

2025 **Phnom Penh
Design Festival**

Together

31 October – 2 November, 2025
Factory Phnom Penh



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Phnom Penh Design Festival 2025

The 2nd Phnom Penh Design Festival is a three-day celebration of creativity, innovation, and collaboration in Cambodia's growing creative landscape. Organized by Phnom Penh University of the Arts in cooperation with the Ministry of Culture and Fine Arts, the festival brings together artists, educators, and professionals to explore how design connects people, ideas, and communities.

Phnom Penh University of the Arts proudly hosted the inaugural Phnom Penh Design Festival in 2024, marking a major step forward in celebrating and advancing design in Cambodia. Following the 2024 theme Enlightened Expression, which explored the intersection of thought, art, and society, the 2nd Phnom Penh Design Festival will take place from October 31 to November 2025, under the theme Together.

This year's festival celebrates collaboration, community, and the connections that make creative work meaningful—both locally and globally. Through exhibitions, performances, workshops, and panel discussions, participants are invited to imagine how design can shape a more inclusive and inspiring future. The festival will also feature the 8th International Art Competition, promoting arts education and nurturing creative expression from an early age.

PPDF Last Year



Welcome Message



Welcome to the 2nd Phnom Penh Design Festival. It is an honor to gather once again with our creative community to celebrate the role of design in Cambodia's growth and future.

The arts help us understand our shared identity. They allow us to honor our history while imagining what lies ahead. Design in particular reminds us that creativity is not separate from progress. It supports economic development, inspires innovation, and enhances the quality of everyday life. When we encourage young people to pursue creative learning, we give them the tools to shape industries, influence culture, and strengthen national pride.

This festival represents a commitment to raising standards in design education and expanding opportunities for talent to flourish. I am proud to see so many students, educators, and professionals working together to build a stronger creative economy for Cambodia.

Thank you for joining us for this important celebration. I hope this festival encourages new partnerships, bold ideas, and a united vision for a creative and confident future.

CHAN HAE LEE

PRESIDENT, PHNOM PENH UNIVERSITY OF THE ARTS



It is my great pleasure to welcome you to the 2nd Phnom Penh Design Festival. What began as a simple idea to give students a space to express their creativity has become a shared effort that connects artists, educators, professionals, and cultural partners in pursuit of a common creative vision.

At the heart of this festival is a belief that creativity is not a luxury. It is a driving force for growth, identity, and connection. When young people have the courage to express their ideas and the opportunities to develop their craft, they strengthen not only their own futures but also the future of our society.

The theme Together reflects the effort, collaboration, and shared passion that make this event possible. I am deeply grateful to every individual, organization, and supporter who has contributed their time, energy, and expertise.

I hope this festival inspires you, challenges you, and reminds you of the unique power of design to bring people together. Thank you for being part of this journey and for helping us build a more creative Cambodia.

AHLIN MIN

EXECUTIVE DIRECTOR, PHNOM PENH DESIGN FESTIVAL
VICE PRESIDENT, PHNOM PENH UNIVERSITY OF THE ARTS

2025 Phnom Penh Design Festival

EVENT SCHEDULE

Theme:

Together

Date:

Oct 31_ Nov 2 , 2025

Venue:

Factory Phnom Penh

Cooperation:

MoCFA

DAY 31 OCT

5:30 pm - 6:30 pm

Festival Registration and
Meet & Greet

6:30 pm - 7:30 pm

Opening Ceremony
Keynote: Art as a Driver of Change in
Cambodia and Beyond
By Dr. Sam-Ang Sam

7:30 pm - 9:00 pm

Festival Night 1:
Fashion Show @Flex Space

DAY 1 NOV

8:30 am - 9:00 am

Registration and Meet & Greet

9:00 am - 9:40 am Talk 1

Saving the World Is a Design Problem
By Micheal Mckay @Theater

9:50 am - 10:50 am Talk 2

Textiles in Transition: European Trends
Through a French Lens
By Juliette Clapson @Theater

11:00 am - 1:00 pm Workshops 1 & 2

First Day as a Digital Artist
By Lee Som Oun @Classroom

Become a Great Photographer

By Mardy Suong @Gallery

1:00 pm - 2:00 pm

Break Time

2:00 pm - 4:00 pm Workshops 3 & 4

Designing for Good: Using Human
-Centered Design to Create a Better World
By Micheal McKay @Classroom

