

Chapter 01

The Experience Company

From its humble roots as a seven-person local company, Kingsmen has transformed into *The Experience Company*. Today, Kingsmen is a 1,300-strong global leader in experiential design, with 18 offices across 12 countries. Since its earliest days, Kingsmen has relentlessly pursued design and service excellence with unwavering commitment, a hallmark that continues to deliver value to clients and set it apart.

Fifty years on, Kingsmen's evolution has been defined by its ability to integrate creativity with execution. Beyond design and build, its comprehensive services span ideation, project management, and delivery, enabling clients around the world to draw from the depth of its global expertise.

Foundations of a Global Experience Creator

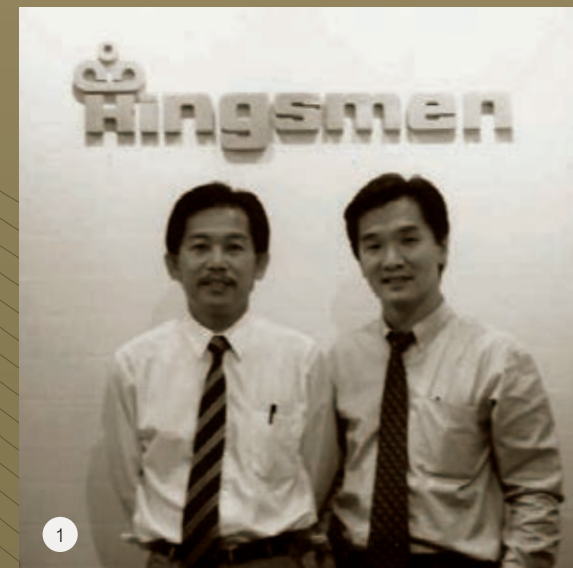
FROM HUMBLE BEGINNINGS TO A GLOBAL VISION

On 1 April 1976, in an unassuming gabled-roof house along Jalan Dusun in Singapore, Benedict Soh and Simon Ong launched a small communication design business. Joined by five dedicated staff, they shared a clear purpose: to uphold the highest standards of creativity and quality, deliver exceptional service, and embrace innovation at every turn.

From day one, Kingsmen distinguished itself as more than a contractor or supplier—it positioned itself as a designer and producer. While many in the trade delivered inconsistent results and minimal service, Kingsmen set a new benchmark, rooted in meticulous craftsmanship, design integrity, and enduring client relationships.

This foundation of excellence became the springboard for growth. Over the following decades, Kingsmen expanded regionally and globally, opening offices across Asia and North America. Each new office represented not only a geographic milestone but also a commitment to bringing ideas to life with precision, creativity, and impact.

- 1 Benedict Soh (right) and Simon Ong (left), in the 1970s
- 2 Kingsmen's first HQ at Jalan Dusun, back in 1976
- 3 Relocated office and factory to Tong Lee Building in 1978
- 4 3rd HQ at Deful Lane, in 1988
- 5 Kingsmen Creative Centre, our 4th HQ at 3 Changi South Lane
- 6 The Kingsmen Experience – Home to the Group's headquarters since 2018



We've always said that we design not to stroke our own egos, but to meet our clients' needs, so they can do successful business.

Benedict Soh
Co-Founder and
Executive Chairman



EARLY AMBITIONS, STRONG FOUNDATIONS

The 1980s marked Kingsmen's first steps beyond Singapore. Offices opened in Kuala Lumpur and Bangkok, and the company quickly moved from designing and building exhibition booths to creating full retail environments. Early collaborations with luxury and lifestyle brands such as Pierre Balmain, A. Testoni, Cartier, Estée Lauder, Gucci, and later Louis Vuitton showcased Kingsmen's craftsmanship and design precision. These formative projects laid the foundation for Kingsmen's reputation in delivering elevated retail experiences that blended creativity with quality.

From the foundations of exhibitions, Kingsmen brought its craftsmanship and vision to the world of retail, shaping immersive spaces for some of the most iconic brands.



- 7 The Canon exhibition at Informatics in Singapore
- 8, 9 At *Homemakers* at the World Trade Center in 1979 – Kingsmen's team at their first major exhibition, a milestone in the company's early journey.
- 10, 11 Christian Dior Counter at Metro Singapore in 1989
- 12 A. Testoni at Hilton Hotel was featured in *Stores of the Year* book - the most prestigious reference book internationally.
- 13 Hamleys at Changi Airport, one of the early examples of turning shopping into an immersive and engaging experience.
- 14 St Michael's (now known as Marks & Spencer) flagship store at Centrepoint, 1985 – Kingsmen's first collaboration with the brand, which led to many other store rollouts across Singapore.





