



Coscia, China

## 1

### REINVENTING SPACES

Sophisticated interiors and comprehensive space planning tailored to suit different needs

## 13

### REDEFINING EXHIBITIONS

Providing bespoke turnkey solutions for successful exhibitions and events

## 23

### REIMAGINING EXPERIENCES

Creating the perfect blend of technology and integrated services to design and produce environments that captivate and inspire

## 27

### REDESIGNING EVENTS

Designing experiences which are catalysts for heightened brand interaction with the public



# highlight



## BMW WORLD 2014 SINGAPORE



Held at the Marina Bay Sands Expo & Convention Centre, BMW World 2014 was the largest single-brand automotive showcase in Asia. Spanning over 6,000 square metres, BMW World 2014 was designed to tell intriguing stories of BMW, BMW i, BMW M, BMW Motorrad and MINI through various themed-zones. Visitors were engaged through a variety of interactive elements, such as the BMW All-Access Pass. The larger-than-life event also provided the perfect platform to introduce BMW i in Singapore; beginning a new age of sustainable electric mobility.

# reinventing spaces

Designing spaces that are efficient yet innovative, we breathe life into retail and corporate environments.



## COSCIA CHINA

Launched in June 2014, COSCIA's Huangting Plaza store in Shenzhen marks the Italian global luxury department store's first venture into the Chinese market. Bespoke furniture with unique forms effectively segment the multi-brand environment to create visually stunning sections that reflect the distinctive identities of brands while exuding the elegance of COSCIA. With designated fitting rooms and other dedicated services for VIP customers, the 37,000 square foot store provides its customers with an indulgent retail experience.



## METRO SINGAPORE

Spanning 130,000 square feet of retail space over six levels, the stylishly revamped Metro at Centrepoint introduces new in-house labels for fashionistas, grooming services for men and even a designated children's play area. Each level is dedicated to a specific clientele; covering the lifestyle and sartorial needs found in the cosmetics, men's, women's, children's and kitchen departments. Designed and fit out with contemporary translucent glass fixtures, shoppers can indulge in a fuss-free retail experience with the store's sleek and easy-to-navigate layout.



# reinventing spaces



## KARL LAGERFELD CHINA

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The largest in China, Karl Lagerfeld's concept store at Chengdu IFS encapsulates the brand's distinctive essence by combining an iconic design aesthetic with cutting-edge technology. Featuring 3,800 square feet of clean architectural lines complemented by sleek monochrome fixtures and classic accents, the award-winning interior design by Plajer & Franz Studio echoes the ambience of its sister stores in Beijing's Charter Shopping Centre and Shanghai's Jing An Kerry Centre. Beijing's newly refurbished In88 department store houses the latest addition to the international roll-out of Karl Lagerfeld stores.



## ZENITH SINGAPORE

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Swiss watch manufacturer Zenith, unveiled its first flagship boutique in South East Asia at Marina Bay Sands, Singapore. The lavish 656 square foot boutique was inspired by the architecture of the historical Zenith headquarters. The boutique at MBS boasts a geometrical storefront studded with glass panes framed by two large stone columns; with the frontispiece proudly bearing the Zenith star emblem, as well as the year of establishment. The subtle play on horizontal lines extends to the store interior, where the star emblem continues to influence the ambience of the space.



## HUGO BOSS KOREA

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German luxury fashion house, Hugo Boss, has a new boutique in Gyeonggi-do's AK Plaza, which perfectly embodies luxurious simplicity with streamlined interiors replete with understated black and beige lacquered panels. Glass accents tinged with green add a calming effect to the store's sophisticated yet cosy atmosphere. From lush carpets in rich walnut tones to furniture upholstered in buttery soft leather, the 1,098 square foot store exudes sophistication while staying true to the brand's signature minimalist look.



