

Entering another dimension beyond the conventional...

The past years have seen us venturing into new markets and offering new services to add value to our clients. Our journey continues...

We are pleased to present some of our achievements for the year:

- **World Expo Shanghai 2010, China** – We completed seven pavilions at the World Expo Shanghai including the award-winning Information and Communications Pavilion and Guangdong Pavilion. (pgs 2-3)
- **XIX Commonwealth Games, India** – We received commendations for our efficiency and excellent service from BECIL, turnkey partner for Main Press Centre, at the 2010 Commonwealth Games in New Delhi. (pg 4)
- **Audi A8 Launch, Singapore** – Our expertise in both temporary and permanent installations was demonstrated with the completion of the Audi Pavilion for the A8 launch. (pg 5)
- **Nissan at Auto China 2010** – We are elated to work with our long-term client, Nissan, during one of China's major automotive shows. (pg 11)
- **ArtScience: A Journey Through Creativity at The ArtScience Museum, Singapore** – We to played a part in Singapore's Museological history by fabricating the permanent exhibition at the world's first ArtScience Museum. (back page)

Our sincere appreciation goes to our suppliers, business partners and dedicated staff who never ceased to give their best every step of the way, and clients who continuously trust and support us. We invite all of you to continue the journey with us; together, we can make it truly rewarding and fun.

- Corporate Communications



ICP at World Expo Shanghai 2010^



XIX Commonwealth Games, India^



Audi A8 Launch, Singapore^



Nissan at Auto China 2010^



ArtScience Museum, Singapore^



World Expo Shanghai 2010, China

Touted to be the largest ever, World Expo 2010 in Shanghai saw a participation of 190 countries and 50 international organizations. With the theme "Better City – Better Life", the event marked Shanghai's emergence as the "next great world city" of the 21st century.

Information and Communications Pavilion



We partnered with award-winning designer and producer, BRC Imagination Arts to fit-out the USA and Information and Communications pavilions in line with BRC's design directions. The latter received multiple international awards including two Gold awards from the 2010 Event Design Awards and Honorable Mention for Best Presentation, Best Technology and People's Choice categories at the Exhibitor Magazine's Expo 2010 Awards.



Guangdong Pavilion



The Guangdong pavilion, housed within China's Joint Pavilion, is a product of our design and build capabilities. Inspired by Qilou architecture, the pavilion is sheathed with paper cut-outs backlit by eco-friendly LEDs. The glow of warm golden hues evoked a once candle-lit world. An old-style Guangdong marketplace was created with a herbal tea shop constructed next to 3D pictures depicting 400 years of simple life. The pavilion received Honourable Mention for the Best Exhibit category at the Exhibitor Magazine's Expo 2010 Awards in USA.



XIX Commonwealth Games, India



Backed by over a decade of experience in supporting international sporting events, we were appointed as one of the main contractors for the 2010 Commonwealth Games in New Delhi, India. Our team constructed the 72,100-square-foot Media Press Centre (MPC) at Pragati Maidan and broadcasting compounds in 18 stadiums. The MPC was one of the largest media centres for an international event; furnished with 400 computer terminals, state-of-the-art AV equipment and high definition TVs.

Singapore 2010 Youth Olympic Games



Kingsmen was the Official Events Management Services Sponsor for the inaugural Youth Olympic Games (YOG). We provided consultancy services for venue planning, drawings, plans and detailed specifications for the sports competition venues as well as Culture and Education Programme sites. Additionally, we were also awarded the contract to design and construct the overlays for YOG's 16 competition venues and training venues across the island.

Audi Fashion Festival, Singapore



Once again, all eyes were on Orchard Road for the Audi Fashion Festival Singapore 2010. The Festival, which ran from April 28 to May 2, showcased collections from international and homegrown designers, including DSquared2, Roberto Cavalli and Raoul. Also on display were the Audi TT RS Roadster, R8 Spyder and A8L. Performing on the runway were world-renowned violinist Min Lee and German pop rock sensation Tokio Hotel who appeared in Asia for the first time.