WeaveLab – Exploring matter

By Juliette Clapson @Gallery

4:15 pm - 6:15 pm Workshops 5 & 6

The Art of Korean Calligraphy
By Calligraphy Artists @Classroom

The Alchemist's Atelier: From Spark to
Fashion Story

By Kimhab Ork @Gallery

2025 Phnom Penh Design Festival

6:15 pm - 7:00 pm

Break Time

7:00 pm - 9:00 pm

Festival Night 2:

The Living Canvas – A Celebration of Live
Art and Collaboration @Flex Space

5:00 pm - 6:15 pm Panel Discussion
Building Cambodia's Creative Future
@Theater

Moderator: ReaksmeY Yean

Panelists:

- Bophary Va
- Both Bou
- Daro Sam
- Dr. Sam-Ang Sam

6:30 pm - 7:30 pm

Art Competition and
Closing Ceremony @Theater

7:30 pm - 9:00 pm

Festival Night 3:

Music Concert @Flex Space

DAY 2 NOV

8:30 am - 9:00 am

Art Competition Registration

9:00 am - 12:00 pm

Art Competition @Flex Space

12:00 pm - 1:00 pm

Break Time

1:00 pm - 3:00 pm Workshops 7 & 8

Together: Where AI Meets the Studio
– Exploring Collaboration Between
Artificial and Human Vision

By Roberto Traina & Jiri Hara @Classroom

Painting Materials

By Daro Sam @Gallery

3:15 pm - 4:15 pm Talk 3

Designing and Design business

By Angkearith Mao @Theater

4:15 pm - 5:00 pm Talk 4

Cambodia's Cultural and Creative
Industries (CCI) Landscape and the
Role of Civil Society Organizations

By Steven Gargadennec @Theater

Keynote Speaker



DR. SAM ANG SAM

Art as a Driver of Change in Cambodia and Beyond

Dr. Sam-Ang Sam, a career educator, ethnomusicologist, composer, and conductor with a BA, MA, and PhD all from the USA, has been teaching in the US, Austria, Japan, and Cambodia, including Paññāsāstra University of Cambodia (PUC), Royal Academy of Cambodia (RAC), and Royal University of Fine Arts (RUFA). Currently, Dr. Sam is the Chancellor of Paññāsāstra University of Cambodia, and an Advisor to the Ministry of Culture and Fine Arts. He is the Cambodia's designated composer and conductor to the Asia Traditional Orchestra (ATO) and its co-chairman. He was a commissioner of the Korea's Presidential Committee for Hub City of Asian Culture.

Dr. Sam-Ang Sam has written and published several articles in internationally refereed dictionaries, encyclopedias, and journals, and more than ten books on various aspects of Khmer culture. He has received numerous grants, awards, and honors, including the Cambodia's Medal of Grand Order of National Merit (មេដាយជាតិ), the US National Heritage Award, the John D. and Catherine T. MacArthur Foundation "Genius Award," and the 2023 Minister's Prize (Ministry of Culture, Tourism, and Sports of Republic of Korea).

Speakers

MICHEAL MCKAY



Title: Saving the World Is a Design Problem

Talk Description: Designers see things differently. When systems fail and problems pile up—floods, crashes, burnout, disconnection—designers don't run; they start asking "what if?" and "how might we...?" This talk is about what happens when we swap cynicism for curiosity, approach global problems as design challenges, and how changing the way you look at the world can change everything.

JULIETTE CLAPSON



Talk Title: Textiles in Transition: European Trends Through a French Lens

Juliette holds a degree in Textile and Material Design from ENSAD Paris and is the co-founder of the design studio terres à Terre in France. She works at the intersection of agriculture, textiles, and foresight, exploring new ways to connect production, territory, and climate resilience. Throughout her journey, she has traveled to various countries to learn and discover unique skills and traditions. Her international experience has led her to collaborate with local communities across several continents to co-design solutions tailored to social and environmental realities. Her strong connection to the field and her openness to encounters nurture a practice that bridges research and hands-on experimentation. She has also led foresight projects combining climate scenarios and design fiction to help organizations anticipate and adapt to future challenges.