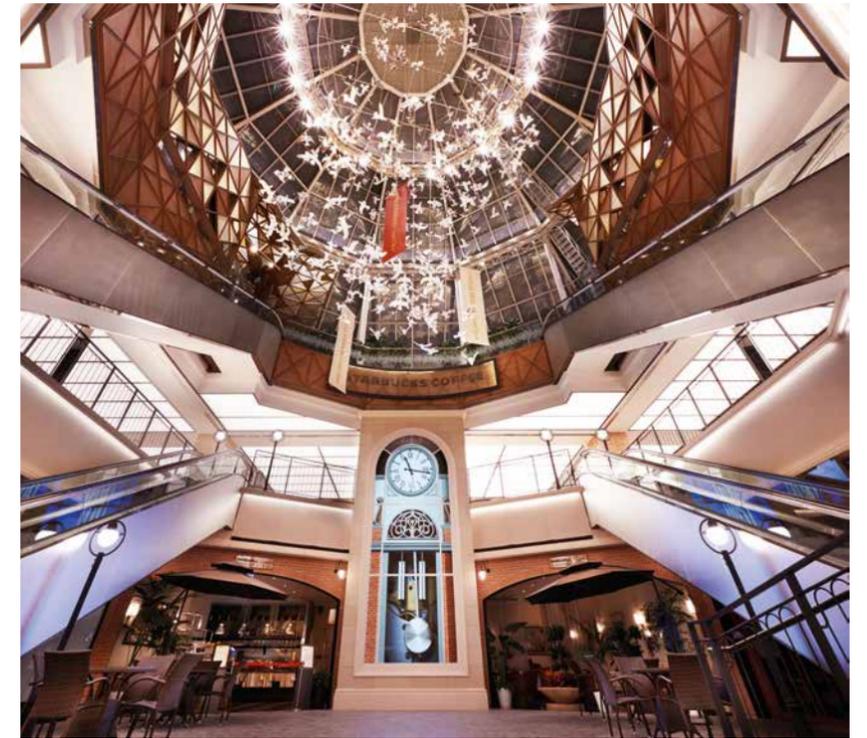


**RALPH LAUREN**  
 THAILAND

Its first luxury concept store in Bangkok, Ralph Lauren's Central Embassy boutique is a stunning display of modern refinement. Furnished with materials that age beautifully including exotic wood, leather and black iron, the store's spacious 11,000 square foot interior effortlessly reflects the brand's timeless style. The duplex offers a premiere range of apparel for men and women alongside a curated selection of accessories, handbags and footwear. For watch lovers, the opulent watch salon presents iconic timepiece collections for men and women that are not to be missed.

**FAMILLE STATION**  
 KOREA

Located in Central City, Gangnam, Famille Station, previously known as Famille Park, opened its gates on November 2014 after undergoing a complete makeover. Strategically linked to Shinsegae Department store and JW Marriott, Famille Station has been buzzing with activity since its opening day. The makeover saw a section of the old terminal being transformed into a food alley boasting a wide selection of international cuisines. The design of the 176,000 square foot space was inspired by London's iconic St Pancras station. Gothic Revival meets modern-day architecture with brick walls and high vaulted ceilings adjacent to sections of marble floors.



**CJ-CGV**  
 VIETNAM

The largest multiplex cinema chain in South Korea, with branches in China and the United States, CJ-CGV's international expansion plans have taken it to Vietnam. Conceptualised as cultureplexes, CGV cinemas integrate event and retail spaces as well as food and beverage options with its premium theatres. Opened in January 2014, CGV AEON Celadon Cineplex brought elements of New York City's streets to Ho Chi Minh's Tan Phu district. Its main hall emulates Manhattan's public squares with its high ceiling and brick walls while the Popcorn Factory, box office, and lounge areas are reminiscent of street vendors and cafes. To top it all off, the cinema has thematic signage that exude the glitz and glamour of Broadway.



**PHILOSOPH**  
 INDONESIA

Situated within Plaza Senayan in Jakarta, Philosph offers a vast assortment of men's footwear and bags. Designed by PT. Raw Indonesia, the store's cosy interior features a soothing colour palette and the use of quality materials such as oak veneer and stainless steel throughout.

# reinventing spaces



## BANANA REPUBLIC SINGAPORE

Always putting a fresh spin on classic apparel, Banana Republic joins some of the world's most coveted designer brands at The Shoppes at Marina Bay Sands. Characterised by its warm cream and brown palette with a pop of indigo, the boutique also features polished wooden fixtures and a mix of vintage and modern decor. These design elements form the perfect backdrop for the brand's collection.

## SINGPOST SINGAPORE

Keeping up with the changing lifestyle needs of its customers, Singapore Post (SingPost) is rolling out new generation post offices islandwide as part of its ongoing efforts to transform its post office network. Incorporating sleek white lines and curved contours, the Suntec City Post Office stands out with its pristine and modern façade. Inspired by the brand's trademark parallelogram logo, the design team translated it into a striking store entrance. User-friendly wayfinding and distinct category signs enable customers to easily navigate over 200 services offered by SingPost, providing a fuss-free experience for all.