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FROM STRONG FOUNDATIONS TO SUCCESSFUL FLAGSHIPS

The 1990s saw further expansion across Jakarta, Ho Chi Minh, New Delhi, Beijing, Hong Kong, Tokyo, Osaka, and Seoul. During this period, Kingsmen undertook ambitious museum and gallery projects, boutique rollouts, and large-scale store implementations for global brands including Polo Ralph Lauren and Nokia. Each project reinforced the company's reputation for delivering consistent, immersive, and high-quality experiences at scale.

Recognition for these efforts followed both locally and internationally, from the Singapore Retailers Association Awards and President Design Awards to accolades for projects at the London World Travel Mart and Berlin's Internationale Tourismus-Börse. Through these formative decades, Kingsmen established the expertise, credibility, and vision that would underpin its evolution into a truly global experience creator.



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Regional rollouts for Polo Ralph Lauren and Nokia, defining consistency and craftsmanship across diverse markets.

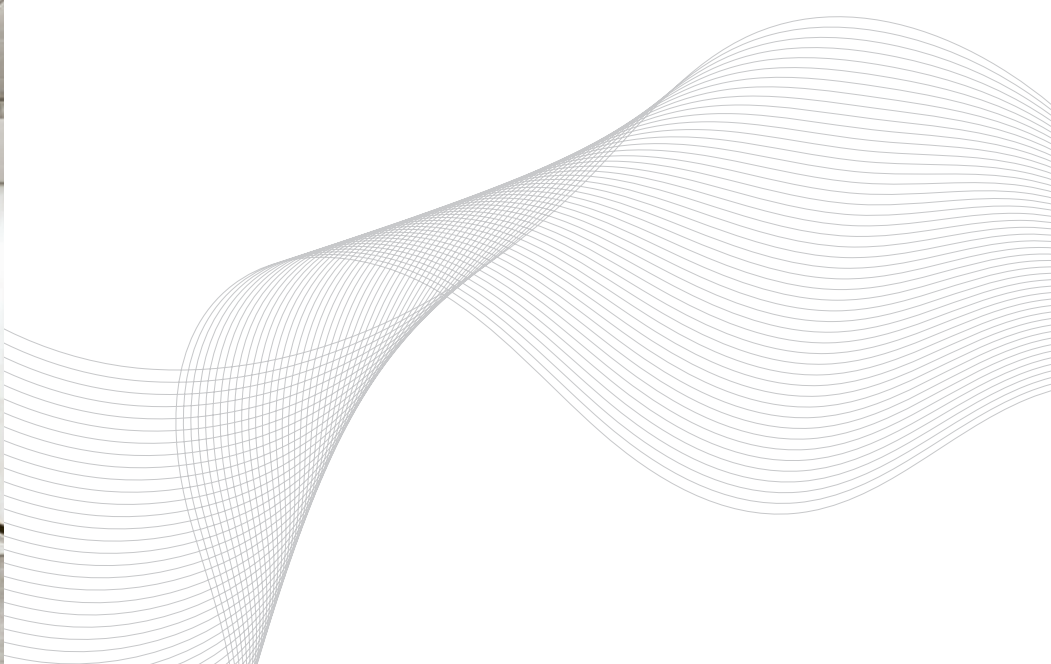
- 15 Polo Ralph Lauren at Palais Renaissance in Singapore in the early days.
- 16 Polo Ralph Lauren, Vietnam. Kingsmen's partnership with Polo Ralph Lauren continues to this day, bringing consistent, immersive retail experiences across the region.
- 17 Nokia's roll-out in Asia



