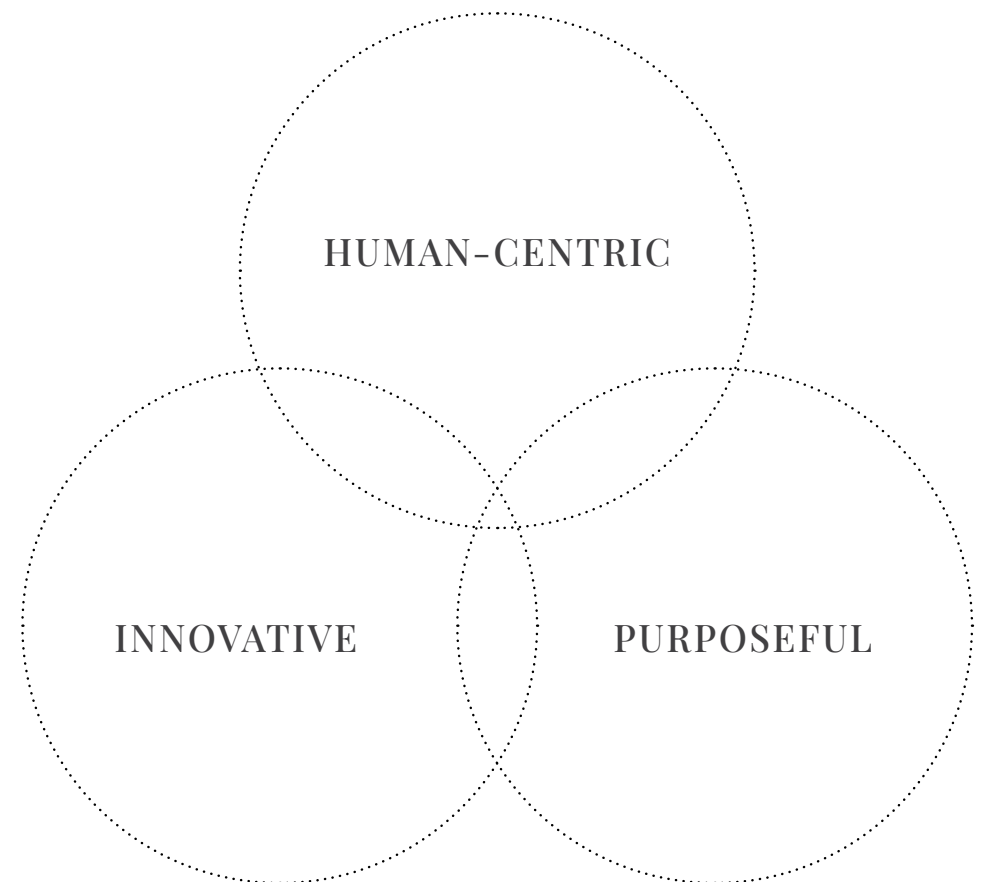
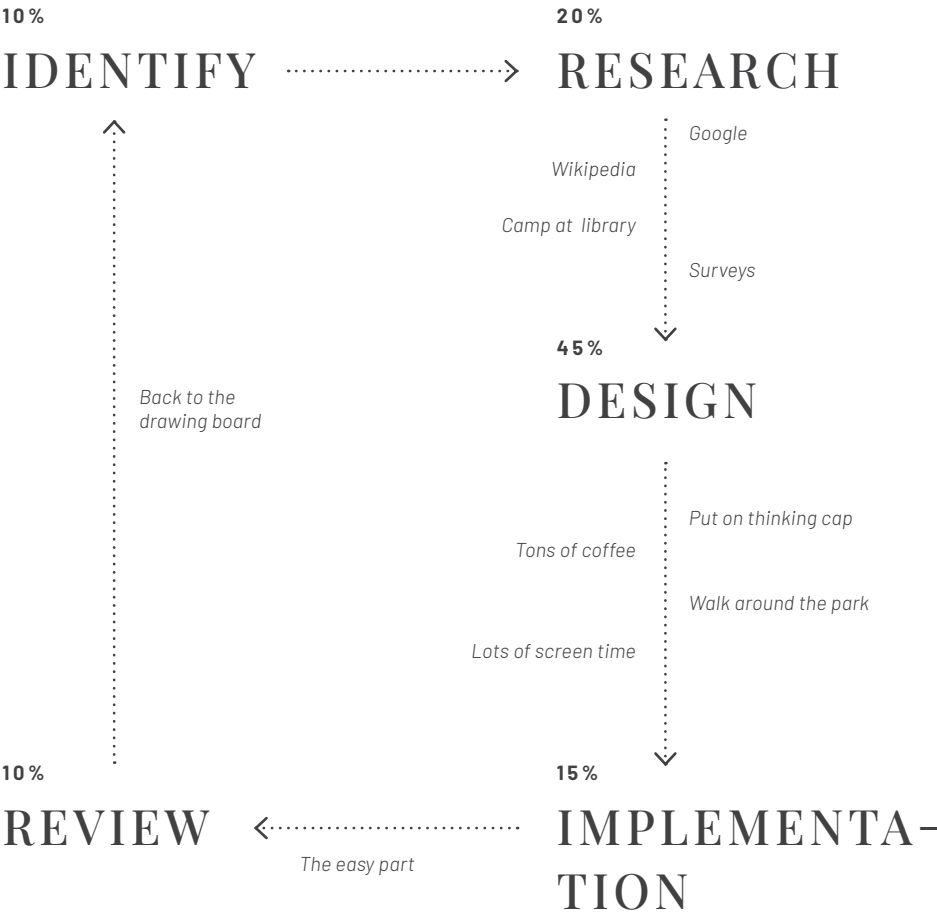

WE BELIEVE IN
CREATING WORKS
WITH VALUES
THAT SHAPE
CULTURES AND
IMPROVE LIVES.



KONG IS A
MULTI-DISCIPLINARY
DESIGN STUDIO
THAT CONTINUALLY
REFINES GREAT IDEAS
THROUGH BRANDING,
SPACE AND DIGITAL
DESIGN.



- BRANDING
- SPATIAL
- DIGITAL DESIGN
- GRAPHIC DESIGN
- PACKAGING
- EXHIBITION
- WAYFINDING
- DATA VISUALIZATION
- ILLUSTRATION
- MOTION GRAPHICS
- ENVIRONMENTAL GRAPHICS
- & OTHERS TO BE EXPLORED



2018

A' DESIGN AWARD & COMPETITION

2019

MUSE DESIGN AWARD

2020

IF DESIGN AWARD

IDEA INTERIOR DESIGN EXCELLENCE AWARDS

2021

SINGAPORE GOOD DESIGN

INTERNATIONAL PROPERTY AWARDS



PROJECTS FEATURED IN

HANZI • KANJI • HANJA - VICKIONARY

GALLERY, VOL 30 - CHOIS PUBLISHING INC

GALLERY, VOL 31 - CHOIS PUBLISHING INC

NICE TO MEET YOU AGAIN - VICKIONARY

IDN V22N4: IDENTITY & PATTERNS - IDN

EXCELLENT BRANDING IDENTITY 2 - HIGHTONE PUBLISHING

THE PICTOGRAMS - THE PICTOGRAPHIC EVOLUTION & GRAPHIC

CREATION OF HANZI - SENDPOINTS

TYPEFACES ENDOWED WITH EXTRAORDINARY FEATURE -

DESIGNERBOOKS

HOW DESIGN MAGAZINE SUMMER

[BRAND] MAGAZINE - SENDPOINTS

REMARKABLE GRAPHIC STYLES - VOID - SENDPOINTS

GOOD DESIGN IS
OBVIOUS,
GREAT DESIGN IS
TRANSPARENT.