## PROENZA SCHOUER THAILAND

Proenza Schouler made its Thai debut in May 2014 at The Central Embassy in Bangkok. Inspired by the brand's flagship boutiques in New York, the 1,400 square foot store located in the heart of the city features familiar design elements such as laser-cut steel screens with Proenza Schouler's signature triangle monogram. Clean lines are paired with a neutral palette of cool concrete, warm beiges and rich-toned wood accented with smooth black leather. The open store layout flaunts the brand's latest collection and facilitates the optimal shopping experience for customers.



## BMW MOTORRAD STUDIO INDONESIA

BMW Motorrad, a maker of high-performance motorcycles, recently unveiled a pop-up studio at the Pacific Place Mall, Jakarta. The studio, which will be open till May 2015, features BMW Motorrad's latest line-up of motorcycles, including the iconic R 1200 GS Adventure. The edgy vibe of the studio's raw concrete walls and flooring with gunmetal finishes fit the adventure-sports theme of BMW Motorrad. The studio also offers a collection of riders' gear and merchandise for bikers to have the ultimate experience on two wheels.



# reinventing spaces

**FUJIYA NABE YAKINIKU**  
VIETNAM

Serving Japanese specialities in a bold fashion, Fujiya Nabe Yakiniku opened its first branch at Vincom Centre. The 1,646 square foot space is designed with an interesting combination of black slate walls accented with wooden finishes. In order to cater to the varying needs of diners, the restaurant is divided into two: a communal dining area, and another section with semi-private seating. Wrought iron partitions help to delineate both areas while maintaining an open feel. The design integrates traditional and contemporary elements to provide an unforgettable dining experience.



**Q BILLIARD**  
INDONESIA

Located in the heart of Jakarta's business district in Grand Indonesia Shopping Mall, Q Billiard & Slice of Heaven are a perfect mix of Sports, Entertainment and Food all in one area. Q Billiard is a sports entertainment facility that is designed with a trendy modern industrial concept and consists of a range of facilities such as a billiard table, sports bar and a game centre. Adjacent to Q Billiard, Slice of Heaven incorporates a mix of pastel colours and warm wooden walls to create a warm inviting atmosphere for diners to unwind. The combination of both places create an ideal place not only for billiard players but also suitable for all ages to gather or simply hang out.



**IPPUDO**  
INDONESIA

Stepping into Ippudo is always an experience. The internationally-acclaimed ramen restaurant recently opened its first Indonesian outlet at Pacific Place, Jakarta. Evoking an atmosphere of a contemporary noodle bar, Ippudo's stylish, wood-dominated interior adorned with decorative Japanese lacquer-ware bowls and chandeliers, inject a dose of elegance to a great ramen experience.