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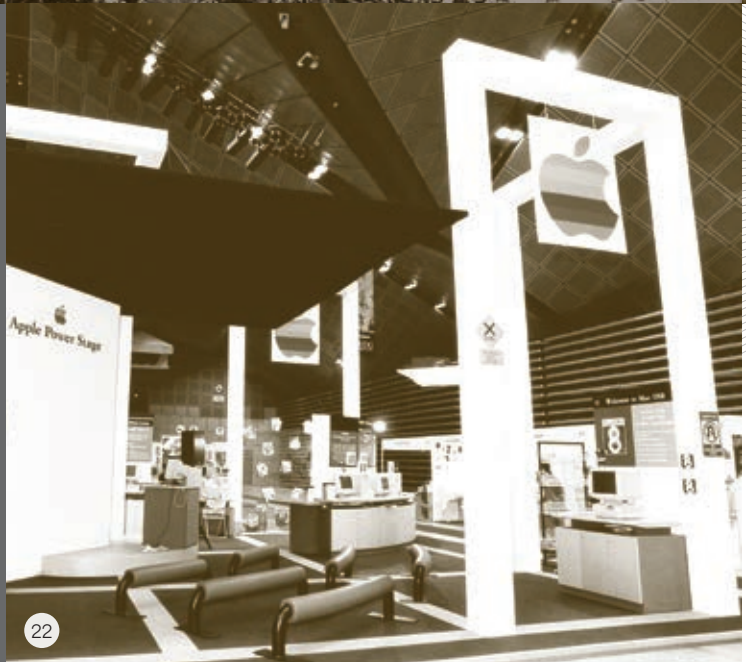
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Early year projects in the 80s & 90s

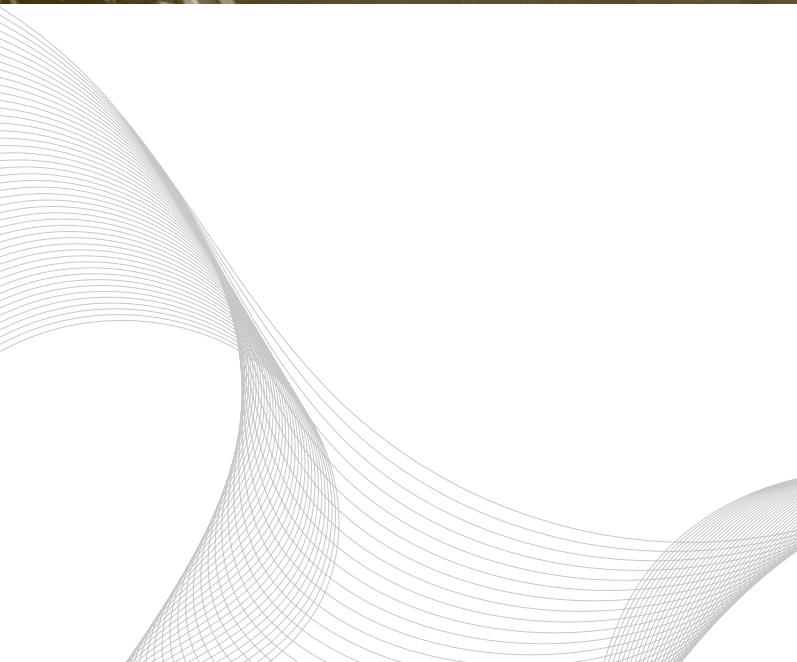
- 18 Fendi at Paragon
- 19 The Lanvin boutique at the Hyatt Regency Hotel
- 20 Cartier at Lucky Plaza
- 21 Singapore Tourist Promotion Board at the Internationale Tourismus-Börse (ITB) in Berlin, showcasing Singapore's tourism and design excellence on the international stage.
- 22 The 1998 MacWorld exhibition in Singapore, where Apple launched the iMac.
- 23, 24 In the mid 90s, Kingsmen realised Singapore's first-ever Discovery Centre, combining innovation and interactivity to engage visitors.
- 25 From lighting up Orchard Road since 1984 to delivering flagship experiences across Asia, Kingsmen has built a legacy of creativity and award-winning design at scale.



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INNOVATION AS A CONSTANT

The 2000s ushered in a new era of mega projects and complex events. With offices opening in Shanghai and Dubai, Kingsmen began shaping theme parks, corporate suites for international sporting events like Formula 1, and large-scale experiential environments. This decade also marked the expansion into integrated global projects and multidisciplinary collaborations.

It was during this decade that KR+D, Kingsmen's creative arm, was established. With dedicated teams focused on innovation, prototyping, and immersive design, the company expanded its capabilities, exploring cutting-edge technologies and new approaches to experiential storytelling.

Innovation became a hallmark not just in design, but in operational excellence, integrated solutions, and the delivery of globally consistent, locally relevant experiences. Kingsmen's ability to fuse craft, technology, and narrative would become a defining differentiator in the company's portfolio.

● Tiffany & Co. in Shanghai



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KR+D enables our teams to push boundaries in immersive design, storytelling, and experiential innovation.

