

Chapter 03

Pioneering Innovation

At Kingsmen, purposeful design drives everything. By deeply understanding client needs and combining strategic insight with creative flair, the company crafts experiences that resonate and inspire. Relentlessly pushing creative boundaries while exceeding expectations, Kingsmen fosters innovation, builds strong partnerships, and delivers groundbreaking results.

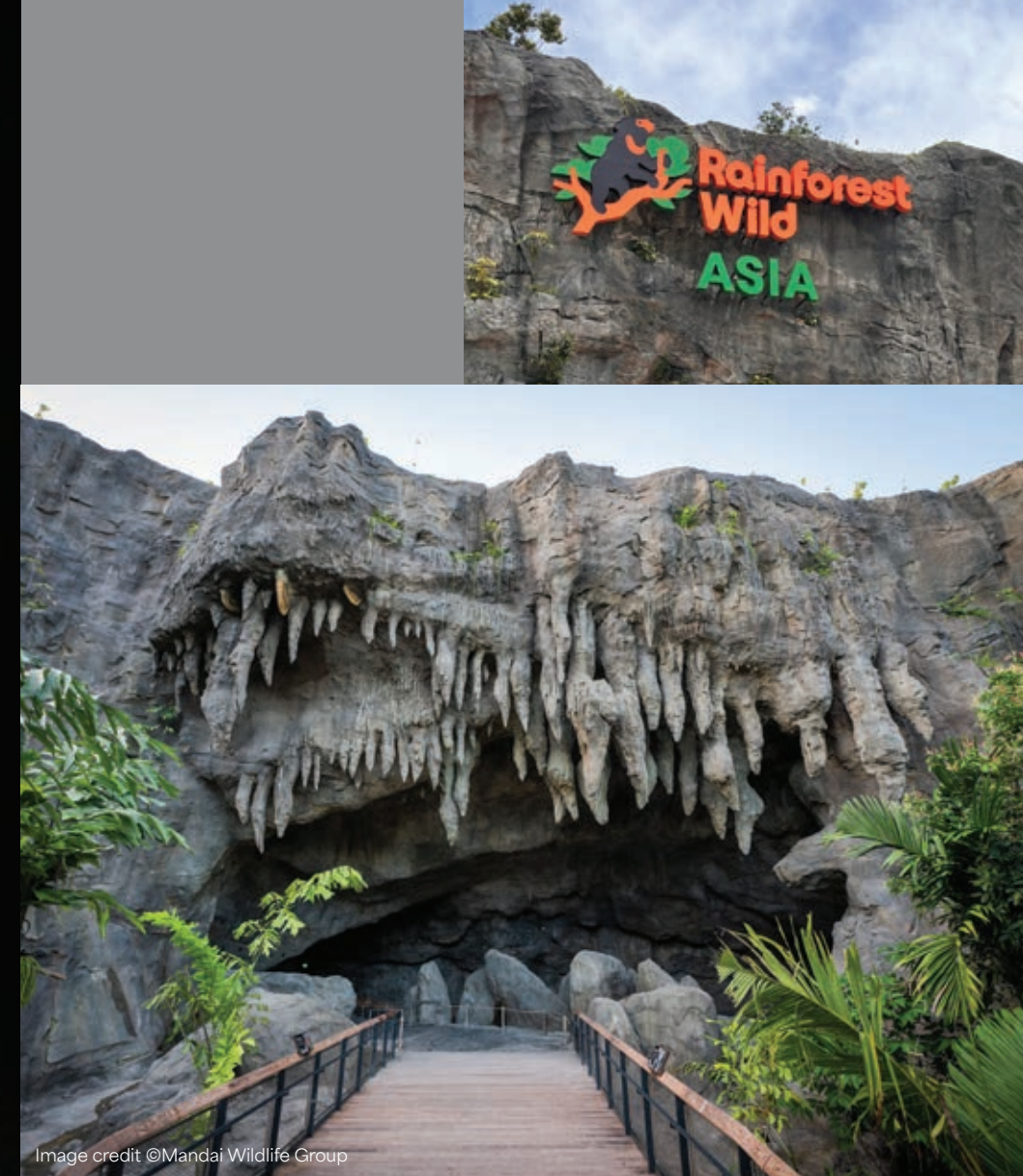
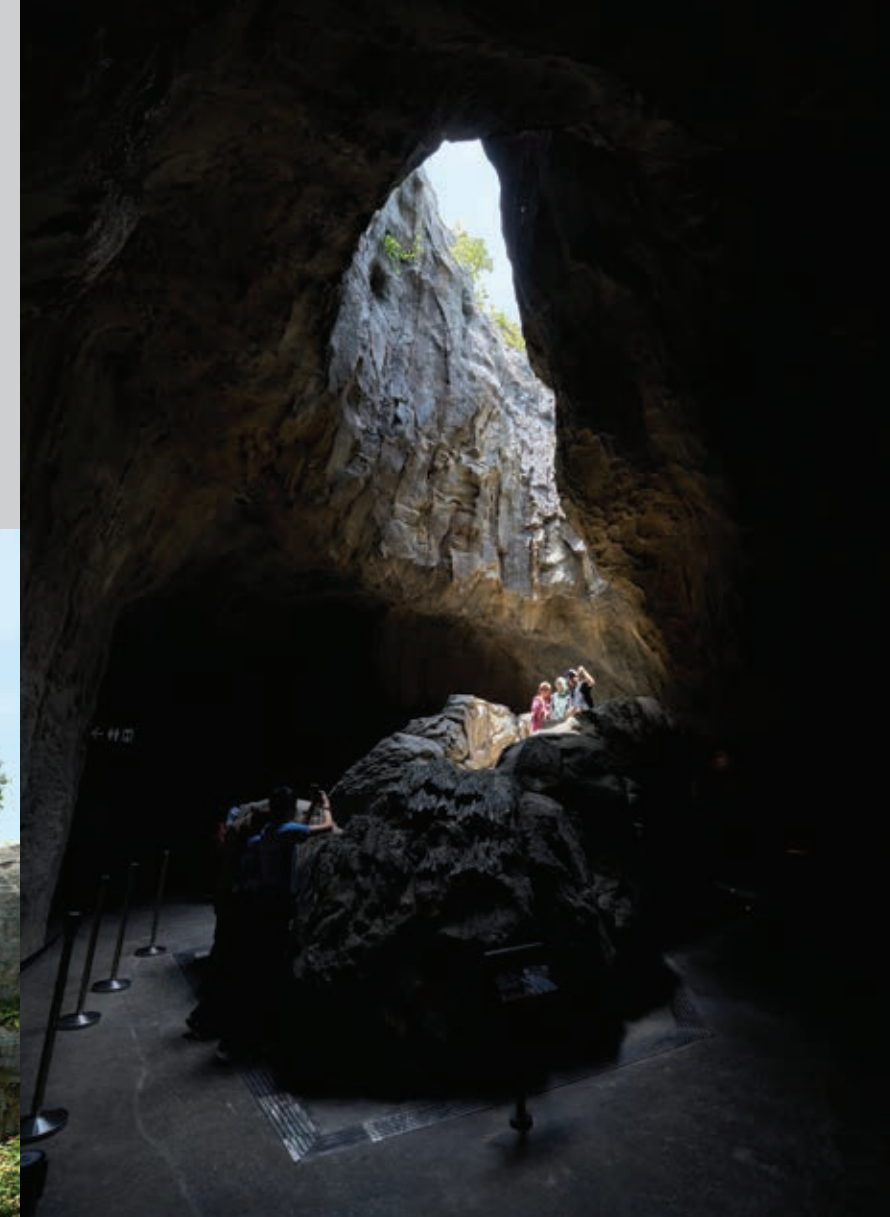
From Concept to Immersive Reality

NATURE MEETS DESIGN: REIMAGINING THE MULU CAVES

Decades of innovation have allowed Kingsmen to bring ideas from imagination to reality on a global scale. At Mandai Rainforest Wild Asia, Singapore's fifth zoological park spanning 13 hectares and opened in March 2025, the team brought the awe-inspiring Gunung Mulu National Park caves in Borneo to life with The Cavern, a 220-metre-long tribute to this UNESCO World Heritage Site.

