

Built to Last

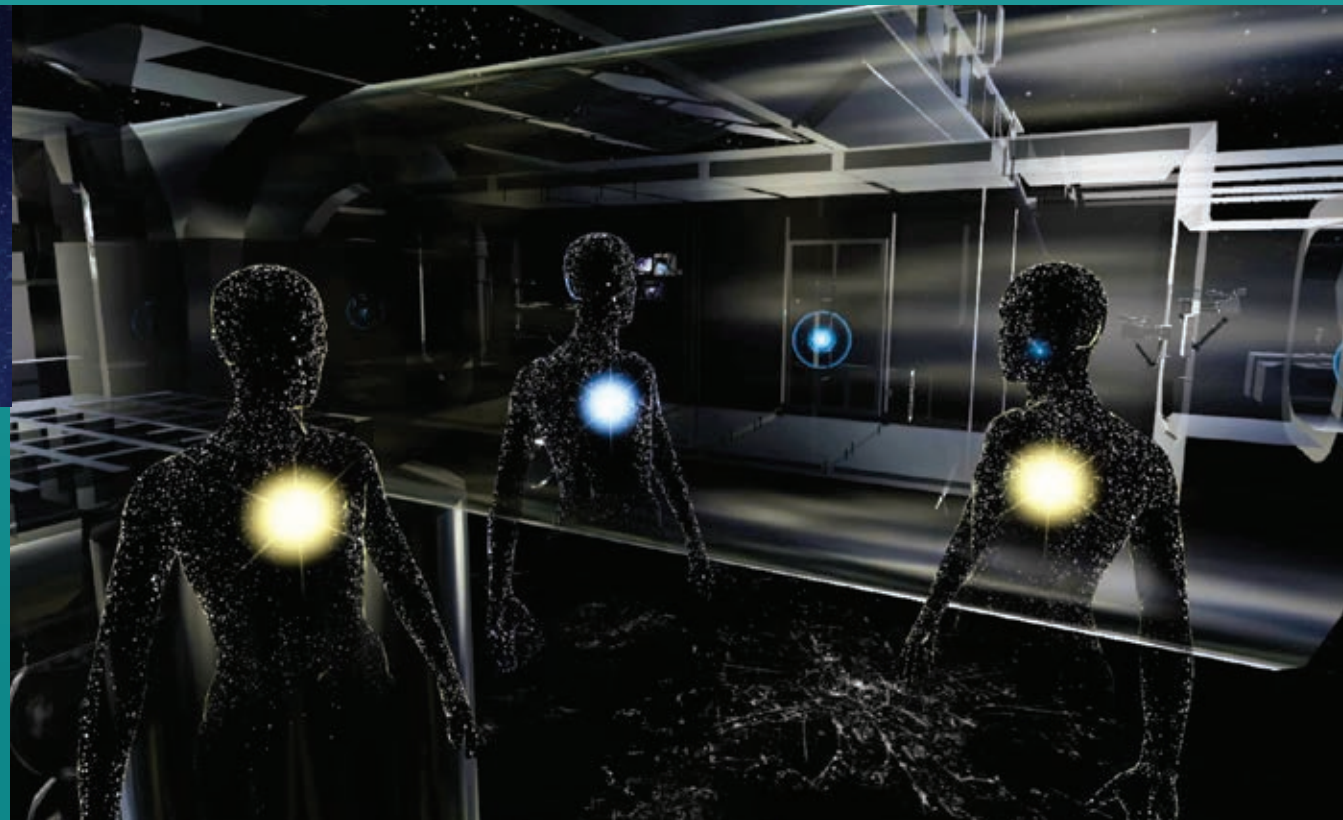
Throughout the last 50 years operating in an industry marked by ever-evolving consumer preferences, rapid technological advancements and unpredictable global market conditions, Kingsmen has worked with numerous clients, providing creative expertise and creating innovative experiences to support their marketing and business goals. Prioritising groundbreaking innovation and its clients' needs are two key strategies that have become not only second nature to how Kingmen operates but fundamental to its long-term growth and success.

Breaking New Ground, Charting New Frontiers

Over the years, Kingsmen has continually expanded the boundaries of what spatial design can achieve. From early explorations in museums and cultural landmarks to large-scale themed entertainment, the company has combined storytelling, technology, and meticulous craftsmanship to create experiences that captivate and inspire audiences. This spirit of innovation has naturally evolved into the digital realm, where immersive technologies allow visitors not just to observe, but to inhabit and interact with extraordinary worlds.