Joe Sparano



SPATIAL /

VISA INNOVATION STUDIO BEIJING

CLIENT /

Visa Worldwide

SECTOR /

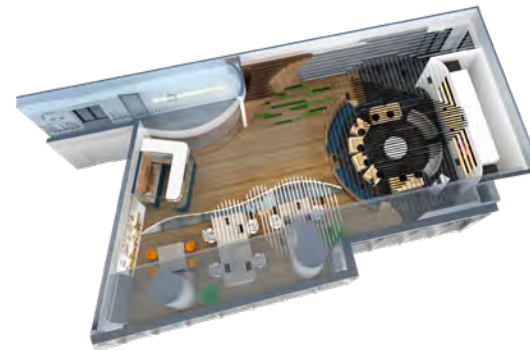
Technology

LOCATION /

Beijing



“Spatial design and digital engagement
for Visa Innovation Studio Beijing.”



5 ELEMENTS OF INNOVATION

Inspired by the Chinese Five Elements philosophy, we designed the studio to demonstrate the relationship between consumers and technology in commerce.

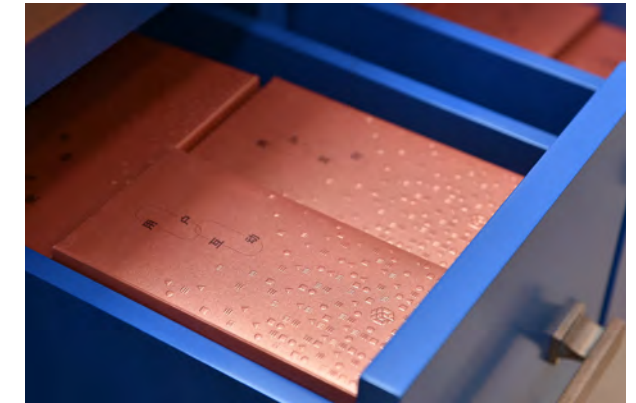
The open-plan concept of the studio creates synergy for the different elements and provides the flexibility for Visa strategic partners to demonstrate payment innovations.

PHILOSOPHY RE-IMAGINED

*"A single tree does not make a forest."
The collaboration between market players is essential build a holistic payment ecosystem. Inspired by a Chinese idiom which is associated with wood, we created a timbered installation that symbolises the forest of Visa's global network and capabilities.*

The installation becomes a metaphor for the holistic payment ecosystem which comprises many trees to form a thriving forest.





“The five elements are incorporated in the space through the choice of colours, materials, and exhibit placements so as to achieve a cohesive and harmonious space that best reflect Visa Beijing’s innovations.”



SCOPE /

Spatial Design, Digital Design,
Motion Graphics, Packaging,
Marketing Collateral

SPATIAL /

VISA INNOVATION CENTRE SINGAPORE

CLIENT /

Visa Worldwide

SECTOR /

Technology

LOCATION /

Singapore



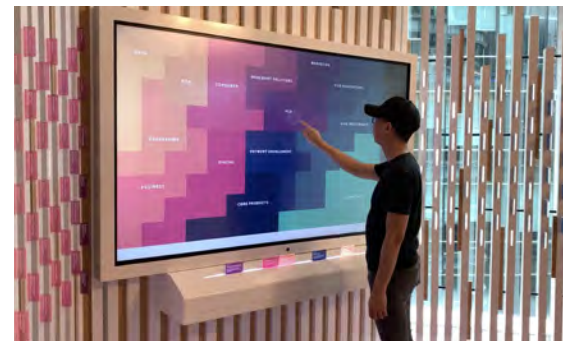
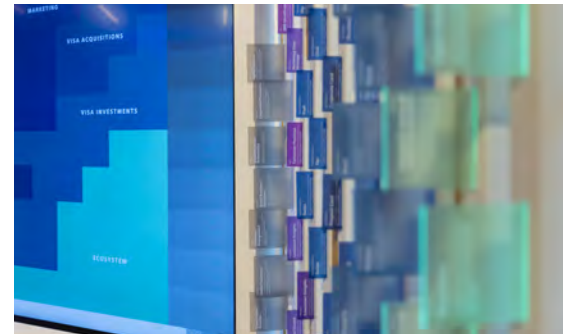
“Spatial design and digital engagement for Visa Innovation Centre Singapore.”

VISA INNOVATION CENTRE SINGAPORE

The Visa Innovation Centre Singapore is an open and collaborative space where Visa and its partners can discover, design, and develop the future of commerce together. We designed and developed the centre using a combination of immersive digital solutions and physical display to reflect Visa holistic payment ecosystem.

INSPIRATION

Through human-centred design, VISA uncovers new collaboration opportunities that enable clients to adapt to an evolving payment ecosystem, by developing and commercialising innovations at scale. With this in mind the revolving 'carousel' became a metaphor for how commerce is experienced today – constantly happening across different form factors, situations and platforms, and yet simple, safe and seamless to enjoy.



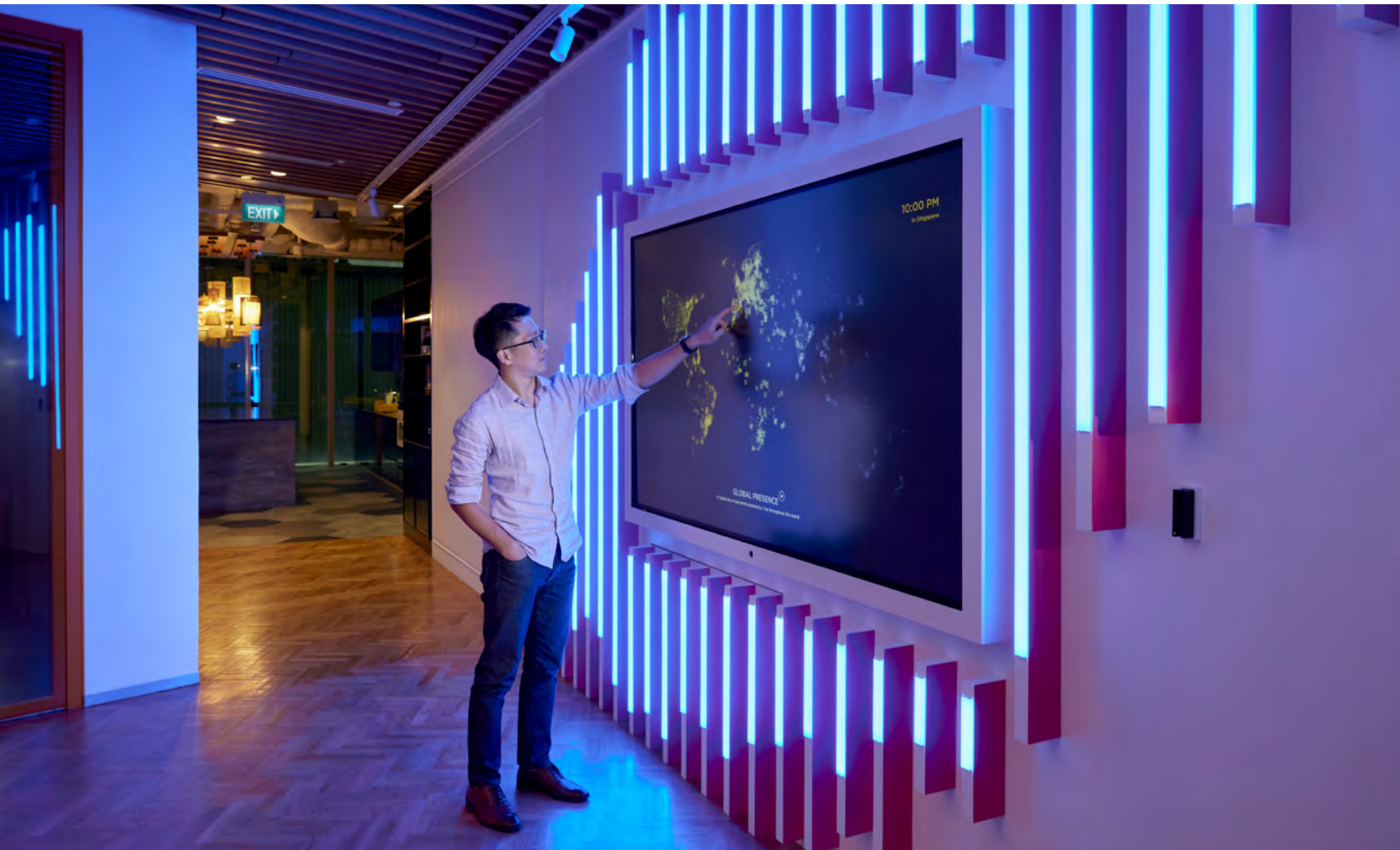


“The VISA ‘Carousel’ is the culmination point at innovation center. It is a remote-controlled 360-degree rotatable showcase that contains 3 distinctive day-to-day scenes to demonstrate how payment transactions might occur in the future.”