ANGKEARITH MAO



Talk Title: Designing a Design Business

Angkearith is a co-founder and strategy director at Anagata. A certified Brand Strategist, designer, and educator. Since 2012, he has been working with clients in various industries such as Chavon hospitality, CADT, Forte, and PlerngKob. He utilizes design and strategy to create meaningful changes. He is passionate about building and empowering the next generations of designers. Occasionally, He organizes workshops and talks related to design and creative business. Angkearith helps bridge the gap between strategy and creativity.

STEVEN GARGADENNEC



Talk Title: Cambodia's Cultural and Creative Industries (CCI) Landscape and the Role of Civil Society Organizations

Talk Description: The presentation discusses the roles of Civil Society Organizations (CSOs) like CICADA within the CCI ecosystem in policy advocacy and empowerment to the CCI workers to navigate for the support and development of the CCI industries. The talk also highlights how important collective voices can steer changes in policy and infrastructural support.

Besides serving as a Steering Committee Member of CICADA, Steven Gargadennec is the Managing Partner of KlapYaHandz, a pioneering independent music label recognized for its profound influence on Cambodia's hip hop and urban music scene. In this role, he focuses on international development, digital distribution, artist management, and rights protection. Besides, Steven is also a professional photographer and the Founder and Artistic Director of the Cambodia International Jazz Festival in Phnom Penh, and has collaborated extensively with both local and international cultural institutions. With over 20 years of experience in music production, audiovisual content creation, and event coordination, he continues to play a key role in shaping Cambodia's contemporary music and cultural landscape

Workshop Artists

LEE SOMOUN



Workshop Title: First Day as a Digital Artist

Workshop Description: The workshop aims to introduce participants interested in digital art to the field, especially those considering future engagement in digital arts

Hi! I'm Somoun, a digital artist. My work is mostly inspired by scenes from my childhood, local art culture, and everyday life. I'm drawn to the warm, colorful vibes of long Cambodian summers. Through my art, I explore and celebrate nature, local traditions, and the simple beauty of the creatures and moments that surround us.

DARO SAM



Workshop Title: Painting Materials

Workshop Description: A simple way to paint anything. This workshop is all about learning how to paint and color any materials in digital.

Sam Daro is an independent artist based in Phnom Penh, Cambodia. With over 10 years of experiences, he has broadened his horizons by taking on roles as a Conceptual and Digital Artist at various Cambodian video game and film companies. For the past three years, Daro has thrived as an independent artist, creating a diverse range of art for multiple media including contemporary art, animations, comics, book covers, conceptual art, and more.

JULIETTE CLAPSON



Workshop Title: WeaveLab – Exploring matter

Workshop Description: In a world where clothing has become disposable, we often forget that everything begins with matter: the thread, the fabric, and sometimes even the soil — the source of the plant fibres that make up our textiles: cotton, linen, kenaf, palm, and many others. This workshop offers an introduction to weaving, the art of crossing threads to create a surface. Participants will be invited to explore materials in all their forms — natural, recycled, or transformed — and to experiment with textures, colours, and effects. Here, the focus will not be on the shape of a garment or an object, but on questioning the fibre itself, reconnecting with what composes it and what it tells. The workshop will also invite participants to explore the transition from a two-dimensional idea to a tangible textile, through the dialogue between concept, gesture, and material

Juliette holds a degree in Textile and Material Design from ENSAD Paris and is the co-founder of the design studio terres à Terre in France. She works at the intersection of agriculture, textiles, and foresight, exploring new ways to connect production, territory, and climate resilience. Throughout her journey, she has traveled to various countries to learn and discover unique skills and traditions. Her international experience has led her to collaborate with local communities across several continents to co-design solutions tailored to social and environmental realities. Her strong connection to the field and her openness to encounters nurture a practice that bridges research and hands-on experimentation. She has also led foresight projects combining climate scenarios and design fiction to help organizations anticipate and adapt to future challenges.