Audi A8 Launch, Singapore



Set in the middle of the new Marina Bay Financial Centre, Audi's spectacular 27,000-square-foot pavilion presented the perfect stage for the unveiling of the new Audi A8. Florian Schaez's design was brought to life through a tunnel-like entrance, to an impressive light room and state-of-the-art sound room. The experience culminated at the 'TV talk show' which featured famous personalities like Kevin Spacey, Jim Rogers and Dick Lee.

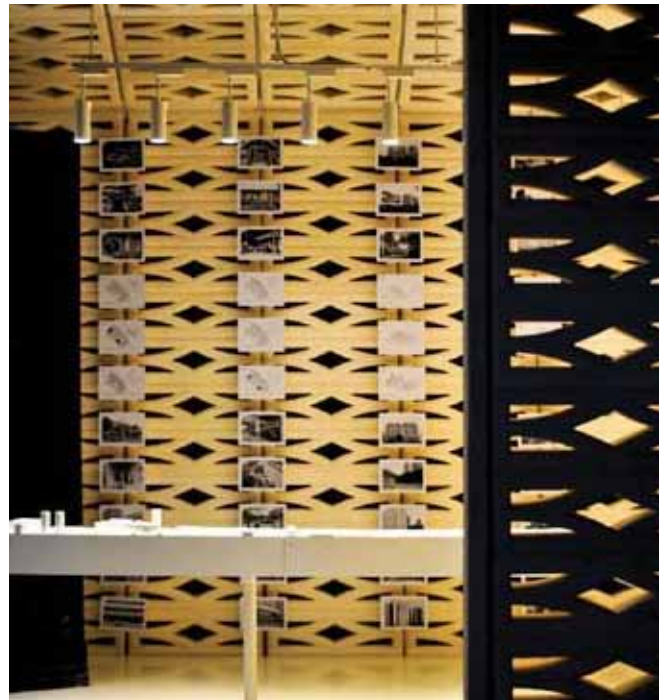
1000 Singapores-A Model of the Compact City, Italy



Photos by Jing Quek

Singapore's over 320-foot national pavilion at the 12th Architecture Biennale in Venice was a showcase of the country's sustainability efforts through strategic urban planning. The exhibition featured architectural tubes made from Exterior Installation Furnishing System (EIFS) for energy efficiency and design flexibility; and its walls, made from customized ventilation blocks adorned with 1,000 panoramic postcards depicting images of Singapore's landscape, architecture, culture and people. Our team worked closely with DesignSingapore Council to translate the design into a truly artistic presentation.

Jointly commissioned by DesignSingapore Council / SIA; Design and Curatorial Team: Khoo Beng Peng, Belinda Huang, Erik L'Heureux, Florian Schaetz



BMW-Mobility of the Future, Japan



In 2010, we designed the environment for “BMW-Mobility of the Future” in Tokyo, collaborating with Hakuhodo Inc. for the implementation. This dynamic transformation of an exhibition venue into an experiential event space merited Bronze (Best B-to-B Marketing/Event Environment category) at the 2010 Event Design Awards in the US. A central island was constructed in the hall to seat guests. This was surrounded by white flooring and 112-foot, 360-degree screens, hanging 2.5 metres from the ground, to serve as projection screens. The perfectly-coordinated synthesis of lights, graphics and video created a captivating ambience as the cars were unveiled.

BMW World, Singapore



In celebration of its 25th anniversary, BMW Group Asia presented BMW World at Sands Expo and Convention Centre, Marina Bay Sands. Taking inspiration from the iconic BMW Welt in Munich, the event tells the history of BMW as a German engineering icon by showcasing BMW cars and motorcycles from the past, present and a glimpse of the future with the BMW concept cars. Covering nearly 50,000-square-feet, the event is, without doubt, Asia’s largest showcase of BMW innovation, design and rich heritage.

