two buildings. Occupying over 37,800 sqft across four floors with sky bridges linking the two buildings, the vast space focuses on using sensorial touchpoints to connect its people to the company's values.

Designed to infuse a sense of warmth and hospitality amidst modern aesthetics, the space blends local cultural elements with modern finishes. Harmonizing intimate communal corners with collaborative spaces, the centre demonstrates the versatility of the reinvented architecture.



COCA-COLA BEVERAGES
CORPORATE OFFICE
VIETNAM

Reinventing the working space into a second home for the world's largest beverage company, Coca-Cola Vietnam office has modernised its interior spaces for an optimal experience. As a tribute to the brand's slender bottle shape and Vietnam's mountainous landscape of rice fields, an organic sculptural front desk greets guests at the workspace

entrance. The light and airy ambience weaves itself into the soft wooden textures that continue throughout the office space. Beyond the lobby, the office is a functional space with modular partitions and extendable working areas to encourage both a youthful work culture and a dynamic visitor experience.



THE GREAT ROOM
THAILAND

DESIGN: HASSELL

After The Great Room's successful debut as one of the up and trending co-working spaces in Singapore, the space expanded its presence to Bangkok's Gaysorn Tower. Accommodating entrepreneurs and creative minds, the swanky office offers panoramic views of the city's skyline from full height windows that can flood the rooms with natural light. With an impressive selection of private meeting rooms inspired by luxurious hotel and business clubs, the work and play experience is redefined.

ONE CHAMPIONSHIP
SINGAPORE

Featuring a monochrome palette and premium finishes, ONE Championship's new office oozes style and sophistication. The workplace presents a forward-looking organization that is a strong partner for clients, while providing an efficient, ergonomic and comfortable space for their staff. Different functional spaces are strategically arranged across the office. This design deviates from the traditional corporate office by emphasising openness yet allowing for confidentiality where needed.



RESEARCH & INNOVATION
CENTER (RISC) OFFICE
THAILAND

A research and facility hub developing environmental sustainability has its first office in Bangkok built according to the international WELL building standards to revolutionise design, operations and behaviours. Built with environmentally friendly materials, the office adheres to its principle of 'sustainnovation' in social, economic, and environmental aspects. The space combines minimalism with eco-design to embody a concept of holistic well-being.

BASTA HIRO
VIETNAM

A harmonious combination of Italian and Japanese cuisine style, Basta Hiro models its space on art and cuisine to create a contemporary restaurant layout with retro influences. Complementing the darkened theme is an adequate mix of light from raw Edison lightbulbs hanging atop the bar and eye-catching LED titles. The vault ceiling that greets one on the first floor is inspired after the Ponte Vecchio bridge in Florence to transport their customers to a view by the river right in this tasteful restaurant.

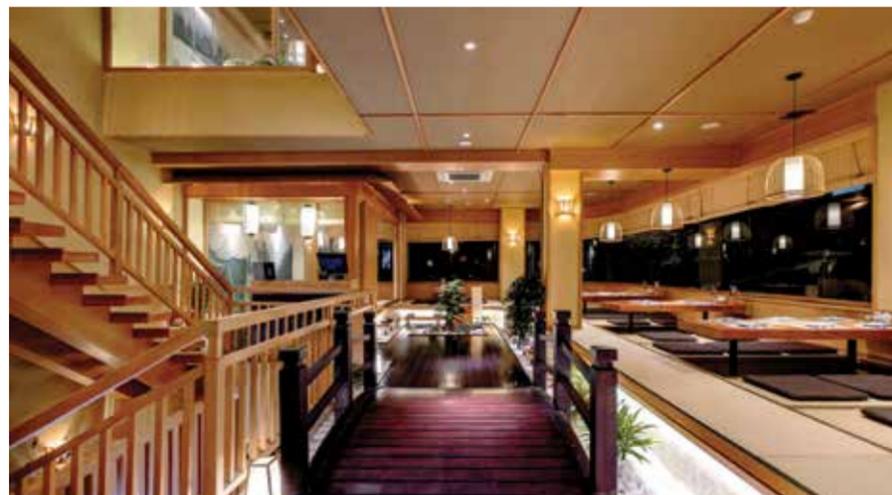
**WALDORF ASTORIA BANGKOK**
THAILAND

DESIGN: AVROKO

Taking up levels 55 to 57 of the Waldorf Astoria Bangkok hotel are three dining outlets Bull & Bear, The Loft, and The Champagne Bar, all with a stellar view of Bangkok's city skyline. The trio culinary destinations located at the highest floors of the luxury hotel promises decadent menu choices alongside New York-inspired interior design. Combining antiques, custom furnitures, and rare one-off pieces, The Loft has the elegant atmosphere of a penthouse space in downtown SoHo.