In collaboration with the Sarawak Forestry Department, Kingsmen digitally scanned the cave's rock features to produce accurate models, preserving the contours and intricate details of stalagmites, stalactites, and limestone pools teeming with aquatic life. Visitors can explore underground paths and side trails, including a unique cave dining setting inspired by the Mulu Caves, and encounter cave-dwelling species that highlight the delicate ecosystem.

The result is a breathtaking, immersive habitat that celebrates both the artistry of nature and the ingenuity of design, offering a timeless experience that connects people to the wonders of the rainforest.



Kingsmen agreed to undertake one particularly challenging assignment as part of our new Rainforest Wild zoological park – to faithfully re-create a series of nine giant cave chambers inspired by Sarawak's Mulu Caves. They worked on this project with great ingenuity and commitment, assembling an outstanding team to deliver outcomes that are simply breathtaking.

Mike Barclay
Group CEO, Mandai Wildlife Group (2015 - 2025)

SETTING A HIGH BAR FOR INDUSTRY EXCELLENCE

Innovation is deeply embedded in Kingsmen's DNA. The SJ Experience at Surbana Jurong's new Singapore campus exemplifies Kingsmen's ability to transform spaces into narrative-driven experiences that inspire,

engage, and connect. Completed in March 2024, the gallery brings SJ's brand purpose, "Real impact, made together", to life, guiding visitors through a journey of collaboration, innovation, and forward-thinking solutions. From immersive entry points and interactive digital art to modular zones tailored for different audiences, the experience reflects a meticulous approach to storytelling that merges spatial design, technology, and user engagement.

This project highlights Kingsmen's commitment to pushing the boundaries of experiential design. By combining design thinking with emerging technologies such as mixed reality (MR), and artificial intelligence (AI), Kingsmen delivers creative, immersive interactions across both physical and digital environments.



With Kingsmen's touch, our story became an experience people lean into, helping visitors see our work, digital possibilities, and future ambitions in a whole new way.

Karen Yew
Chief Corporate Affairs of Surbana Jurong Group



From carefully conceptualising the narrative to ideating the spatial design and use of digital technologies, KR+D showcased SJ's multi-faceted brand identity, innovative edge and unified vision of a sustainable future, whilst creating a truly memorable experience for visitors.

Etienne Chia
Director, Digital Experience, KR+D



FROM NARRATIVE TO LIFESTYLE EXPERIENCES

Building on its expertise in creating immersive, narrative-driven environments, Kingsmen brings the same creativity and precision to the world of retail and lifestyle experiences. This approach is exemplified in the brand-new Porsche Studio Singapore, opened in 2024 within the Guoco Midtown development. Designed to elevate customer engagement, the two-storey, 750sqm Studio reimagines automotive retail as an interactive, experiential destination and a hub for the Porsche community.

The studio blends sleek, modern design with unique local touches, including *breeze block* motifs and bamboo-inspired veneers, creating a space that is unmistakably Singaporean yet globally relevant. Visitors are guided through immersive zones, from the welcoming entry with flexible tribune seating for intimate discussions, to the Porsche Lifestyle concept store featuring a walkthrough *insta-tunnel* and exclusive collections. A built-in car lift adds theatricality, allowing display cars to move seamlessly across the Studio for events and showcases.

PORSCHE



“Our goal was to translate Porsche’s design philosophy into a spatial journey that engages all the senses, where performance, precision, and emotion come together in perfect balance,” shared Alex Wee, Group Managing Director, Retail and Corporate Interiors of Kingsmen Creatives.



“Kingsmen has consistently pushed the boundaries of what branded spaces can achieve. Together, we share the vision of treating physical spaces as storytelling vehicles, spaces for imagination, connection, and emotion, not just transactions.”