MARDY SUONG



Workshop Title: Become a great photographer

Workshop Description: Becoming a great photographer is a holistic journey that blends technical proficiency with artistic vision, consistent practice, personal development, and personal behavior. It is not about owning the most expensive gear but about developing a unique perspective and mastering the skills to translate that vision into a tangible image.

My name is Mardy SUONG, I am an officer of Ministry of Environment, Cambodia Sony Alpha Ambassador since 2015 and founder of Cambodia Street Photography.

In photography field, I am a professional on Street, Landscape and Wildlife photography. I have started my photography since 2009, In 2013, I was the 1st winner of Canon Photo Marathon of Cambodia,

In 2015 and 2017, under cooperation with Embassy of Cambodia in Beijing, my artworks had been exhibited over there for 2 times, In 2016, with an aim to help Cambodian's university students in South Korea, I ran a charitable photo exhibition, In 2017, Photo Exhibition of The Month of Photography in Tokyo, Japan, In 3, 2018rd winner of Sony World Photography Award, In 2018, participated in Photo Project's Exhibition with Photo Phnom Penh Festival 2018 at IFC, in April 2019, selected as 2nd best photo of The Best ASEAN Tourism Photo for the 32nd ASEANTA AWARDS OF EXCELLENCE program, In November 2019, participated in Photo Project workshop, organized by Angkor Photo Festival in Siem Reap, with collective participants from 15 countries, In 2022 I have published the first book of Cambodia Street Photography (2024, 2023), In 2024, my second times participated in Photo Project's Exhibition with Photo Phnom Penh Festival 2024 at IFC, in 3 2024rd place of best picture award and winner of best picture Judges' Selection Award of Eyes On Cambodia, in April, 2025 participated Cambodia Pavilion at the EXPS2025 Yomeshima Island, Osaka, Japan, and in 2025, participated in book publishing of Flaneries Zoologiques, French Embassy in Phnom Penh. Beside this, I have received a certificate of appreciation from Ministry of Environment 3 time, Ministry of Education, Youth and Sport, Ministry of Information and Ministry of Tourism.

MICHEAL MCKAY



Workshop Title: Designing for Good: Using Human-Centered Design to Create a Better World

Workshop Description: This fast-paced, hands-on workshop introduces you to the mindset and methods of human-centered design. In just two hours, you'll take on a real-world challenge, build a persona, generate bold ideas, and prototype a solution with your team. You'll learn how empathy, creativity, and curiosity come together to solve problems that matter. No experience needed. Just bring your brain, your heart, and your best "how might we" thinking

Micheal McKay is the Country Director at 17 Triggers, a social innovation lab based in Cambodia. With a background in business, design, and behavior change, he helps governments, NGOs, and startups tackle complex problems with clarity and creativity. He's led work across Asia and Africa—from sanitation to clean energy to early childhood development—and believes in the power of purpose-driven business to create a better world.

KOREAN CALLIGRAPHY



Workshop Title: The Art of Korean Calligraphy

Workshop Description: This interactive workshop introduces the history and aesthetics of Hangeul calligraphy, guiding participants through brush techniques and composition. By blending cultural heritage with visual communication, participants will discover how the principles of rhythm, balance, and form in calligraphy can enrich modern design practice

KIMHAB ORK



Workshop Title: The Alchemist's Atelier: From Spark to Fashion Story

Workshop Description: Where inspiration meets intention. This workshop is a deep dive into the art of fashion storytelling. Discover the creative alchemy of transforming a simple idea into a powerful visual narrative and technique to build a concept from the ground up». Participants should bring: Laptop, tablet or phone that have an internet connection. Set-up requests: projector, tables.

Graduated from one of the top Fashion College in Italy, with experience almost 10 years both in industry and education sector.

DARO SAM



Workshop Title: Painting Materials

Workshop Description: A simple way to paint anything. This workshop is all about learning how to paint and color any materials in digital

Sam Daro is an independent artist based in Phnom Penh, Cambodia. With over 10 years of experiences, he has broadened his horizons by taking on roles as a Conceptual and Digital Artist at various Cambodian video game and film companies. For the past three years, Daro has thrived as an independent artist, creating a diverse range of art for multiple media including contemporary art, animations, comics, book covers, conceptual art, and more.