SPACE EXPLORERS: THE INFINITE

Partnering with Infinity Experiences, a joint venture between PHI Studio and Felix & Paul Studios, Kingsmen Xperience launched the world's largest virtual reality experience on space exploration to inspire regional audiences across Asia. Immersive 3D, 360-degree content filmed aboard the International Space Station offered visitors an unprecedented glimpse of life in orbit.



An extension of the Primetime Emmy Award-winning series Space Explorers: The ISS Experience, this project represents the largest production ever filmed in space. Over nearly three years, Felix & Paul Studios, in association with TIME Studios, captured more than 200 hours of 3D 360 cinematic VR footage, documenting the daily lives and missions of eight international astronauts both inside and outside the ISS.



Our collaborative journey to bring *Space Explorers: The Infinite* to the Asian market has been nothing short of inspiring. From the moment we joined forces, Kingsmen has displayed an exceptional level of professionalism and dedication, along with remarkable skills and such a high level of attention to quality and details.

Julie Tremblay
Producer, *Space Explorers: The Infinite*



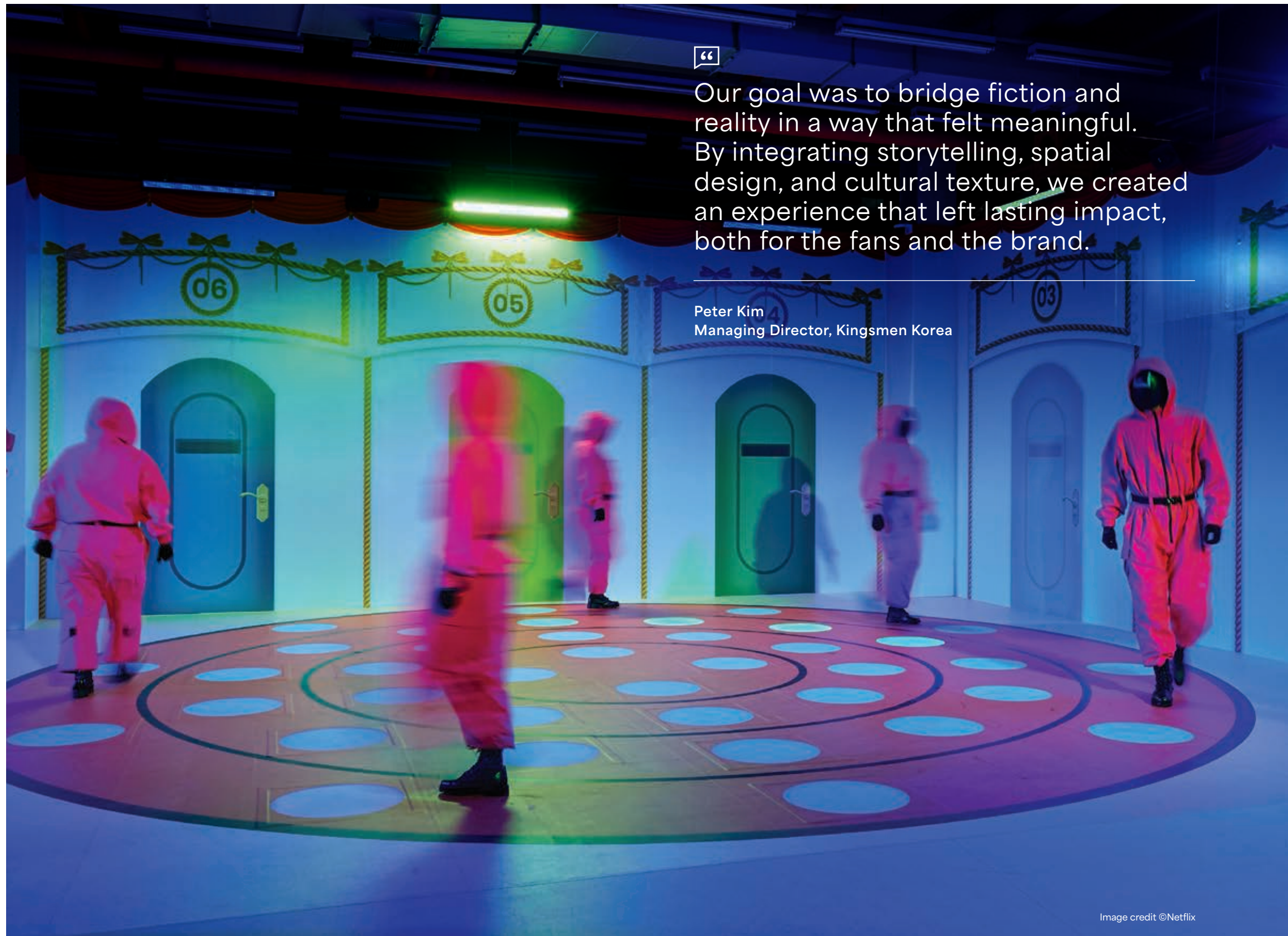
FROM SCREEN TO REAL-LIFE EXPERIENCE

In collaboration with Netflix, Kingsmen Xperience Korea transformed the Squid Game global phenomenon into an exhilarating experience to transcend traditional fandom.