EXPERIENTIAL LEARNING

The possibilities and impacts of new digital payment experiences are brought to life through the interactive VISA Carousel. We designed and developed an interactive exhibit which allows visitors to witness the different commerce scenarios such as smart connected home, future retail and mobility transport.





STAYING IN TOUCH WITH VISA

We created a visually-striking installation to showcase Visa Capabilities with each attribute made from backlit LED acrylic letters. The installation is inspired by quantum physics and the invisible technologies in the ecommerce world and is integrated with touch sensors that gives visitors the opportunity to interact and gain insights.



COLLABORATORS /

Kalos, Pico

SCOPE /

Spatial Design, Digital Design,
Motion Graphics, Packaging,
Marketing Collateral

SPATIAL /

ALPHA CENTRE

CLIENT /

CapitaLand

SECTOR /

Technology

LOCATION /

Hangzhou



元创中心
ALPHA CENTRE



“A Creative proposal for Alpha Centre at Singapore-Hangzhou Science Technology Park.”

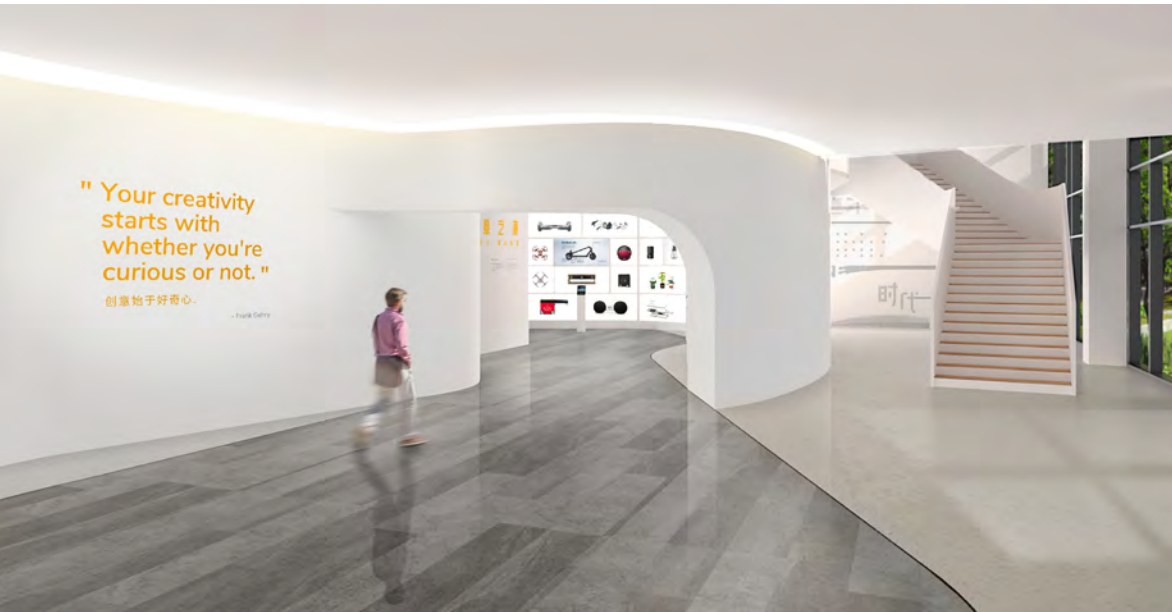


FUTURE STREAM

Merging art, nature and technology, Future Stream showcases how the future will be powered by the passion and innovation of next generation leaders, decision-makers and consumers, inviting them to ideate. innovate. co-Create.

From the architectural landforms of the exterior, we envision Future Stream to highlight the common topographical thread that cuts across these cities — their iconic rivers. Like a river that brings life, water is used as a metaphor to the constant motion at SHSTP — always fluid, dynamic and open to change.





Through technology, interactivity and communal initiatives, Alpha Centre makes the future of exploration, commerce and recreation a reality for business park members, students, residents and visitors to SHSTP.

Unified into an integrated lifestyle experience, the Alpha Centre will excite and energise through interactivity, culture and innovation showcasing the drive, dynamism, artistry and stories from Singapore, China and Japan.



COLLABORATORS /

Twenty Twenty, REVEZ Motion

SCOPE /

Spatial Design, Art Direction

IF I HAD ASKED
PEOPLE WHAT THEY
WANTED, THEY
WOULD HAVE SAID
FASTER HORSES.

Henry Ford



GALLERY /

DSO GALLERY

CLIENT /

DSO

SECTOR /

Defence Technology

LOCATION /

Singapore



“Art direction and exhibition graphics for the gallery at DSO National Laboratories.”

“Our curatorial approach for the gallery space focuses on forward-thinking ideas and tech-driven solutions. The lighting and glass partitions become a visual strategy to evoke a modern and futuristic ambience which is befitting of DSO National Laboratories.”



A GALLERY FOR CUTTING-EDGE INNOVATIONS

This is a gallery designed to showcase DSO National Laboratories' mission in defence research and development (R&D), and to showcase the cutting-edge innovations for Singapore's national security.



COLLABORATORS /

Pico

SCOPE /

Art Direction, Branding, Exhibition Graphics, Digital Design, Motion Graphics

GALLERY /

STATE COURTS HERITAGE GALLERY

CLIENT /

State Courts Singapore

SECTOR /

Government

LOCATION /

Singapore



“Brand identity, exhibition graphics and UI design for State Courts Heritage Gallery where situated on Level 1 of the new State Courts Towers.”



FROM RETROSPECT TO PROSPECT

Heritage Gallery is housed within the new State Courts Towers. Spanning 400sqm, it is envisaged to be a living showcase that allows visitors to discover the works carried out by Singapore's judicial system, including significant cases heard in State Courts, a mock-up courtroom, and innovations to meet the challenges of tomorrow.

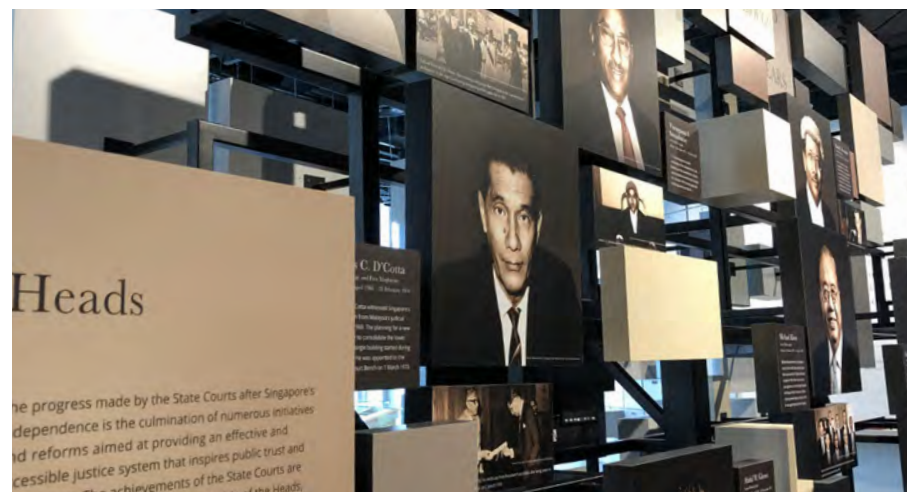
CONCEPT AND APPROACH

Our nation was built upon a legal framework which underpins our survival and success as a nation. With this in mind, we wanted to create a sense of order that permeates the space.