Food & Hotel Asia 2010, Singapore



Touted as Asia's largest food and hospitality event, Food & Hotel Asia (FHA) held another record-breaking show with the event occupying eight halls of Singapore Expo showcasing over 2,500 exhibitors and attended by some 52,000 visitors. As one of the main contractors for this biennial event, we supported 35 leading industry brands including the Singapore and Taiwan country pavilions.

Spikes Asia 2010, Singapore



Held at Suntec Singapore, Spikes Asia is the region's premier advertising festival and awards show. The Festival provided the region's growing creative and advertising industry a platform to network and exchange ideas. The Festival offered a challenging programme of seminars, workshops focusing on creativity and learning, exhibitions of Asia Pacific's best creative work, networking events in the evening and the Spikes Asia Awards Ceremony and After Party. We provided design and fabrication for the Festival.

Art Stage Singapore 2011, Marina Bay Sands



Making its debut at Marina Bay Sands in January 2011, Art Stage Singapore is Asia's premier international art fair. Brought together by the man behind the prestigious Art Basel, Lorenzo Rudolf, the four-day fair and VIP preview featured 121 galleries from 26 countries and Project Stage, a platform where emerging artists showcase their works to an international audience of curators and collectors. We designed and fabricated the entire 50,000-square-foot exhibition showcasing contemporary art and designs by the best and most sought-after artists across Asia Pacific.



Lounge of Veuve Clicquot, the fair's Official Champagne



MAM Mario Mauroner, CONTEMPORARY ART VIENNA



Singapore Airshow 2010, Singapore



Touted as one of the world's top three aviation events, the Singapore Airshow is the largest aerospace and defence event in Asia. The event featured flying and static displays, and a series of high-level conferences for the leading players in the global aviation industry. We collaborated with international design houses and brand owners to design and/or build more than 40 exhibition stands and chalets.

Meydan at Cityscape Dubai 2010, UAE



Meydan, Dubai's new business, sporting and lifestyle destination, showcased its four luxury property developments, Meydan Metropolis, Meydan Horizons, Meydan Godolphin Parks and the Meydan Racecourse, at Cityscape Dubai. Our team translated the design by M-is.com to fully reflect Meydan's vision of a city poised to become one of the world's architectural wonders. The annual event occupied the entire Dubai International Exhibition Centre (DIEC).

AGMC at 2010 Sharjah Motor Show, UAE



AGMC, the sole dealer of BMW, MINI and Rolls-Royce in Dubai, Sharjah and the Northern Emirates, brought its full range of latest vehicles to the Sharjah Motor Show 2010. Visitors enjoyed the premium line-up of 13 BMWs, three MINIs and two Rolls-Royces, including the all-new BMW 316i.

Nissan at Auto China 2010, China



Designed by Katayama Design Studio, the new concept was used for the first time outside Japan. Adopting a clean and spacious layout, the "brand walls", which highlighted the car models and their taglines, were the eye-catching feature of the pavilion.



Armed Forces Development Command Museum, Thailand



To present the image of the Armed Forces' role and duty as a 'Blue Warrior' and protector of the people, the museum showcased a historical recollection of past campaigns, weapons and the latest accessories. Presented through the use of traditional and new media, visitors are better able to appreciate the role of the Armed forces in Thailand.

Wuxi Tai Lake Tech Park Visitor Center, China



Built in Wuxi's international innovation park, the over 3,700-square-foot visitor centre highlights the advantages of the city's natural environment and showcases the park's future development. Clever space design, natural lighting and interactive exhibits captured the imagination of its visitors, highlighting the park's capabilities and heritage.