Workshop Title: (Roberto Traina & Jiri Hara): Where AI Meets the studio - Exploring Collaboration Between Artificial and Human Vision

Workshop Description: This session invites participants to explore how artificial intelligence and professional photography can coexist and collaborate in the creative process. Using Khmer Cola as a local case study, the workshop demonstrates how traditional design assets—such as 2D labels and mockups—can evolve into photorealistic visuals through AI tools like Freepik Studio.

Participants will be guided through the complete creative workflow: from asset preparation and prompt design to refining AI-generated scenes. Special attention will be given to recognizing and correcting visual inconsistencies—especially in lighting, reflections, and material realism—through iterative prompt adjustments and human aesthetic judgment.

The second half of the session shifts to the photography studio, where a professional photographer will recreate selected AI-generated concepts using real lights, cameras, and materials. This live demonstration highlights how professional knowledge of lighting, composition, and technical craft can interpret, enhance, or even challenge AI's visual assumptions.

Rather than seeking a winner between the two approaches, the workshop celebrates their complementary strengths—AI as a fast, imaginative ideation tool and photography as a craft rooted in tangible precision and sensory experience. Through discussion and hands-on participation, attendees will discover how both can work together to ex

JIRI HARA



Jiri Hara is a Czech creative director with over eight years of experience across branding, digital campaigns, motion design, and UX/UI. He focuses on connecting design and technology to create systems that make creative work more efficient and consistent.

Through his independent practice, Studio Jiri, he develops visual strategies and design workflows for NGOs, corporations, and startups across Southeast Asia and Europe. Jiri holds a Master's in International Business (China), speaks six languages, and has a practical approach to transforming complex creative processes into clear, scalable solutions.

ROBERTO TRAINA



Roberto Traina is a P.R. specialist, director, and DoP. He translates into images his research on cultural, economical, and emotional issues of contemporary Asia today, by telling the stories of ordinary people and their extraordinary lives.

Panel Discussion

Title Panel Discussion: Building Cambodia Creative Future



MODERATOR: REAKSMEI YEANG

A native of Battambang, Reaksmei Yeang is an independent art curator, writer, and researcher. While leading Silapak Trotchaek Pneik (STP Cambodia), a contemporary art space and library, as its program director, he is also an adjunct lecturer of art histories at CamTech University, NUM International College, and Phnom Penh University of the Arts.

Yeang is a SOAS, the University of London's Alphawood scholar (2014) for Postgraduate Diploma in Asian Art (Indian, Chinese, and Southeast Asian Art) and an inaugural LASALLE College of the Arts' SEAsia Award Scholar (2017), an Asian Cultural Council fellow (2018), and a beneficiary of Dr. Karen McLeod Adair grant for MA in Asian Art Histories at LASALLE College of the Arts, Singapore. He is pursuing a dual degree in LL.M. Public International Law at the Royal University of Law and Economics and Paris 8 University Vincennes-Saint-Denis under the bursarship of Rule/Paris 8, Adenauer Young Scholars for Excellence, and SokSiphana & Associates. As a scholar, Yeang is concerned with Buddhist arts, contemporary and modern arts, Southeast Asia, decolonial theory, cultural diplomacy, art law, and international cultural heritage law.



BOPHARY VA

Va Bophary is the Deputy Director General, bringing an essential policy and strategic perspective to the panel. As a core member of the culture industry team, she is currently responsible for shaping the long-term vision and development framework for Cambodia's creative economy. Her work directly impacts the future growth of sector film, performing arts, literature and traditional crafts. Va Bophary and the team lie in transforming strategy into sustainable system and market opportunities, ensuring that Cambodian rich culture heritage become a powerful engine for innovation and economic development.



BOTH BOU

Both Bou is an award-winning designer celebrated for creating impactful, concept-driven brand identities. His extensive portfolio of work includes the landmark identity redesign for the music label Baramay, the cultural innovators at PlerngKob, and the digital education leader CADT (Cambodia Academy of Digital Technology). Both has also successfully shaped the brand identities for major enterprises like Forte and the innovative F&B concept Tian Mimi.