“The narrative from past to the future is depicted through the choice of colours and graphic treatments across the gallery.”



COLLABORATORS /

Pico, Make Studio

SCOPE /

Art Direction, Branding,
Exhibition Graphics,
UI Design

GALLERY /

BCA GALLERY

CLIENT /

BCA

SECTOR /

Government

LOCATION /

Singapore



BCA GALLERY AND SENSORY GARDEN

Located in the BCA Academy are set-up to enable Building and Construction Authority (BCA) to demonstrate the unity, strength and technical advancement of the building industry achieved through the built environment initiative.



“ Brand identity, art direction and exhibition graphics for BCA gallery.”





ASPIRE TO GREATER HEIGHTS

At the BCA Gallery, visitors can look forward to an interactive journey through the various stages of development of Singapore's built environment. From the formative years to the current developments and towards the future vision of the built environment, students will be able to gain useful insight into the past, the present and the future of our built environment.



COLLABORATORS /

Pico, Zarch

SCOPE /

Art Direction, Branding,
Exhibition Graphics,
Motion Graphic, Illustration,
Wayfinding,
Environmental Graphics,
Font Design

GALLERY /

EURASIAN HERITAGE GALLERY

CLIENT /

Eurasian Heritage Association

SECTOR /

Heritage & Culture

LOCATION /

Singapore



“Brand identity, art direction and exhibition graphics that encapsulates the long history of the Eurasian community and their contributions to Singapore.”



THE EURASIAN HERITAGE

For more than two centuries, Eurasians have played an important role in Singapore's history. The gallery is divided into three zones that transport visitors to the eras in which the stories take place. Each zone contextualises the stories, and the exhibit methods include both tactile and digital elements to enhance the visitors' experience.

Kong studio, worked closely with SPM curators and Pico, to develop the theme of the exhibition, branding, art direction, exhibition graphic, motion graphic, and UI/UX for the digital interactive.





COLLABORATORS /

Pico, SPM

SCOPE /

Art Direction, Branding,
Exhibition Graphics, Digital
Design, Motion Graphics

EVERYTHING
SHOULD BE MADE AS
SIMPLE AS POSSIBLE,
BUT NOT SIMPLER.

Albert Einstein



EXHIBITION /

THE FUTURE OF US EXHIBITION

CLIENT /

MND

SECTOR /

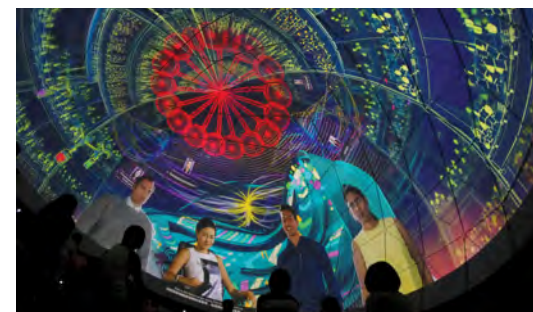
Government

LOCATION /

Singapore



“ Art direction and graphic design for Singapore’s Golden Jubilee (SG50) – “The Future of Us”, which offers a glimpse into the possibilities of how Singaporeans can live, work, play, care and learn in the future.”



THEATRE OF GENERATIONS

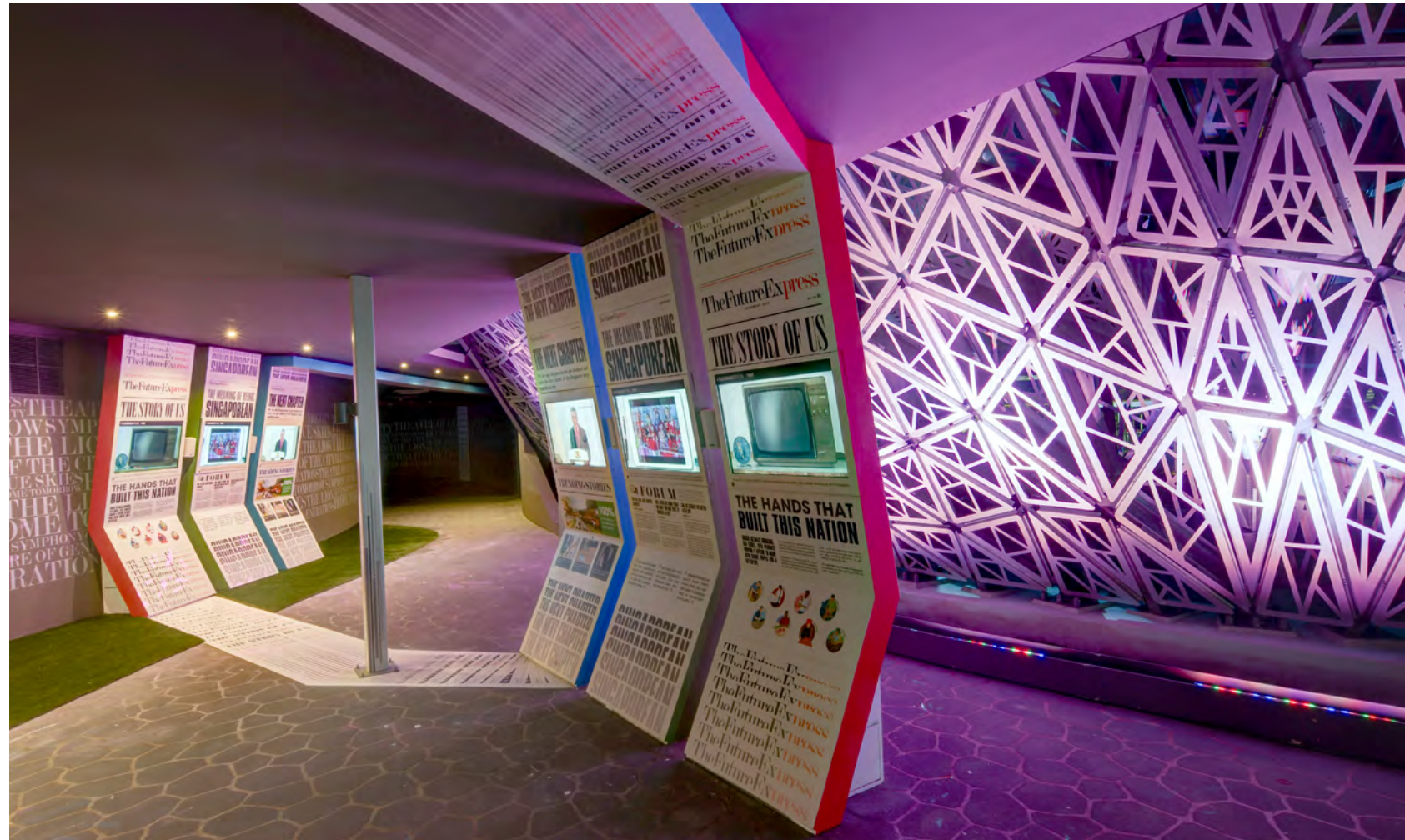
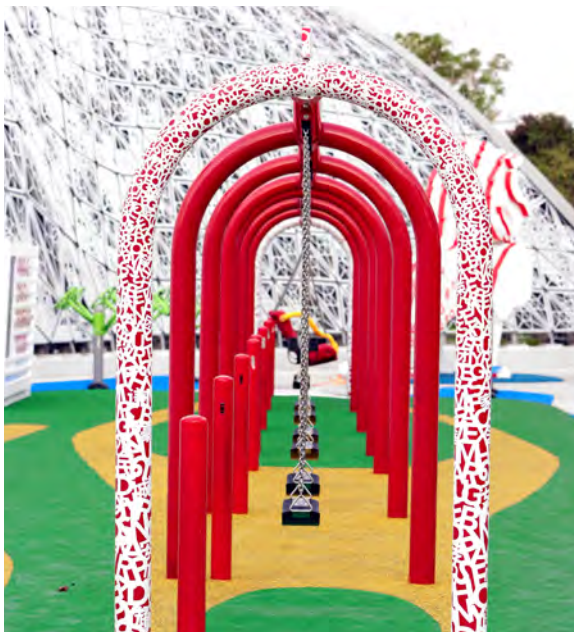
The Theatre Of Generations allows visitors to follow the life journey of ordinary Singaporeans in a 360-degree dome projection.