SUSHI HOKKAIDO SACHI PASTEUR
VIETNAM

Originating from Japan, the Sushi Hokkaido Sachi group of restaurants brings fresh seafood specialties into Ho Chi Minh City for local and foreign food enthusiasts. The new outlet along Pasteur Street is the brand's fifth expansion outlet fitted into a two storey building. With natural wood as the main element, the design lends a garden atmosphere with darkened wood bridges, pleasing cherry blossoms and bamboo curtains. The façade of a large glass window with greenery invites customers into the restaurant while ensuring privacy in rooms and island booths are uninterrupted.

**kingsmen**

About Kingsmen

Established in 1976 and listed on the main board of the Singapore Exchange, Kingsmen is a leading communication design and production group with offices in 21 major cities across Asia Pacific, the Middle East and America.

Through its strategic network of offices and worldwide associates, Kingsmen provides integrated communication solutions covering a full range of services from ideation, research & design, consultancy, project management, prototyping to fabrication, implementation & installation, logistics support and after sales services.

These seamless end-to-end solutions are offered to global clients across multiple sectors like tradeshows & exhibition, retail & corporate interiors, thematic and museums and alternative marketing.

Building on its design-led, quality and service-driven culture, the Group's dedicated and experienced professionals have helped to establish a visible brand name synonymous with creative and innovative solutions.

Kingsmen – your partner of choice in Asia Pacific

KINGSMEN'S NETWORK**Singapore (HQ)**

Kingsmen Creatives Ltd
T (65) 688 000 88
E info@kingsmen-int.com
www.kingsmen-int.com

Cambodia, Phnom Penh

Kingsmen C.M.T.I. Cambodia Co. Ltd
T (855) 096 7899 393
(855) 076 7899 393
E info@kingsmen-cambodia.com
www.kingsmen-cambodia.com

Greater China

Kingsmen Beijing Co., Ltd
T (8610) 5208 9399
E kingsmen@kingsmen.com.cn
www.kingsmen-gc.com

Kingsmen Hong Kong Ltd

T (852) 2646 8828
E kingsmen@kingsmen.com.hk
www.kingsmen-gc.com

Kingsmen Macau Ltd

T (852) 2646 8828
E kingsmen@kingsmen.com.hk
www.kingsmen-gc.com

Kingsmen Shanghai Co., Ltd

T (8621) 5386 9000
E kingsmensch@kingsmen.com.cn
www.kingsmen-gc.com

Kingsmen Shenzhen Co., Ltd

T (86) 755 8248 0848
E kingsmen@kingsmen.com.hk
www.kingsmen-gc.com

Kingsmen Taiwan (Int'l) Co., Ltd

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www.kingsmenindonesia.co.id

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Japan, Osaka

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www.kingsmen.co.jp

South Korea, Seoul

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South Korea, Busan

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T (82 31) 779 7500
E info@kingsmen.co.kr
www.kingsmen.co.kr

Malaysia, Kuala Lumpur

Kingsmen Sdn Bhd
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E kingsmen@kingsmen.com.my
www.kingsmen.com.my

Myanmar, Yangon

Kingsmen Myanmar Co. Ltd
T (95) 01 655 922 / (95) 92 5362 3322
E kingsmen.myanmar@gmail.com
www.kingsmen-cmti.com

Thailand, Bangkok

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T (66) 2735 8000
E kingsmen@kingsmen-cmti.com
www.kingsmen-cmti.com

U.A.E., Dubai

Kingsmen Middle East LLC
T (971) 4 338 9340
E info@kingsmen-me.com
www.kingsmen-me.com

USA, Los Angeles

Kingsmen Projects US
T (1) 949 642 2555
E stephenhekman@kingsmenprojects-us.com
www.kingsmenprojects-us.com

Kingsmen Xperience, Inc

T (1) 310 531 8118
E corey@kingsmenxperience.com

Vietnam, Ho Chi Minh City

Kingsmen Vietnam Co., Ltd
T (8428) 3821 8960
E info@kingsmen.com.vn
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