Simon Ong
Co-Founder and Deputy Chairman

- 26 Future Ark Visitor Centre in Guangyang, China
- 27 Since the early 2000s, Kingsmen has partnered with DBS and POSB across Singapore and Indonesia, delivering fit-outs for DBS Treasures and branches, combining high-quality finishes and comfortable furniture to create a distinctive, luxury banking experience.
- 28 Kingsmen created a pan-Asian ambience for United Overseas Bank branches across Singapore.



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29 This design won several awards including 'Design of the Year (Retail Category)' at the inaugural President's Design Awards, and set the benchmark for MINI showrooms around the globe.

30 Kingsmen's design for Robinsons at The Gardens in Kuala Lumpur earned five international awards, including the top prize for 'New or Completely Renovated Specialty Department Store' at the 2007 ISP/VM-SD International Store Design Awards in New York.



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A DECADE OF DRIVING BRAND DREAMS

For over a decade, Kingsmen has shaped the brand presence of BMW Group across Asia and the Middle East, managing both the performance-driven BMW and the playful, iconoclastic MINI identities. From showrooms to immersive activations, each space reflects the brand's identity while maintaining a consistent standard of creativity and excellence. This long-term partnership demonstrates how Kingsmen transforms ideas into experiences, connecting audiences with the heart of each brand.

"Every showroom we design and build is an opportunity to bring a brand's story to life. Our teams ensure that each space reflects the brand's personality while offering a seamless, engaging experience for visitors," said Christina Teo, Executive Director of Kingsmen Projects.

BMW Mobility of the Future, Japan, 2010, won Bronze in Best B2B Meeting and Event Environment at the Event Design Awards, USA, recognised for its innovative approach to showcasing automotive experiences.



MINI HABITAT, SINGAPORE

Kingsmen's creative vision brought the MINI Habitat to life as an experiential hub for sales, servicing, and customer engagement. The space combined interactive displays, immersive storytelling, and dynamic design to reflect MINI's playful and bold brand identity.



BMW SHOWROOM, SINGAPORE

Building on our experience with MINI Habitat, Kingsmen extended its expertise to the adjacent BMW showroom in 2024. The project translated BMW's brand values into a sophisticated, immersive retail environment, demonstrating how our approach adapts across brands while maintaining a consistent standard of creativity and innovation.

“Kingsmen turns creativity into precision, delivering immersive BMW and MINI Retail. Next showrooms across the region while staying true to our brand and evolving customer needs.”

Lar Nielsen
Managing Director of BMW Group Asia



A UNIQUE GLOBAL POSITIONING

Today, Kingsmen is uniquely positioned as one of the companies in the world that can provide end-to-end creative solutions at scale. From concept and design to build, operations, marketing, and activations, the company delivers integrated experiences that resonate globally. Offices across Asia, Europe, and North America provide the flexibility to adapt and deliver locally nuanced experiences, while maintaining international quality standards.

From past milestones to today's successes, Kingsmen continues to set the standard in design excellence. Here are some of Kingsmen's most recent and celebrated projects.



