

Experiencing Kingsmen

kingsmen

Oct - Dec 2018

Offering holistic end to end services in retail interiors, exhibitions, themed environments and events, Experiencing Kingsmen is all about a company that understands the client's desire for quality design, products and excellent service.

Here's a peek at the group's projects for the fourth quarter of 2018 as we look forward to more exciting projects ahead...



Boundless creation of digital worlds

Tencent's Binhai Experience Centre continues to push discovery into the digitised visitor experience by involving social platforms like Wechat and integrating popular games 'Honor of Kings' and 'Ready Player One' into its VR game area. Other than enhancing the 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. 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.



Collaborative enterprises

The Zak Glass Technology Expo Exhibition is a leading exhibition stage for glass technology and product within Asia. As a platform to showcase state of the art raw material and wares, Kibing Group used its booth to bridge business leads globally. The booth emphasised a curved fascia with a LED screen installed above to frame the space and invite interactions.



Down to design fundamentals for Coca-Cola

Reinventing the working space into a second home for the world's largest beverage company, Coca-Cola's Vietnam office has modernised its interior spaces for an optimal experience.

As a tribute to the brand's slender bottle shape 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 creates a flexible functional space with modular partitions and extendable working areas to encourage both a youthful work culture and a dynamic visitor experience.



Refined showroom for customer loyalty

Yonex's second showroom store in Tokyo is devoted to showing high performing, 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 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.



Stimulating bold ventures through an exhibition's vessel

A young rising company in the international and domestic container shipping industry, China Ocean Shipping Lines, opened an exhibition hall to set the company sailing on a new course of its business and global relations. Fitted into a compact underground area with limiting safety conditions, the exhibition space was restructured and fitted with multimedia technology of visually immersive display and content.

Following the imagined journey on a ship, the space envisions not only the operational efficiency of the company but highlights the company's future bold ventures into international circle. Wide screen LEDs with captivating views is the perfect launch pad for visitors to embark on their visionary adventure.



Glimpse of Singapore's mobility potential

Spread over an area of 1,000 square metres, 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 is a 270-degree theatre which provides a panoramic view into the work that goes on behind the scenes in running Singapore's land transport system while balancing efficiency, liveability and inclusivity as it leverages technology for smarter urban mobility.

Besides taking part in interactive activities, such as taking on the role of a transport planner, visitors can try their hands at planning an efficient and sustainable transport network through multi-sensory exhibits. This interactive journey into Singapore's land transport development promises an immersive experience and glimpse into the future of mobility.

kingsmen

A communication design and production group

Kingsmen Creatives Ltd

The Kingsmen Experience

22 Changi Business Park Central 2 . Singapore 486032

Singapore . Bangkok . Beijing . Busan . Dubai . Hanoi . Ho Chi Minh
Hong Kong . Jakarta . Kuala Lumpur . Los Angeles . Macau . New Delhi
Osaka . Phnom Penh . Seoul . Shanghai . Shenzhen . Taipei . Tokyo . Yangon

All Rights Reserved.