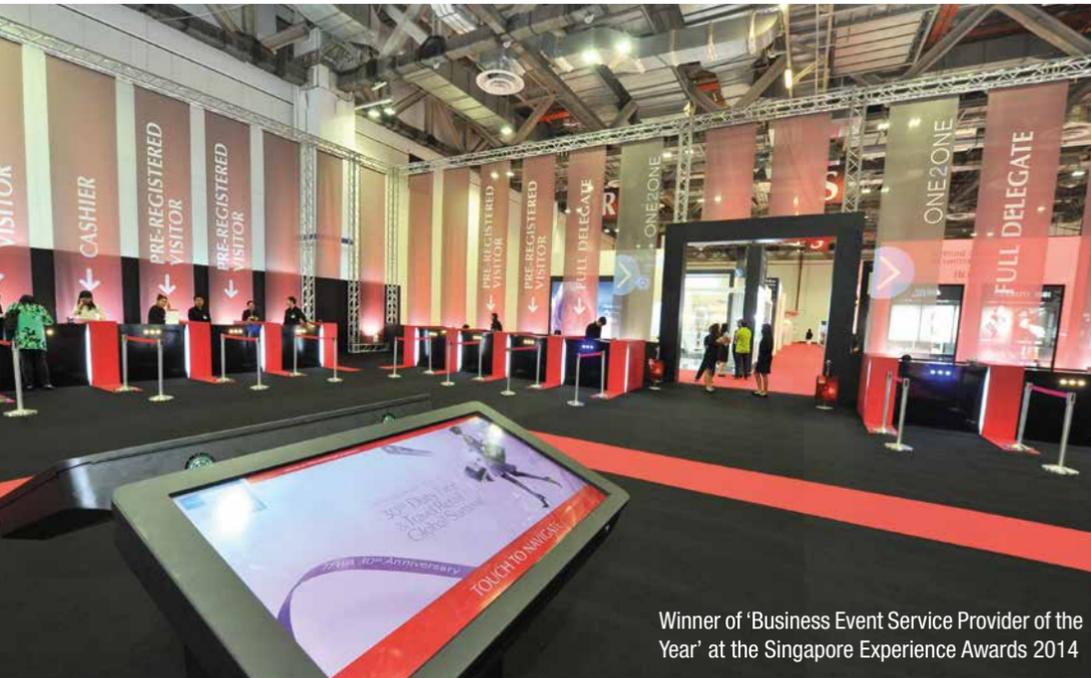
**MOS CAFÉ KARASUMA ROKKAKU**  
JAPAN

Contemporary yet affordable, MOS Café Karasuma Rokkaku is the largest MOSCAFE flagship eatery in western Japan. The new eatery derives its inspiration from its location in Kyoto, a quaint and scenic city. Elements of Kyoto's traditional architecture such as wooden lattice window treatments, paved stones and a Japanese zen garden were incorporated into the design, resulting in a stylish dining environment.



# redefining exhibitions

Working across a breadth of industries, we have the capabilities to provide turnkey solutions for trade shows and exhibitions.



Winner of 'Business Event Service Provider of the Year' at the Singapore Experience Awards 2014

## TFWA ASIA PACIFIC EXHIBITION & CONFERENCE SINGAPORE

Kingsmen was privileged to be the official contractor for Tax Free World Association's Asia Pacific Exhibition & Conference 2014 once again. Over 2,600 visitors attended the leading regional exhibition for the Travel Retail and Duty Free industry from 11 – 15 May at the Marina Bay Sands Expo & Convention Centre. This time, Kingsmen delivered 92 custom-design stands – a record-breaking figure for major duty-free and travel retail brands such as L'Oréal, Philip Morris and Desigual.

## AIRSHOW CHINA 2014 CHINA

Airshow China 2014 is the only international aerospace trade show in China that is endorsed by the Chinese central government. Kingsmen's works include stands for Parker Aerospace, USA pavilion and the Gulfstream chalet – an outdoor hospitality suite. Kingsmen also worked closely with Embraer to design and produce its striking 264 square metre stand, which displayed a life-sized cabin mock-up. The E2 features roomy cabin interiors, improved aerodynamics, and an enhanced in-flight entertainment system. Through smart space-saving solutions, the stand's design also included multiple meeting areas for visitors.



## GARANSINDO AT IIMS 2014 INDONESIA

Working with the theme of Beyond Smart & Safe Mobility, Garansindo's booth at the Indonesia International Motor Show 2014 reflected the different lifestyle experience elements for each of the five different brands featured at the exhibition; Chrysler, Dodge, Alfa Romeo, Fiat and Jeep. From the sporty elegance of Alfa Romeo to the luxurious Chrysler, each brand was highly visible as booths were spacious and allowed visitors to move around easily.



## SINGAPORE AIRSHOW 2014 SINGAPORE

Held at the Changi Exhibition Centre, the biennial Singapore Airshow drew over 146,000 trade guests and members of the public. As a partner of ATR since 2010, we have designed and built their stands at the Singapore Airshow for three consecutive exhibitions. ATR's stand was sleek and minimalist, with white forming the main base of the stand with accents of orange and blue. Kingsmen also worked closely with other leading organisations in the aviation industry such as DSTA, Kallman Worldwide Inc, Parker, Satair, Terma and Wesco to deliver 40 stands, two national pavilions and 12 outdoor chalets.

# redefining exhibitions

## SEAH STEEL CORP AT GASTECH 2014 CONFERENCE & EXHIBITION KOREA

Drawing over 1,000 visitors daily, SeAH's first time exhibiting at Gastech was a resounding success. Modelled after a large steel pipe, SeAH's exhibition stand was custom-designed and built to showcase SeAH as a leading organisation in the steel industry. The 168 square metre stand incorporated unique design elements which piqued visitors' interest in SeAH Steel Corp's business and products. These included curved panels coated with a metal film and bespoke furniture crafted in the same rounded form to resemble steel pipes.



## FOOD & HOTEL ASIA SINGAPORE

One of Asia's largest trade events in the food and Hospitality industry, Food & Hotel Asia (FHA) 2014 attracted a record total of 45,403 trade visitors from over 100 countries this year. The biennial show was held at Singapore Expo from 8-11 April across all halls, together with Wine Spirits Asia. FHA 2014 also hosted six specialised events such as Bakery & Pastry 2014 and Hospitality Style Asia 2014, showcasing unique hospitality concepts and the latest baking innovations. Aside from being the official contractor for four halls, Kingsmen also delivered 10 pavilions and 53 custom-design stands for renowned brands. United Dutch Breweries' stand, for instance, was designed to resemble a Dutch Pub, with textured red brick wallpaper and shelves lined with alcoholic beverages alongside bar seating.



