



Scoot's sunny yellow converter campaign draws crowd to be creative

Singapore's shopping belt was painted yellow from Oct 18 to 20, 2019 when airline carrier scoot launched "The Yellow Converter" event at Wisma Atria's outdoor atrium. Turning the brand's iconic yellow into a currency, customers were invited to bring as many yellow items and trade them at the belt converter for attractive flight discounts. For the uninspired, activities such as the Yellow Tattoo Parlour and a Yellow Velcro Challenge ensured that curious participants walked away decked in yellow. Ready or not, the brand encouraged everyone to escape the ordinary with the boldness of its bright yellow!



SNCF Pop-Art Event "Coming Together As One Through Art" gathers history and innovative experience

Part of a year-long series of art programmes organised in conjunction with Singapore's Bicentennial Singapore National Co-operative Federations (SNCF)'s Pop-Art Event "Coming Together As One Through Art" showcases the impact people create when they brand together towards a common goal. Taking visitors on a journey of the Singapore Co-operative Movement from the 1900s to the present, the exhibition, conceptualized and designed by Kingsmen, showcases Singapore's progress through the portrayal of an individual's journey. Putting history under new lens, a double exposure zone with red and blue glasses was created to distinguish past and present. As the duo-tone visuals flashed, visitors can experience the flow of time. As the duo-tone visuals flashed, visitors can experience the flow of time. Visitors transcended gravity in the stability rotating room as they moved on a treadmill alongside revolving landscapes, pondering about the endless possibilities of Singapore.

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