

Experiencing Kingsmen

kingsmen

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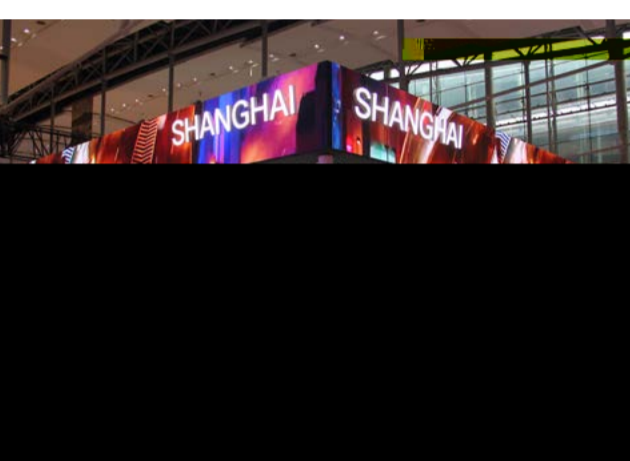
Offering holistic end to end services in retail interiors, exhibitions, themed environments and events, Experiencing Kingsmen is all about a company that understands the client's desire for quality design, products and excellent service.

Here's a peek at the group's projects for the third quarter of 2018 as we look forward to more exciting projects ahead...



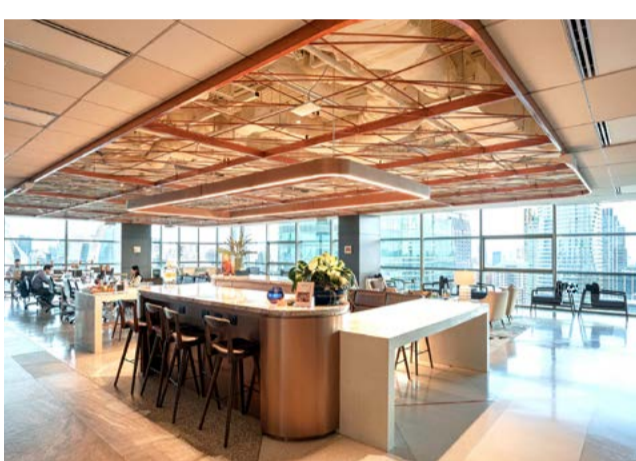
Pulsating beats under emerald sky

The party that never ends for Chang Beer's Urban Pulse 2.0 landed in Vietnam in its tour of urban cities around the globe. The event showcased the dedication that Asian craftsmen have contributed to the urban arts scene. Kicking off the event with hiphop artiste VietMax and other collaborative artists, each venue brought different line-ups and dynamic one-of-a-kind experiences with interactive acts. Chang's thematic merchandise display showcase was conceptualised using neon wavy lines to create depth and movement in an 'infnity' effect. In the upbeat rhythms and fow of the hip-hop movement, Chang Beer brought to life its philosophy of passion for excellence in the pursuit of perfection.



World class experience for a 'smart airport'

Shanghai Airport is recognised as one of the busiest airports worldwide and is poised to build a world-class aviation hub with the use of intelligent smart solutions that feature cutting-edge technology. The brand showcased its progress at Guangzhou's World Routes 2018 with an impressive wall of vivid moving images. Fully covered with led screens, the walls of the stand showcased the stunning sights of Shanghai's urban landscape in panoramic shots as it extends seamlessly across the stand. Its interior was designed with interactive experience devices to enhance its engagement with visitors.



Expanding greatness of modern life

After The Great Room's successful debut as one of the up and trending co-working spaces in Singapore, the space expands its presence to Bangkok's Gaysorn Tower. Designed to accommodate entrepreneurs and creative minds, the swanky space offers panoramic views of the city's skyline. The space features an impressive selection of private meeting rooms inspired by luxurious hotel and business clubs. The Great Room offers a spacious open are with full height windows that food the area with natural light. It is a space that redefines the work and play experience.



M.A.C's new concept store is not your regular lip service...

The new store at Central Park Mall introduced MAC's frst concept store to the city of Jakarta with an 'Art of the Lip' statement. The store invites customers in with a showcase of its latest products mounted on three illusory cylindrical chambers that resemble the brand's iconic lipstick products. Positive Design and Kingsmen created an elaborate gradient display of colours to highlight M.A.C's wide range of its lipsticks. Using three main colour groups of peach, red and pink in different tones, the store embodies a distinctive pop of colour. The additional installation of in-store makeup booths with adjustable lighting catered to the 'self'e'-ready customers, heightening the experience for shoppers.



BMW presents a world "Of Passion and Joy"

The motoring event of the year, BMW World - Of Passion and Joy brought over 18,000 visitors on a specially curated journey as they experienced BMW and MINI like never before. Spanning 4,200 sqm, BMW World was created for visitors to experience the latest innovations, check out newest models and concept vehicle. For the frst time, visitors also get to discover the visionary world of BMW with its Virtual Reality technology. The automotive showcase offered an exciting line-up of entertaining for all ages which included mini baby races, children's activities, dance numbers, and thrilling bike performances.

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A communication design and production group

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