

Experiencing Kingsmen

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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 first quarter of 2017 as we look forward to more exciting projects ahead...



Under Armour's Second Largest Store in the World Opens in Seoul

Located in Seoul's glitzy Gangnam district, Under Armour's second largest flagship store in the world exudes an urban industrial vibe with its exposed ceilings, spotlights, concrete flooring and minimalist fixtures. A massive H-beam monitor wall showcasing Under Armour's latest ads and videos showcases its commitment to innovation, while consumer knowledge of product benefits is enhanced with educational graphics and larger-than-life athlete imagery.



Health Education Goes Digital

Utilising a series of curved partition walls and leap motion technology, NKF's Kidney Discovery Centre is like no other. Showcasing exciting and interactive exhibits, visitors learn about kidney disease and its treatment in an immersive and experiential environment.



Indonesia's First Indoor Aquarium

Featuring 12 exciting zones, the 7,000 sqm Jakarta Aquarium takes interaction and education up a notch with underwater theatrical performances, in addition to well-curated tanks showcasing the rich biodiversity of Indonesia's marine life. Visitors can also admire art installations while engaging children through edutainment in a special children's zone. At this aquarium, learning is a multi-dimensional experience for all ages.



Modern Mobility Takes a New Spin

Driving a BMW today is like a page from a futuristic storybook. The German luxury carmaker recently unveiled its latest generation of the BMW 5 Series in the Mahanakhon Building in Bangkok, where a virtual theatre was created for the launch. Kingsmen deployed projection mapping to set the mood for the event and guests were greeted by a dynamic kinetic wall, powered by wind energy, to seamlessly reveal a 360 degree panoramic screen and launch space.



Sustainability Takes Centre Stage at World Future Energy Summit 2017

UAE Ministry of Climate Change & Environment's elaborate stand at the World Future Energy Summit 2017 drew inspiration from the region's environmental landscape. Key features include an optical illusion of a mountainous backdrop, undulating sculptured seats which mirrored sand dunes, a stately "tree" that was strung together using 400 nature photographs taken in UAE, an aquarium that represented its marine life and a café made of recycled wood. These varying design elements came together to form a powerful narrative about the importance of sustainability.



Launch of the Downy #NeverFade Campaign

In celebration of International Women's Day, P&G's leading fabric softener brand Downy launched the Downy #NeverFade campaign inspired by the unfading spirit of Southeast Asian women. The regional campaign was led by Southeast Asia's leading ladies Malaysian actress, model and TV host, Scha Alyahya, Miss Vietnam 2012 Dang Thu Thao, actress Araya "Chompoo" Hargate in Thailand, and Miss Universe 2015 Pia Wurtzbach in the Philippines. Together with Downy, they seek to inspire more women in Southeast Asia to #NeverFade.



A Curated Singapore Experience

Singapore Tourism Board's immersive stand at SATTE 2017 served up a high-tech interactive journey for visitors. The stand's interior was decked with three interactive multimedia projections where visitors were able to swipe and zoom in on photos and videos across multiple categories showcasing Singapore's culture, entertainment & nightlife, festivals, and vibrant dining scene.

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