HOME TOMORROW

The Future of Us exhibition consists of 6 immersive and interactive zones that are accessible to visitors of all age. One of the zones titled "Home Tomorrow" is an experiential space where creative innovations and lifestyle concepts demonstrate the type of community that Singapore could build in the future.



“An immersive and multi-sensory experience.”



SINGAPORE IN 2030

Driverless cars, holographic telecommunications and urban farming designs. These are among ideas showcased at The Future Of Us, a free exhibition envisioning what daily life will be like in 2030.



COLLABORATORS /

Pico

SCOPE /

Art Direction, Exhibition Graphics, Marketing Collateral

EXHIBITION /

NAVY@VIVO

CLIENT /

MINDEF

SECTOR /

National Defence

LOCATION /

Singapore



“An immersive exhibition that showcases how our lives are intertwined with the sea and Republic of Singapore Navy (RSN).”

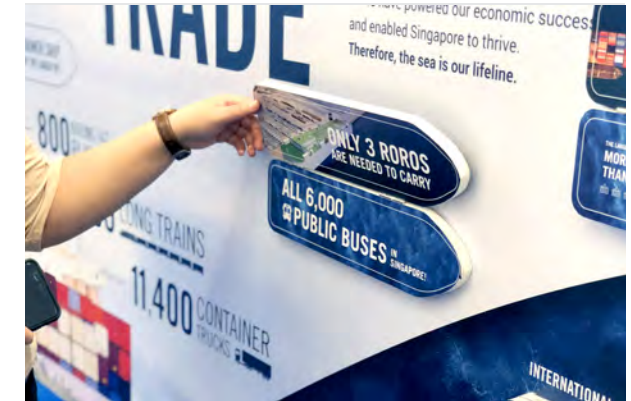


SPATIAL-INTERACTIVITY AND VISUAL IMMERSIVENESS

Working closely with Republic of Singapore Navy (RSN), the Navy@Vivo19 exhibition conveys the significance of Singapore territorial sea and its impact on our everyday life.

Through a combination of interactive design and strategic spatial layout, visitors are fully immersed as soon as they enter the site – discovering the role of RSN in safeguarding our sea.





“Ever wonder where the things you use and enjoy came from?”

VISUAL, AMBIENT & TACTILITY

To evoke a strong visceral connection between the sea and our everyday life, our team curated a thematic showcase featuring a series of visual and tactile exhibits. As visitors move through the area, it is as though they are a part of the Navy's operation and witness first-hand the impact on our everyday life.



COLLABORATORS /

Pico

SCOPE /

Spatial Design, Art Direction, Branding, Exhibition Graphics, Digital Design, Marketing Collateral

IF YOU THINK
GOOD DESIGN IS
EXPENSIVE, YOU
SHOULD LOOK AT
THE COST OF BAD
DESIGN.

Ralf Speth



DIGITAL /

ARMY 55 VIRTUAL EXHIBITION

CLIENT /

MINDEF

SECTOR /

National Defence

LOCATION /

Singapore



“A celebratory, immersive and digital-based virtual experience for 55 years of the Singapore Army.”



AN ISLAND FOR ALL

The virtual exhibition is themed #OurArmyFamily, it represents the strong camaraderie and brotherhood forged amongst soldiers in the Army and underlines Army's appreciation for the support from Singaporeans and families towards soldiers for their contributions on national defence. It features 7 immersive zones for visitors to learn more about the Army's evolution, operational capabilities and platforms, and the professionalism of our soldiers. As part of the theme, the exhibition includes several family-oriented activities, games and programmes for everyone in the family to participate in.

Working closely with Pico, Kong Studio developed digital design, art direction, exhibition graphics and event collaterals for this exciting event.



“Various layouts and designs are implemented for different content for the best experience and display of subject.”

IMMERSIVE VIRTUAL ENVIRONMENT

Working closely with 3D and programming, we build a virtual island signifying a home icon from top view. The island houses different buildings which lead visitors to different experiences in the exhibition.



COLLABORATORS /

Pico, Zodiac

SCOPE /

Creative & Art Direction,
Graphic Design,
UI Design

DIGITAL /

VISA INNOVATION CENTER SINGAPORE VIRTUAL TOUR

CLIENT /

Visa

SECTOR /

Technology

LOCATION /

Singapore

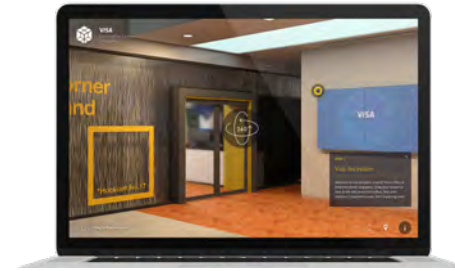


“An immersive 360 virtual tour based on the actual site of the Visa Innovation Center in Singapore.”

ONE SPACE, 2 MODES

Visa Innovation Center Singapore is an open and collaborative space where Visa and their partners discover, design and develop the future of commerce together. We work closely with Visa, bringing this exciting journey online for convenient accessibility. We have recreated the physical space into an immersive virtual journey that replicates all of the center's experiences.

This virtual tour is secured with security access. Visitors will be given options to opt for a guided tour by Visa representative or go with a non-guided tour.



COLLABORATORS /

Webpuppies

SCOPE /

Creative Direction, UI/UX
3D Modeling



DIGITAL /

NISSAN INTERACTIVE PROJECTION WALL

CLIENT /

Nissan

SECTOR /

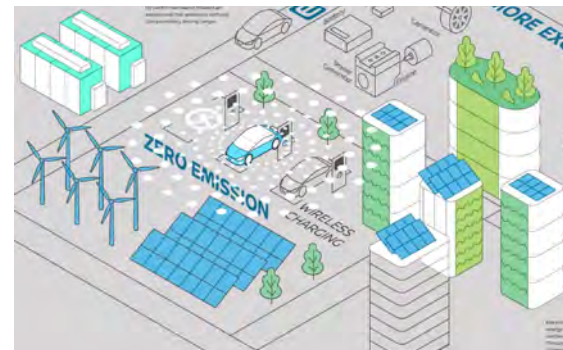
Automotive

LOCATION /

Singapore



“Experience the future of automotive with touch and light.”