## DUBAI SMART GOVERNMENT AT GITEX 2014 UAE

Dubai Smart Government's stand made history at GITEX Technology Week 2014 with the largest exhibition pavilion in all GCC countries, spanning 3,800 square metres. From 12 – 16 October, the pavilion showcased interactive exhibits from 37 Dubai government entities. The exhibition unveiled the government's latest smart service offerings and solutions, which will enhance user experiences. The stand's design included oversized 'Smart Phone' terminals that screened real-time presentations of the apps on display. Through the exhibition, visitors were able to envision Dubai's shift towards a sustainable smart city for the future.



## RIECKERMANN AT PROPAK VIETNAM 2014 VIETNAM

As a supporting partner of more than three years, we have assisted Rieckermann in crafting the optimal environment for connecting with potential and existing clients. Key materials for the bespoke stand include wood and glass while contrasting details such as cove lighting, red highlights and ridges on the walls add dimension to the otherwise simple design.

# redefining exhibitions



## HANMI AT SEMICON TAIWAN 2014

TAIWAN

Bringing together the world's leading microelectronics manufacturers in one place, Semicon Taiwan 2014 is one of the most influential events in the country. Held at Taipei World Trade Centre Nangang Exhibition Hall from 3-5 September, Semicon Taiwan 2014 presented an exciting programme of forums and symposiums addressing key topics such as sustainable manufacturing. HANMI's spacious 108 square metre stand featured a light box tower with a Barrisol finish, effectively highlighting the brand's business capabilities.



## FURSYS AT KOREA LAB 2014

KOREA

Clean and understated, FURSYS's custom-design stand perfectly embodied the brand with its signature white and red palette. By keeping the spotlight on the products on display, visitors were encouraged to experience the quality offerings of this leader in the office furniture industry. We paid special attention to the lighting and spatial planning to optimise visitor flow and engagement without compromising on style.

## KENNAMETAL AT SIMTOS 2014

KOREA

Using slim black metal posters in place of rigging, Kennametal's open concept stand created easy transition between the various spaces. The brand made a statement with its eye-catching corporate colours while keeping the rest of the stand simple. Grey and white showcases and display units were accented with bold strips of black to draw attention to the products on display.



## DESIGNERCITY AT RETAIL ASIA EXPO 2014

HONG KONG

Held for the 6<sup>th</sup> year, Retail Asia Expo – an annual trade show and conference that caters to retailers in Asia Pacific was staged at the Hong Kong Convention & Exhibition Centre from 10 – 12 June. Designercity's sleek bespoke stand was designed to showcase its latest technologies and interactive content. Three polygonal pillars, each featuring a digital touchscreen, enabled visitors to personally experience the specially crafted interactive content.



# redefining exhibitions

## GUHRING AT MTA VIETNAM 2014 VIETNAM

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Guhring's custom-design stand for MTA Vietnam 2014 was born of the fusion between rigid and flexible materials. The booth's angular primary structure echoes the strength of the organisation's manufacturing capabilities and precision of products while lightweight fabric was incorporated to add a touch of softness. Backlighting was employed to increase the prominence of branding on each side of the booth to represent Guhring's global presence.



## BNP PARIBAS WTA FINALS PRESENTED BY SC GLOBAL SINGAPORE

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Kingsmen was privileged to be an official sponsor for the inaugural BNP Paribas WTA Finals Singapore presented by SC Global. Held in Asia Pacific for the first time, the event took place at the Singapore Indoor Stadium from 17 – 26 October 2014 at the Singapore Sports Hub. In support of the WTA (Women's Tennis Association), Kingsmen was involved with the purpose-built Racquet Club, fan zone, media centre and players' lounge which hosted past and present tennis legends such as Martina Navratilova. The Racquet Club spanned 4,000 square metres over two floors, offering a tennis-themed hospitality experience for clients and patrons of organisations such as BNP Paribas, SC Global and OCBC.