Andre Brand
General Manager, Porsche Singapore

On the upper floor, modular spaces support diverse activities, including product launches and workshops to e-sports experiences and fashion shows, underscoring Kingsmen’s ability to design environments that are as flexible as they are memorable. The Studio also features co-working spaces, Café Carrera, and community areas for enthusiasts to gather, connecting people through the Porsche experience in ways that go far beyond traditional retail.

Through Porsche Studio Singapore, Kingsmen demonstrates its mastery in transforming functional spaces into experiential destinations, reinforcing why global brands trust the company to deliver integrated, immersive, and innovative experiences that resonate with audiences worldwide.



PURPOSEFUL DESIGN IN ACTION

From the precision and exhilaration of Porsche Studio Singapore to the warmth and connection of family-centered hospitality, Kingsmen demonstrates that purposeful design transcends scale, sector, and audience. Where Porsche delivers immersive automotive experiences, Shangri-La calls for environments that nurture relationships, learning, and joy, showing how design can be both functional and deeply human.



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FAMILY AT THE FOREFRONT



Across Singapore, Fuzhou, and Hong Kong, Kingsmen guided Shangri-La through rebranding, spatial design, and immersive experiences that celebrate family connections.

At Shangri-La Buds Singapore, spaces were reimagined to delight children while engaging parents, blending play, learning, and memorable family moments. In Fuzhou, the concept was adapted to local culture while maintaining the brand's global standards. Outdoor adventures came to life with Nestopia, an imaginative playground encouraging exploration and creativity.

Meanwhile, the Family Suites at Island Shangri-La Hong Kong combine thoughtful interiors with playful touches, creating environments where families can truly connect, relax, and celebrate together—an effort recognised with Silver for Best B2C Brand Experience at the Marketing Events Awards 2025.

Across every touchpoint, Kingsmen applies the same philosophy: research-driven, story-led, and human-centric. Each project embodies purposeful design in action, translating brand values into experiences that are meaningful, memorable, and enduring.



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- 1 Island Hong Kong Family Suite, designed with a family-oriented approach to blend comfort, fun, and memorable experiences for all ages.
- 2,3 BUDS by Shangri-La in Singapore, Shanghai, and Fuzhou, bringing the brand's playful hospitality concept to life.

BRINGING LEARNING AND PLAY TO LIFE

From the family-focused hospitality of Shangri-La, Kingsmen continues to translate human-centric design into immersive, educational, and playful experiences. This philosophy comes to life in Singapore's largest nature-inspired playscape, Mandai Curiosity Cove, which opened in November 2025.

Collaborating with Moment Factory, Kingsmen reimagined 4,600 square metres into four interactive zones that transport children through Earth's most fascinating habitats. Every element sparks curiosity, blending physical play with phygital experiences to educate, entertain, and inspire.

The Cove exemplifies Kingsmen's commitment to purposeful, story-led design that delights young audiences while nurturing exploration and learning, a natural extension of the company's approach to playful innovation across spaces.

Image credit ©Mandai Wildlife Group



PLAYFUL INNOVATION ACROSS SPACES

From interactive playgrounds to immersive children's zones, Kingsmen brings joy, creativity, and learning to life across every project. Each space is crafted to spark imagination, encourage exploration, and foster meaningful experiences for families and young audiences.



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- 4 The Children's Biodiversity Library by S.E.A. Aquarium is the first marine biodiversity-themed learning space for children at a public library in Singapore and brings the wonders of biodiversity, particularly marine biodiversity, closer to young ones.
- 5 The Children's Museum Singapore is the first museum in Singapore dedicated specifically to children aged 12 years old and under.
- 6 Kidzania Singapore, a kid-sized city where kids can learn valuable life skills through realistic role-playing activities.
- 7 Museum of Ice Cream Singapore, a whimsical destination featuring 12 multi-sensory installations and endless ice cream moments to spark joy and imagination.



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