A HAPTIC EXPERIENCE

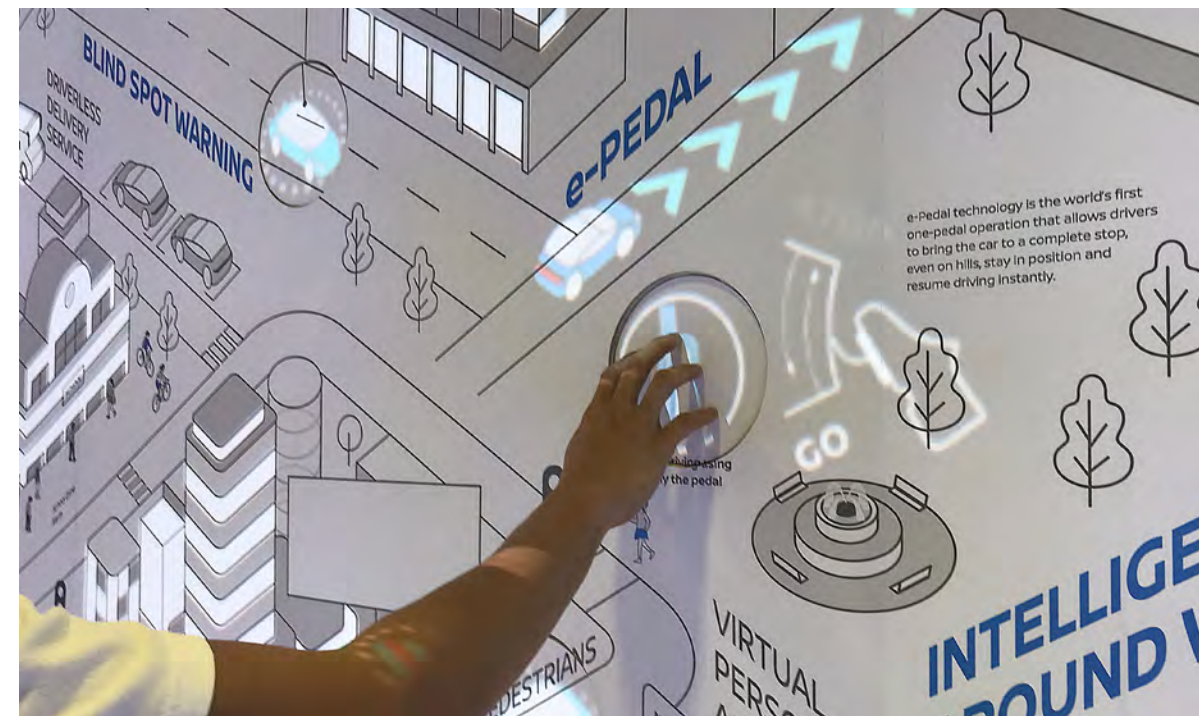
The future of automotive is demonstrated via a haptic projection mapping - where visitors can interact with the content through the sense of touch.

COLLABORATORS /

Pico, Trinax

SCOPE /

Creative Direction,
Storyboarding, Illustration



DESIGN IS THINKING
MADE VISUAL.

Saul Bass



BRANDING /

ANANTA HARSA

CLIENT /

Ananta Harsa Group

SECTOR /

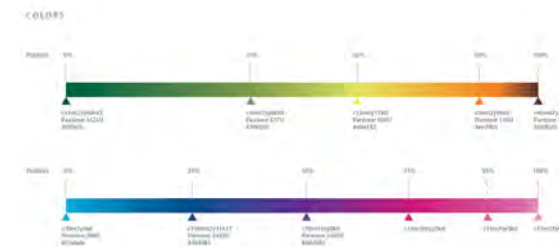
Entertainment

LOCATION /

Jakarta



“ Brand identity for Indonesia’s leading family attractions and leisure management group.”



ENDLESS PLEASURE

Anata Harsa is a Sankrit term which means 'endless pleasure'. The logo design was inspired by the infinity symbol and the outline of a roller coaster which convey its line of business as a family-friendly themed attraction builder and operator.

“ The logo design was inspired by the infinity symbol and the outline of a roller coaster which convey its line of business as a family-friendly themed attraction builder and operator.”



SCOPE /
Branding, Collaterals

BRANDING /

IREN

CLIENT /

Ikeda Group

SECTOR /

Skincare

LOCATION /

Singapore



“Brand identity and packaging design for a skincare brand that believes in a pure, healthy and happy complexion through a simple yet effective routine.”



OUR CONCEPT AND INSPIRATION

It all started with seven super fruits, which are the base formula for the skincare products. For each customer who is struggling with every possible skin issue, the skincare brand wants to create a completely personalized experience. These super fruits become the inspiration for the brand identity. The graphic icons are based on these super fruits which correspond to the common skin problems. We believe that both products and packaging design should be eye-catching and informative yet functional. We designed a distinctive encasing mechanism that embodies the personality of the skincare brand.



BRANDING /

EUNOIA JUNIOR COLLEGE

CLIENT /

Eunoia JC

SECTOR /

Education

LOCATION /

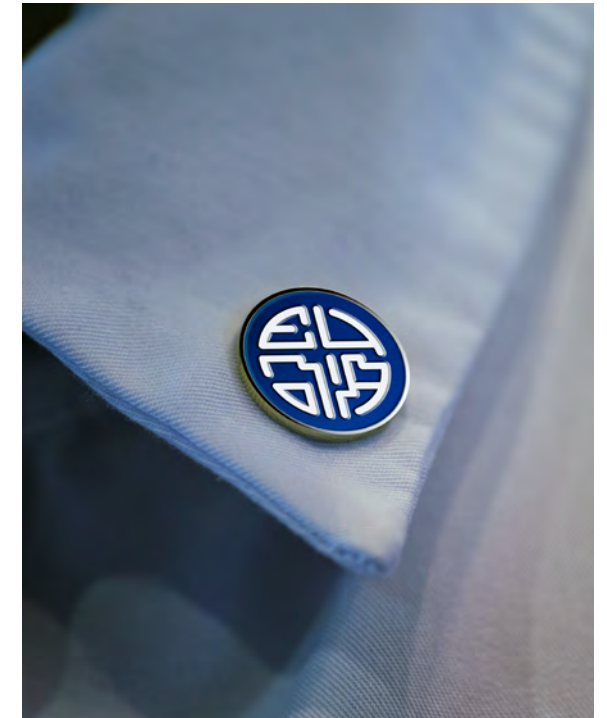
Singapore



“Brand identity for Eunoia Junior College that provides forward-looking education.”

EUNOIA JC CREST

A crest is more than a beautiful symbol. It tells the story of a school, about how it came to be, its distinctive qualities and most importantly, its vision, mission and values. It's been an amazing experience collaborating with such a great college team to bring the college crest alive. The college crest can be understood by three qualities, or simply A-B-C : All-round Development, Beautiful Thinking and Cultural Conversance.



SCOPE /

Branding

BRANDING /

MINIMALIST RED PACKETS

CLIENT /

Self-Initiated

SECTOR /

Culture

LOCATION /

Singapore



“A zodiac-inspired red packet layered with auspicious symbolism to celebrate Chinese New Year.”



NUMBER 8

八 (ba) or the number 8 in Mandarin is believed to be auspicious in Chinese culture. It rhymes with the word 發 (fa) which means to generate wealth. Thus, it is often used in festive greetings during the Lunar New Year. Coincidentally, a horizontal 8 is similar to the infinity symbol. Combined, the concept marries the two meanings to signify a continuous cycle of fortune, unfolding a year of longevity in prosperity.





“An exclusively designed set of red packets. It features four lucky feathers symbolising ‘soaring to new heights.’”

FEATHER

Among the 12 animals in the Chinese Zodiac, the Rooster is the only one that appears with colourful feathers. 羽(yu) is a pictographic character that depicts the shape of bird feathers, with their connection to wings as a metaphor for flight. The feather is also regarded as a symbol of harmony, beauty and fortune.