Recognized for his strong contributions to the nation's creative sectors, Both was recently named to the Prestige Cambodia 40 Under 40 list. He is a passionate advocate for design education and shares his expertise through various platforms, including a TEDxTalk on the significance of good logos, as well as presentations for the Bandom Creative Community and the Design Dialogue series at Raintree. His work has been featured in respected publications like Logolounge and The Brand Identity.



DARO SAM

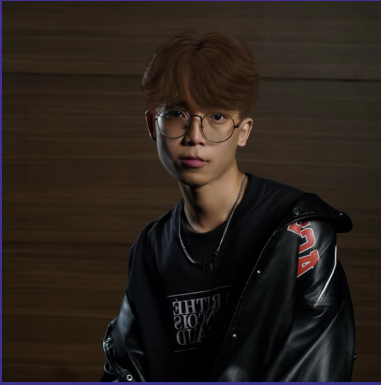
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DR. SAM ANG SAM

Dr. Sam-Ang Sam, a career educator, ethnomusicologist, composer, and conductor with a BA, MA, and PhD all from the USA, has been teaching in the US, Austria, Japan, and Cambodia, including Paññāsāstra University of Cambodia (PUC), Royal Academy of Cambodia (RAC), and Royal University of Fine Arts (RUFA). Currently, Dr. Sam is the Chancellor of Paññāsāstra University of Cambodia, and an Advisor to the Ministry of Culture and Fine Arts. He is the Cambodia's designated composer and conductor to the Asia Traditional Orchestra (ATO) and its co-chairman. He was a commissioner of the Korea's Presidential Committee for Hub City of Asian Culture.

FASHION SHOW



CHEA TICH HEANG

Thesis Title: How Fashion Divide Class

Collection: Crmimson Shadow



NATH TERESA

Thesis Title: Unpacking Fashion's Influence on Self-Perception & Identity Towards Society's

Collection: Enchanted Reverie



PON CHAMREUN

Thesis Title: From Fabric Fairness

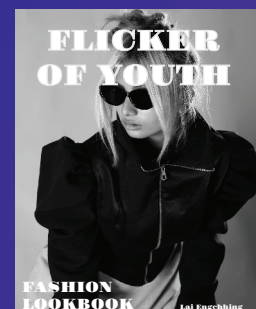
Collection: Ethereal Silence



PON CHAMREUN

Thesis Title: More Rhan Clothing: Fashion As A Reflection Of Cultura Identity

Collection: Flicker Of Youth



PPUA 2 AND 3 YEAR STUDENTS

Collection: Empyrean

2025 Phnom Penh
Design Festival

FESTIVAL

NIGHT

The Living Canvas – A Celebration of Live Art and Collaboration

Date: Saturday 1st - November 2025

Location: Factory Phnom Penh (Flex Space)

7:00PM - 9:00PM

Description

This special event showcases Korean musical performances, Khmer traditional music, and Apsara dance alongside live painting inspired by the atmosphere of each performance. As the program unfolds, visual artists respond to sound and movement in real time, transforming the stage into a living canvas. A celebration of culture, creativity, and the spirit of Together.



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**2025 Phnom Penh
Design Festival**

**The 8th Phnom Penh
International Art Competition**

Together

**Sunday, 2 November 2025 | 9AM – 12PM
Factory Phnom Penh**

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**ABOUT
ART COMPETITION**



2025 Phnom Penh Design Festival

MUSIC CONCERT

Date: Sunday 2nd - November 2025

Location: Factory Phnom Penh (Flex Space)

7:30PM - 9:00PM

Description

Celebrating Creativity Together

The festival concludes with a vibrant and uplifting concert showcasing the musical talents of Phnom Penh University of the Arts students and performers. The evening features a dynamic lineup including vocal soloists, guitar and violin performances, and the PPUA Band. Audiences will be treated to an exciting mix of musical styles, from iconic songs from hit musicals to contemporary pop and K-pop favorites, alongside well-loved oldies and treasured Khmer music.

Blending diverse genres, generations, and cultural influences, the concert embodies the spirit of Together, celebrating creativity as a shared experience and the joy that music brings to community. Join us as we close the festival with energy, harmony, and unforgettable performances.



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NEXT EVENT COMING UP

Phnom Penh Symphony Orchestra

DECEMBER 19, 2025



**2025 Phnom Penh
Design Festival**