## SIBOS 2014 USA

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With Boston being a global financial and educational hub, it was no surprise that Sibos 2014 took place at the Boston Convention & Exhibition Centre from 29 September to 2 October. The annual conference, exhibition and networking event was an opportunity for over 7,000 delegates to address crucial industry issues and collectively shape the future of the global financial industry. Kingsmen worked closely with leading financial organisations such as Broadridge, Murex and Standard Chartered Bank to produce their custom-design stands.



# redefining exhibitions



## L'ORÉAL PARIS CANNES FESTIVAL EVENT

HONG KONG



In celebration of its 17<sup>th</sup> year as the official make-up artist for the Cannes Film Festival, L'Oréal Paris partnered JCDecaux Transport to launch an advertising campaign at the Hong Kong International Airport. The concept involved the creation of a Cannes Film Festival podium displaying LED screens that broadcasted scenes from the 2013 edition of the festival. Visitors had the opportunity to explore L'Oréal Paris complete cosmetic range under professional guidance, make last-minute purchases before their flight, and participate in a lucky draw.



## INAUGURATION OF SATAIR AIRBUS SINGAPORE CENTRE



On 12 February 2014, Airbus and Satair opened their first joint parts support and distribution facility, "Satair Airbus Singapore Centre" (SASC). Located at the Seletar Aerospace Park in Singapore, the 16,700 square metre facility is meant to spearhead the fast growing Asia-Pacific region by serving regional customers through the consolidated supply chain operations of Airbus and Satair. The half-day event included an opening ceremony with speeches and government officials in attendance, as well as a lion dance performance. A tour of the facility was also conducted for guests and media representatives. In close partnership with Satair Group, we successfully managed the event from the designing of the stage area to event logistics.

## HEINEKEN APAC CONFERENCE 2014

SINGAPORE

Heineken held its Asia Pacific Sales & Marketing Conference from 1 – 3 October 2014 at Sentosa Island, Singapore. Working with a vast area of 12,460 square metres, Kingsmen was able to transform the space to include a transformative 4-studio wide visual labyrinth that featured different engagement points like a picnic site. The theme of IMPACT was translated into unique off-site activities for the delegates, such as an exclusive yacht journey and a live barbecue on the exclusive Lazurus Island.



## THE LINK X TESLA

HONG KONG



Held at Stanley Plaza in Hong Kong, The Link Management Limited teamed up with Tesla Motors to organize The Link x Tesla Technology Drives Exhibition. The event demonstrated how the use of model technologies can support greater environmental responsibility. Through live demonstrations and interactive displays, visitors explored and experienced technologies such as solar energy and nanotechnology and their impact on sustainability. Guests also caught a glimpse of the Premium Tesla Model S electric sedan which made its first Asian appearance at the exhibition.



# reimagining experiences

Seamlessly integrating design, build and technology, we create unique experiences and lasting impressions.

## STAR JOURNEY – SPACE THEATRE WUHAN CENTRAL CULTURAL DISTRICT MOVIE ENTERTAINMENT PARK

CHINA

Located in Wuhan, China, the Wanda movie park is the world's only indoor movie theme park, featuring six spectacular film-based attractions such as a 4D cinema, 5D cinema, flight theatre, immersive theatre, interactive theatre and space theatre. Covering over 90,000 square metres, the park engages visitors through a multi-dimensional and multi-sensory experience. Kingsmen extended its services from design development to the construction of the 4D Cinema: Streets of Fury and Space Theatre: Star Journey. A simulated ride, "Star Journey" brings visitors on a thrilling space flight into the galaxy. Designed to narrate the storyline through stunning visuals, special lighting was used to illuminate the area, with images of planets, stars and comets recessed into the metal panels lined along the corridors. Further enhancing the experience, a plethora of spacesuits and artefacts adorn the reception walls as riders navigate their way before embarking on their voyage into space.



## COOL DE SAC SINGAPORE

Cool de Sac is Singapore's very first large-scale children's entertainment centre designed around the needs of parents who desire a place where their children can enjoy creative play while the entire family indulges in a scrumptious meal. Following close to its tagline 'Eat Well. Play Smart.', Cool de Sac is definitely a play environment catered to the likes of both the young ones and their parents. Vibrant and colourful eye-catching colours deck the entire playground, with each different zone showcasing a different theme – Lego Mania, Treehouse, Flying Fox and more to suit the respective play concepts. The in-house bistro takes on a modern industrial look with exposed ceilings.

## KIDSSTOP™ SINGAPORE

Spanning 2,300 square metres, KidsSTOP™ at Science Centre Singapore is the first of its kind in Singapore. Kingsmen completed works comprising the design, fabrication, and installation of the edutainment facility's façade, ticketing area, workshop corridor, music lab, events room and five characters. KidsSTOP™ aims to rekindle the spirit of exploration and discovery by engaging children aged eight and below in fun experiential learning.