SCOPE /

Branding, Packaging

BRANDING /

JAKARTA AQUARIUM

CLIENT /

Taman Safari

SECTOR /

Entertainment

LOCATION /

Jakarta

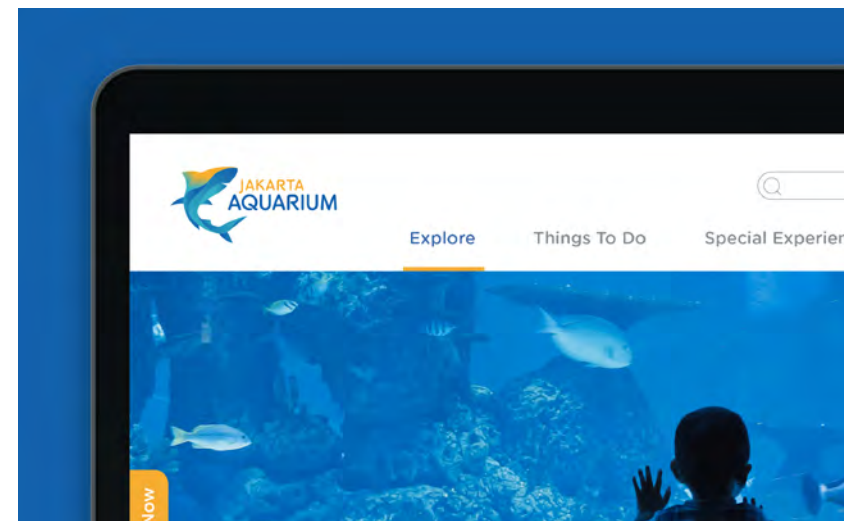


“ Dynamic, positive and energetic branding for an experienced wildlife conservation in Jakarta.”



REVITALISING A UNIQUE BRAND IDENTITY

The new branding of Jakarta Aquarium is a refinement of the shape and form of its iconic shark icon. Clean and timeless are the two main design aspects we focused on when creating the new silhouette. We created an icon that embraces and ties with the aquarium's care and conservatory efforts for marine life.



SCOPE /

Branding, Collaterals

BRANDING /

GENTING SKYWORLDS

CLIENT /

Genting Group

SECTOR /

Entertainment

LOCATION /

Malaysia



“The branding style guide is consistent with the elements in the logo. The shape of a cloud is the primary placeholder to convey messages and exciting offers.



“Brand identity for the international movie-inspired amusement park in Genting Highlands.”



ANOTHER WORLD IN THE SKY

Genting Skyworld, as its name implies, is nestled in the highlands shrouded by mist and clouds.

Drawing inspiration from the venue, colours and façade of the theme park, the logo symbolises a magical world in the sky.

We created a versatile logo that can be easily adapted to 2D and 3D forms.



CHOP WAH ON

CLIENT /

Chop Wah On

SECTOR /

Skincare

LOCATION /

Singapore



“Distinctive packaging design representing the culture and heritage of Singapore’s oldest medicated oil and balm manufacturer.”

FROM ARCHITECTURE TO PACKAGING

We drew inspiration from Chop Wah On's striking shopfront which is a heritage shophouse with a striking turquoise façade and created an illustration based on this historical building. The result is a memorable packaging design that combines typography, Singapore's heritage icons, and its brand colours.



SCOPE /

Packaging

BRANDING /

88.3JIA, POWER98, MUSIC & DRAMA, WONDERWALL

CLIENT /

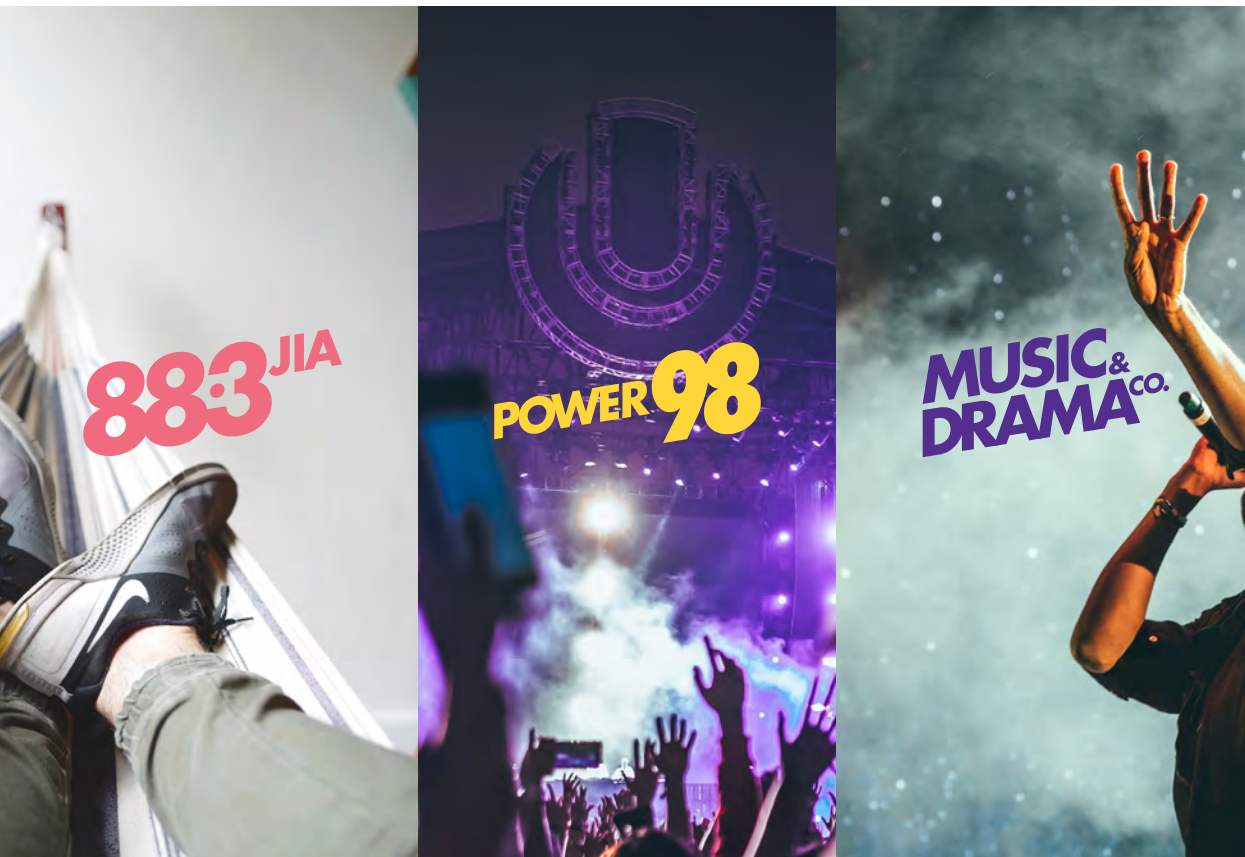
So Drama! Entertainment

SECTOR /

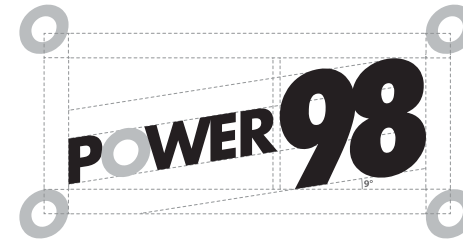
Entertainment

LOCATION /

Singapore



“Dynamic brand identity for performing arts troupe and radio stations.”

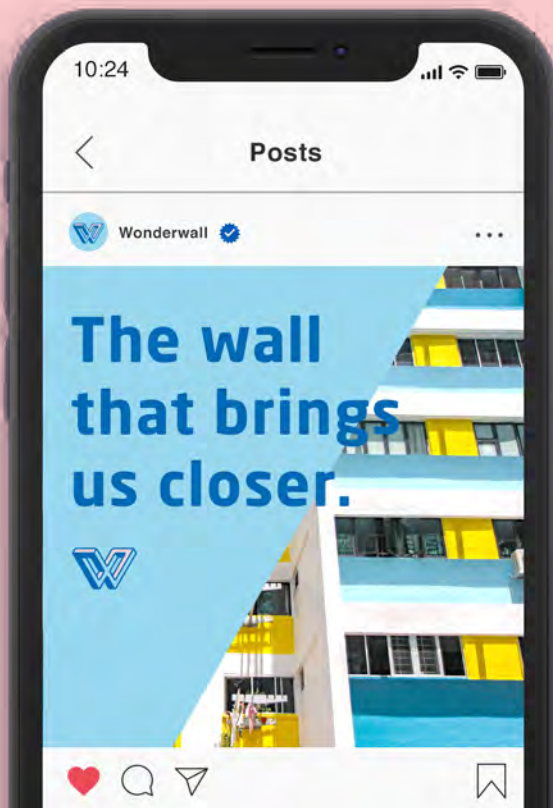


HARMONIOUSLY LIFTED

Three of the subsidiary entertainment arms under So Drama! Entertainment! embarked on a brand refresh for a simpler and versatile image while remaining true to its mission. The refreshed logo sports a precise 9° tilt for maximum legibility and energy.