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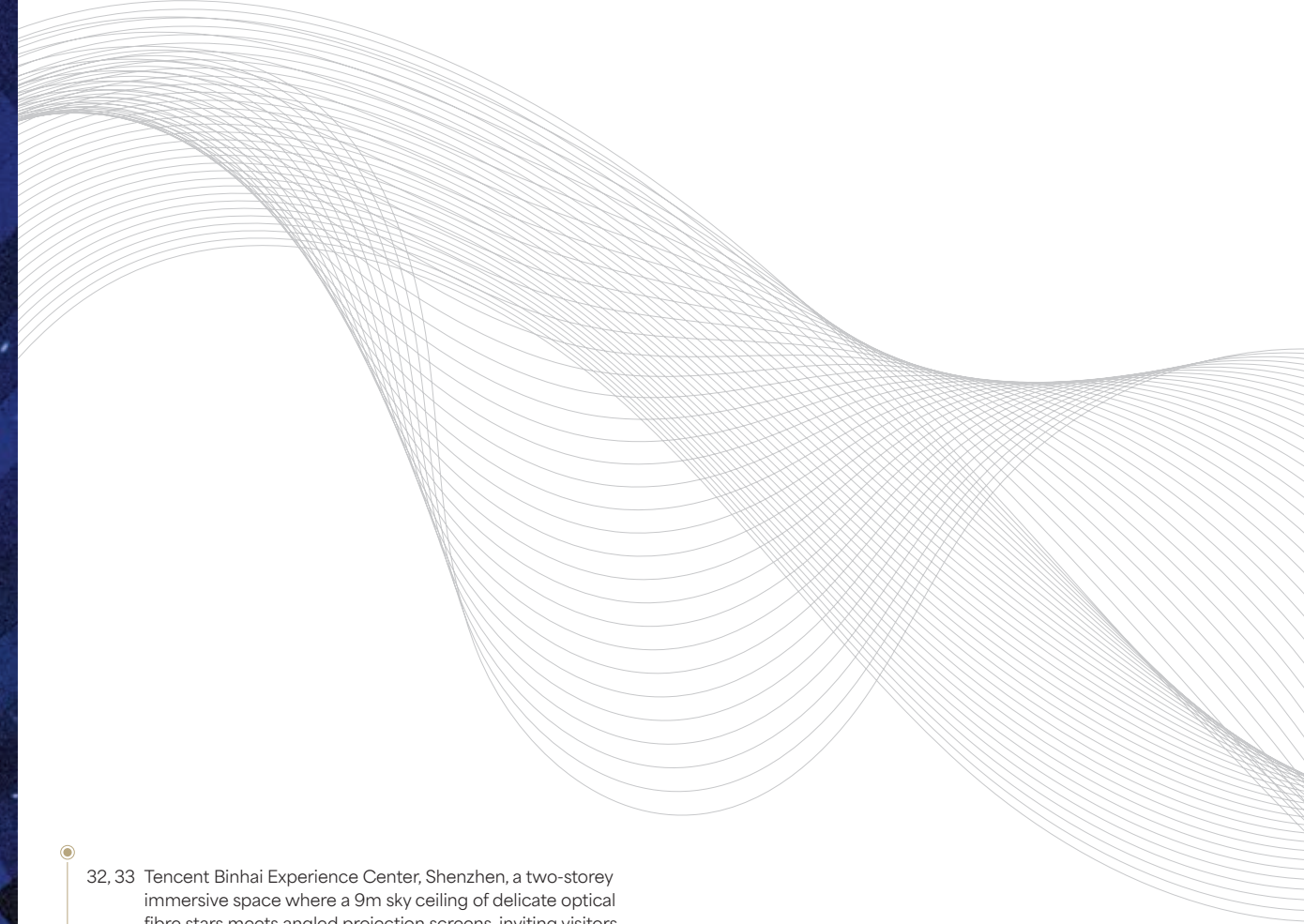
31 Changi Experience Studio tells the stories of Changi Airport and gives a glimpse into what lies behind the success of Singapore's air hub. As visitors pedal custom-built stationary bicycles, they team up to accelerate their vehicles down an immersive digital runway towards the finish line.



“
Our integrated approach
allows us to translate
brand identities into
experiences that connect
with audiences worldwide.”
Anthony Chong
Group Chief Executive, Kingsmen Creatives

Image credit: ©SAKA Museum

Bali Featured on National Geographic's list of "7 of the best new museums to visit in 2025".
Subak: The Ancient Order of Bali immerses visitors in Bali's 11th-century UNESCO-recognised water management system, celebrating the island's spiritual and artistic heritage.



32, 33 Tencent Binhai Experience Center, Shenzhen, a two-storey immersive space where a 9m sky ceiling of delicate optical fibre stars meets angled projection screens, inviting visitors into a fully enveloping audio-visual journey.



TRANSFORMING RETAIL INTO A DREAMSCAPE

In collaboration with Superunion and artists from Hong Kong, Singapore, Bangkok, Italy, London, and Peru, China Duty Free International transformed its flagship store at Grand Lisboa Palace in Macau into Surreal Island—an immersive art-driven retail experience brought to life through nine expansive LED screens, including a 20-metre ceiling display and towering wall panels. Featuring whimsical creations by Peru-based surrealist illustrator Paolo Torres—a tote made of tigers, a Venus statue sculpted from lipstick, a serpent watch, and a swan-shaped perfume bottle—the space reimagines luxury shopping as a vivid, multi-sensory journey where art, technology, and retail converge.





Image credit ©Richard Mille

The first of its kind and largest in the world, Richard Mille Singapore flagship at St Martin Drive in Singapore



Image credit ©Richard Mille



The Philips CTainer, winner of the Singapore Good Design and President Design Award, combines modular, plug-and-play CT and critical care technology with award-winning design to deliver high-quality, patient-centered imaging even in the most remote locations.