Design: Jack Rouse Associates



## ORBI YOKOHAMA JAPAN

The first attraction of its kind in the world, Orbi Yokohama resides at MARK IS minatomirai shopping centre. Featuring a seamless integration of SEGA's latest technology and BBC Earth's scientific expertise, the entertainment facility creates an engaging experience for visitors. Kingsmen was involved with the renovation works, graphic works as well as lighting and furnishing of various sections of the facility. The highlight of the attraction is the Theatre 23.4, where visitors can enjoy a multi-sensory film about nature via a 40-metre wide curved screen.

# reimagining experiences



## KOREA LEGAL AID CORPORATION MUSEUM KOREA

With the aim of showcasing the company's brand story, history and business, we created a museum for Korea Legal Aid Corporation. Located in the organisation's new Gimcheon office, the space communicates the company's mission to be a warm Korean Legal corporation through its colour scheme, wooden walls and painted glass surfaces. Visitors are engaged beyond the screening of corporate and educational videos through interactive AV equipment including touch screen television sets and tablets, enabling them to control their own consumption of content.



## SINGAPORE-NANJING ECO HIGH-TECH ISLAND VISITOR CENTRE CHINA

Nanjing welcomed the Singapore-Nanjing Ecological Science and Technology Island visitor centre in September 2014. With a total space of 2,000 sqm, the visitor centre offers visitors a glimpse of Nanjing's future, where 'Work, Life and Play' integrate to create a liveable and sustainable city. Deriving inspiration from Singapore's 'Gardens by the Bay', the gallery houses a scaled-down replica of the famous 'Supertrees'. The juxtaposition of technology in a nature-inspired environment highlights Nanjing's journey to seamlessly integrate both elements as it strives towards becoming an eco high-tech island.

## TRICK EYE MUSEUM SINGAPORE

South Korea's renowned Trick Eye Museum has ventured overseas for the first time, recently opening its doors on Sentosa's shores. The museum is divided into six themed zones – Love, Circus, Masterpiece, Safari, Fairytale and Adventure. These zones house over 80 three-dimensional paintings and optical illusions within its 800 square metre space at Resorts World Sentosa's Waterfront. Kingsmen extended its services from project management to the detailed fabrication of the museum's thematic works.



## TUNING IN: BRAIN & BODY SINGAPORE

Originating from the American Museum of Natural History, *Tuning In: Brain & Body*, made its debut at Science Centre Singapore on 12 December. The exhibition weaves Art and Science together to enable visitors to understand the mechanisms within the human brain across seven different zones. Activities such as Circadian Rhythm will allow visitors to assume the role of a student and attempt to achieve the right mix of sleeping and eating while preparing for examinations. Visitors are set to have their brains tickled through a series of interactive exhibits as they learn about the latest developments in neuroscience.