“Brand identity for a digital platform fuelled by the collective insights of home-grown storytellers.”



ENDLESS POSSIBILITIES

Wonderwall is a digital platform fuelled by the collective imagination of the storytellers in this little red dot. It strives to capture and uncover the city with a unique perspective.

The brand logo is made up of three components: W, infinity symbol and a 3-dimensional cube. Together, it formed an impossible object that conveys the brand message: stay curious and find wonder in everyday life.

SCOPE /

Branding, Brand Architecture

ONLY THOSE
WHO ATTEMPT
THE ABSURD WILL
ACHIEVE THE
IMPOSSIBLE.

M.C. Escher



MUSEUM /

MARITIME EXPERIENTIAL MUSEUM

CLIENT /

Resorts World Sentosa

SECTOR /

Entertainment

LOCATION /

Singapore



“ Art Direction and Graphic design for Singapore’s first museum dedicated to the exploration of the Maritime Silk Route.”



A UNIQUE ATTRACTION

Housed in an iconic steel and glass ship hull at the RWS waterfront, MEMA promises a new museum-going experience that will cover maritime talks, children’s workshops and exploration on life-size replica historical ships.

“what makes this museum unique is that the primary focus is not just on showing its exhibits but also on the educational history of the silk routes.”



MARITIME THEMED ENVIRONMENT

A departure from the traditional gallery setting, MEMA boasts a maritime themed environment, with a variety of complementary exhibits. Upon arrival, visitors will be greeted by the mighty Bao Chuan, a full-sized replica of the bow of legendary seafarer Admiral Zheng He's treasure ship.



COLLABORATORS /

Creative Edge, Sunray

SCOPE /

Art Direction, Exhibition
Graphics, Illustration,
Environmental Graphics

MUSEUM /

AIR FORCE MUSEUM

CLIENT /

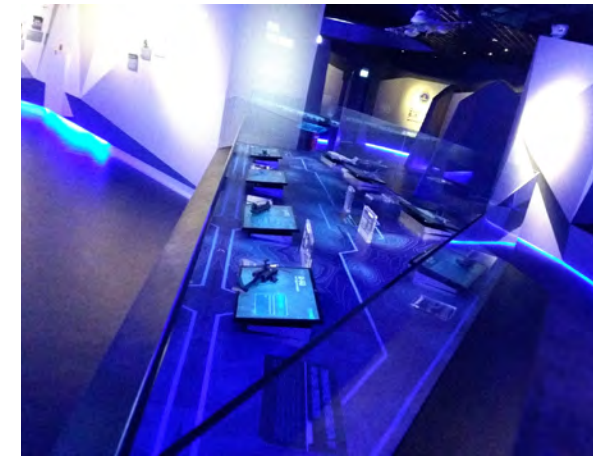
MINDEF

SECTOR /

National Defence

LOCATION /

Singapore



“ Graphic design for the Singapore Air Force Museum.”



GET CLOSER TO THE SKY

The Singapore Air Force Museum is a physical embodiment of the history, heritage and values of the Republic of Singapore Air Force (RSAF). Since it opened in 1988, the museum has grown from strength to strength. Today, it stands in a new compound and creatively combines original artefacts and interactive media, providing an engaging hands-on experience that brings the RSAF story to life for people of all ages.



“The Air Force Museum captures the spirit and heritage of the Republic of Singapore Air Force.”



OUR HOME, ABOVE ALL

The primary aim of the museum's refit was to inspire members of the young generation and make them to want to protect their nation. We approached this goal in a number of ways – by installing a full-scale replica of a fighter plane cockpit; creating multi-layer strategy games within the museum to ensure visitors are consistently interested and engaged; by creating a more futuristic, cutting-edge look for the entire space; and by focusing firmly on technology to keep the attention of the younger visitors.



COLLABORATORS /

Pico, Zarch

SCOPE /

Art Direction, Exhibition
Graphics, Illustration

MUSEUM /

ARCHIGALLERY

CLIENT /

National Gallery Singapore

SECTOR /

Heritage & Culture

LOCATION /

Singapore



“Brand identity and exhibition graphics for Archigallery – an exhibition about the buildings’ origin of National Gallery Singapore.”



LISTENING TO ARCHITECTURE: THE GALLERY'S HISTORIES AND TRANSFORMATIONS

Listening to Architecture traces the journey of the City Hall and former Supreme Court buildings, from the origins of their sites to their dramatic transformation into National Gallery Singapore. Themselves works of art, these iconic monuments are steeped in culture and history. They bore witness to many defining moments in Singapore's journey to nationhood and beyond, before undergoing an ambitious ten-year renovation process that united them as a home for Southeast Asian art. Spanning two galleries and a walkway, this exhibition is an invitation to consider the evolving architecture of these buildings as a conversation between different generations that develops over time.



“We developed multisensory display strategies that would accommodate a variety of content and to inspire artistic exploration.”



“We studied the content and organized them into bite-sized info, creating an intuitive experience.”



COLLABORATORS /

Pico

SCOPE /

Art Direction, Branding, Exhibition
Graphics, Marketing Collateral

DESIGN AND ART
ARE INDEPENDENT
COORDINATES
THAT PROVIDE
THEIR GREATEST
SATISFACTIONS
WHEN EXPERIENCED
SIMULTANEOUSLY.

Milton Glaser



THEMEPARK /

RIVER SAFARI

CLIENT /

Wildlife Reserves Singapore

SECTOR /

Entertainment

LOCATION /

Singapore



“Environmental graphics for River Safari Singapore — Asia’s first river-themed wildlife park.”



The environment-based design for River Safari was developed to educate and enrich the visitor's experience. With the use of colour, iconography and illustrations, the visitors can get a sense of place and acquire knowledge to appreciate and protect the fragile freshwater ecosystems.

“We developed a clear graphic language that represents the river’s characteristics so that they can be efficiently incorporated and an immersive visitor experience can be created, while taking into account the spatial layout and lighting components.”



COLLABORATORS /

Pico

SCOPE /

Art Direction, Environmental
Graphics

THEMEPARK /

ATTRACTION SIGNS @ JEWEL CHANGI AIRPORT

CLIENT /

Changi Airport Group

SECTOR /

Entertainment

LOCATION /

Singapore



“Attraction and wayfinding signages for
Canopy Park at Jewel Changi Airport.”



GEMS IN THE JEWEL BOX

The biggest challenge for us was to create a unique wayfinding signage system which includes attraction signs, ticketing kiosks and safety signs that have both aesthetics and functionality.

The Canopy Park is nestled at the topmost level of Jewel Changi Airport, which features play attractions, gardens, and dining outlets. Our team envision the wayfinding signage system to integrate seamlessly with an aesthetic flair, like discovering precious gems in the jewel box.

With that in mind, our team look at how gems and quartz are formed to define the colours, shapes and graphic identity.



“We came up with a series of structures that complements the immersive interior and the play attractions.”



MATERIALS AND POSITIONING

When we look at gemstones, the light reflected off their surface amplifies their beauty. Our team selected a combination of materials that are reflective, water-resistant and robust to create the gem-like structure.



COLLABORATORS /

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