SuZhou Science Park Information Center Gallery, China



Through the use of advanced technology and interactive display panels, visitors are able to see and experience the development of the Suzhou Science Park and have a better understanding of its branding. Our earlier collaboration with Suzhou Industrial Science Park gave us a better understanding of the company, leading to a more practical design and cost-effective production process.

Khalifa Observatory Gallery, UAE



The observation deck on the world's tallest building featured fittings and furnishing that complemented the awe-inspiring view from atop 124 floors. In partnership with gsmprjct^o, our project teams fabricated and installed laminated, annealed glass wall murals with large digital prints of Burj Khalifa, and high-quality, aluminium-cladded perimeter walls.



Samsung 3D Experience Zone, Singapore Changi Airport



Flight delays would never be the same with the Samsung 3D Experience Zone at the Singapore Changi Airport Terminal Two. We fabricated the unique and eye-catching structure, showing off Samsung's expertise in visual display, digital imaging and mobile communication technologies. The five different experiential zones: Video Wall, Interactive PhotoMe!, 3D TV Experience, Internet Surfing and 3D Gaming, proved an attraction to travellers.

Bridgestone, Singapore



Held during the F1 Season, the roadshow included a press conference with F1 drivers, Jenson Button and Felipe Massa, gracing the event. Focusing on the concepts of empowerment, engagement, simplistic and modern, the roadshow was held at the central atrium of Marina Square, capturing the attention of shoppers and passersby. Through the use of white with dashes of black and red, Bridgestone's brand identity and image were highlighted.

Mitsubishi ASX Launch, Singapore



Working with Cycle & Carriage Automotive for the second time, we extended design consultancy and event management services for the launch of the new Mitsubishi ASX at the Suntec City Entertainment Atrium. The bold event environment highlighted the features of the new Mitsubishi ASX with informative panels highlighting the characteristics of the car.

35 Years... Towards New Dimensions

2011 marks Kingsmen's 35th year! The celebration kicked-off with a logo design competition open to all 1,100+ employees. Inspired by the theme "35 years... Towards New Dimensions", the logo, designed by Gihen Lim from Kingsmen's Malaysia office, was selected among more than 70 entries. It is a freehand writing of "35" which represents "sketching", one of the key fundamentals in design. The numbers '3' and '5' form a star, a symbol of Kingsmen Ambassadors since the early millennium. In the logo, the star represents Kingsmen's journey towards new frontiers guided by leaders, carried by staff and supported by clients.



Kingsmen wins 3rd consecutive Interior Builders Gold Award

The Interior Builders Award, one of the Singapore Furniture Industry Awards' most-coveted categories, pays tribute to the "specialists" in customized furniture and interior fit-out. It highlights companies who have promoted innovation, creativity and excellence by translating interior designs into practical, effective and quality solutions thereby raising the standards, profile and image of Singapore's furniture industry.



Kingsmen Ambassador Awards 2010

Congratulations to the recipients of our 2010 Ambassador Awards! It is through your exceptional service, hard work and continued commitment to quality that Kingsmen has come this far. Keep the fire burning and continue to inspire others to exceed expectations



Jerry Toh
Kingsmen
Projects Pte Ltd
Singapore



Nani Suryani
PT Kingsmen
Indonesia



Pairot Ritkamrop
Kingsmen
C.M.T.I. Co, Ltd
Thailand



Sarayut Srichote
Kingsmen
C.M.T.I. Co, Ltd
Thailand



Team Award
Research & Design

ArtScience: A Journey Through Creativity at The ArtScience Museum, Singapore



Designed by internationally-renowned architect, Moshe Safdie, the ArtScience Museum is the world's first museum dedicated to the interplay between art and science. The building, including its ten finger-like structures, is divided into several levels housing 21 naturally-lit galleries spanning 50,000-square-feet.

We fabricated the museum's permanent exhibition: the ArtScience Gallery, which consists of three galleries – Curiosity, Inspiration, Expression. Through these galleries, visitors take their own journey of creativity, exploring the connections between the arts and sciences.



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