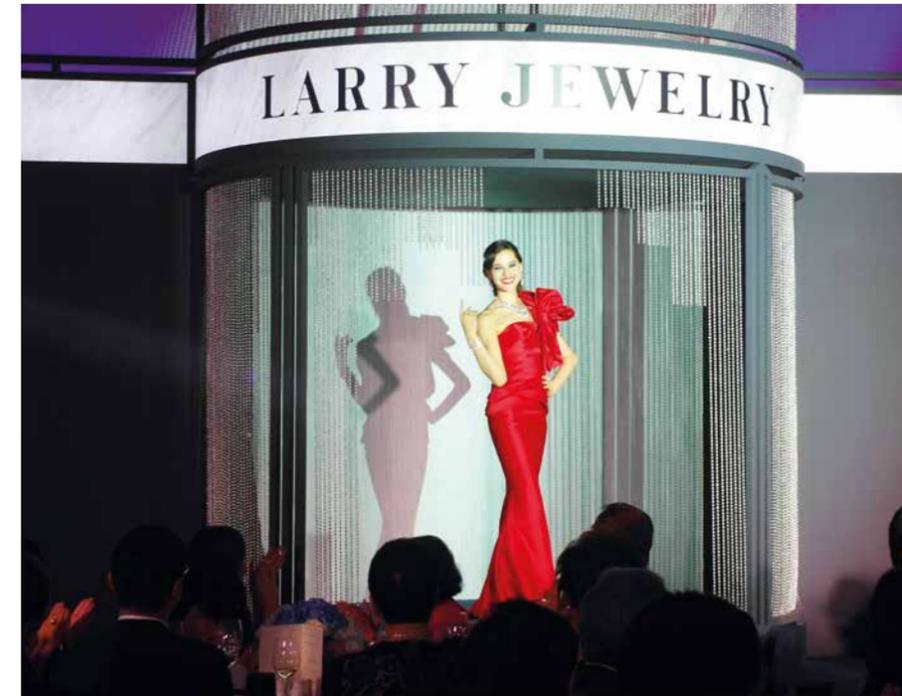
# redesigning events

Tapping on the latest trends to introduce effective marketing ideas and platforms, we reimagine experiences and bring brands to life.



## BMW xDRIVE ISLAND SINGAPORE

Offering guests a scenic getaway from the city, the exclusive BMW xDrive Island event was held on the lush tropical island of Lazarus from 13-16 March 2014. The island was effectively transformed into a dedicated test-drive circuit for participants to experience the superiority of the BMW X model range in a safe, yet exciting off-road environment. Designed with simulated obstacles, the undulating off-road terrain gave participants the opportunity to experience the agility, powerful torque and superb handling of the BMW X model range.



## TIMELESS CLASSIC-LARRY JEWELRY'S STANDALONE JEWELRY EXHIBITION 2014 SINGAPORE

Larry Jewelry's first ever standalone jewelry exhibition, 'Timeless Classic - Larry Splendour' took place at Ngee Ann City Civic Plaza from 19-20 July. An annual event hosted by the prominent fine jeweler in Asia, Larry Splendour was an extravaganza held in a majestic 480 square metre light-projection spherical-shaped tent – the Larry Splendour Dome. The exhibition also featured a spectacular cutting-edge 360° light performance complimented by a state-of-the-art sound system; delivering an extraordinary and novel Larry Jewelry brand experience.

## BMW-B, GRIMM THAI POLO OPEN 2014 THAILAND

One of the most prestigious events on the polo calendar, the Thai Polo Open 2014 was held at the Thai Polo and Equestrian Club in Pattaya, Thailand. Jointly organised by B.Grimm Group and BMW Thailand, the event helped raised funds for the Her Royal Highness Princess Maha Chakri Sirindhorn's Chitralada Vocational School project. Attendees enjoyed the prestigious tournament which featured top polo players from across the globe. BMW showcased its latest products in Thailand alongside fashion offerings and polo equipment by leading brands. Children were also engaged with a fancy dress party, pony rides and a kids' polo match. The full-day event concluded with a gourmet barbecue dinner and a splendid display of fireworks.



## PASTICCERIA FERRERO HOLIDAY SEASON ACTIVATION 2014 SINGAPORE

Ferrero, the producer of the world's most celebrated praline Ferrero Rocher, launched its first Southeast Asia pop-up store Pasticceria Ferrero at Wisma Atria in November 2014. In celebration of the festive season, an exclusive selection of Ferrero pralines were showcased at Pasticceria Ferrero. Customers were not only able to catch a live demonstration of the making of Ferrero Rocher by Ferrero's specially-trained Italian pastry chefs by Ferrero Master Chocolatiers, but could also create their own customised box of Ferrero pralines.



# redesigning events

## TISSOT AT ASIAN GAMES INCHEON 2014 KOREA

Swiss watch manufacturer Tissot, was the Official Timekeeper of the 17<sup>th</sup> Asian Games Incheon 2014. To increase brand awareness, three temporary structures were built within the Games' premises. Tissot's pavilion at the Incheon Asian Main Stadium was modelled after the brand's 'design cube' concept, displaying its milestones through a multimedia experience. Located at the Media Press Centre, the second structure was a retail store that encapsulated the ambience of Tissot's boutiques worldwide. Created with Tissot's clients in mind, the final structure was the VIP lounge at Sheraton Incheon, providing access to many social events.



## ROLLS-ROYCE 'THE ICON TOUR' HONG KONG

A commemoration of 110 years of contemporary luxury, The Icon Tour was an exclusive brand showcase hosted by Rolls-Royce at Ritz Carlton, Hong Kong. It depicted the marque's evolution from its beginnings in 1904, to its present-day status as the world's leading luxurious motor car brand. The event presented a selection of the brand's latest icons – Phantom, Ghost and Wraith alongside displays of lifestyle accessories. Guests were treated to an engaging tour about Rolls-Royce's illustrious 110-year heritage.

## 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 18 major cities across Asia Pacific and the Middle East.

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

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