From the moment visitors stepped into Seoul's Seongsu-dong district, they were transported into the meticulously crafted Squid Game universe—designed to echo the show's visual tension, cultural references, and psychological thrill. Signature games such as Mugunghwa Flower Blooms and Tug of War were faithfully recreated with cinematic detail, creating high-stakes moments that felt both playful and emotionally charged.

But this was more than a game, it was a cultural immersion. The team at Kingsmen layered authentic Korean experiences throughout the journey: from traditional K-snacks to interactive mini-games and a curated retail zone, every touchpoint deepened audience connection and brand resonance.

Every element of the set was meticulously crafted to mirror the visual language of the series, inviting visitors to step inside the world of Squid Game.



“ Our goal was to bridge fiction and reality in a way that felt meaningful. By integrating storytelling, spatial design, and cultural texture, we created an experience that left lasting impact, both for the fans and the brand.”

Peter Kim
Managing Director, Kingsmen Korea

BRINGING NEW WORLDS TO LIFE

Recognising that leading brands of tomorrow are constantly seeking new ways to engage, Kingsmen invested in two new future-focused platforms: Kingsmen Ventures and Kingsmen Xperience.

Created to go beyond traditional project delivery, these two new business arms developed entire ecosystems, comprising global intellectual property (IP) licensing, capital partnerships, and a full suite of end-to-end services that redefine how people connect with iconic worlds and through culturally resonant experiences.

“Creating new businesses meant developing new capabilities—curating the right talent, forging strategic partnerships, and reimagining what experiences could be. With our location-based entertainment (LBE) arm, we weren’t just responding to demand, we were shaping the future of immersive entertainment,” said Anthony Chong, Group Chief Executive, Kingsmen Creatives.

Kingsmen Xperience’s ability to integrate creative storytelling, professional services, and cutting-edge technology, quickly established it as a leader in LBE. Every experience it designed was not just to entertain, but to immerse audiences in powerful, shared narratives.

LIVING WORLDS: AN ANIMAL PLANET EXPERIENCE

Collaborating with Discovery Inc. and Science Centre Singapore, Kingsmen created the world’s first travelling edutainment exhibition, showcasing stories of the animal kingdom and their natural habitats. Interactive play elements traverse rainforests, underwater ocean, and icescapes to facilitate exploration and instil conservation among youths.





NERF ACTION XPERIENCE (NAX)

Tapping on its emotional storyboarding and content strategy expertise, Kingsmen incorporated iconic Nerf Blaster Zones competitions, obstacle courses and sports challenges into four thrilling adventure zones – Conquer, Challenge, Compete and Create – to stretch the dexterity and courage of players, from beginners to advanced levels. Kingsmen is partnering with Max-Matching Entertainments to bring NAX to the China market.



PLANET PLAYSKOOL

Bringing together favourite brands under one roof, Kingsmen Xperience's LBE experience created an exciting array of themed areas for play, retail and F&B, each featuring immersive experiences to encourage kids and parents to free their imaginations and build strong family bonds.



TOYBOX by Hasbro

For Hasbro's first-ever multi-brand carnival in Asia, Kingsmen supersized favourite childhood toy characters from seven brands - Transformers, My Little Pony, NERF, Monopoly, Cluedo, Baby Alive and Play-Doh - bringing them 'to life' for fun photo opportunities, live mascot appearances, and interactive games and activities. Highlights included: Super Claw, a human version of the arcade claw machine; Play Pool, a jumbo inflatable playground and ball pit featuring My Little Pony and Monopoly's brand elements; Play-Doh Picnic Party, a picnic-themed zone where families create 'pretend' foods using Play-Doh; Cluedo Tudor Mansion, an escape room game

testing puzzle-solving skills; and, My Little Pony Rainbow Kingdom, where fans design their own pony figurine and even receive a My Little Pony-inspired makeover.

Reflecting on the project, Karen Ng, Executive Director of Kingsmen Exhibits, shared, "It was our first time delivering a consumer-facing event from end to end. We handled everything, from working with Hasbro's IP teams to crafting gameplay from brand guidelines, securing the venue, managing operations, ticketing, merchandise and more. It pushed us to stretch our capabilities and build a holistic experience ecosystem."

