



**Creative
Connections
2016**



PRESS RELEASE



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BUILDING A SUSTAINABLE ARTS SECTOR

Artists, students, and young people from around Cambodia are being invited to Phnom Penh to discuss how to make the arts sustainable. Why it is important to connect arts and business? How can the private sector support the growing arts scene in Cambodia? How can arts organizations market themselves effectively?

Speakers come from arts organizations and businesses from Cambodia and around the world, including circuses in Afghanistan, Indonesia, and Canada, and Smart Axiata, InterContinental Phnom Penh, and Canada Bank. The conference is being held as part of the 10th Tini Tinou Circus Festival, an initiative of Phare, The Cambodian Circus, and Phare Ponleu Selpak. It is organized in partnership with Cambodian Living Arts, and will take place at the Institut français du Cambodge from 2-6pm on Wednesday 27 April.

The discussions will take place in Khmer and English, with headset translation, and will be followed by a performance by Phare Performing Social Enterprise and Phare, The Cambodian Circus.

Dara Huot, the Chief Executive of Phare Performing Social Enterprise, said,

“This is the first time we organize a conference in addition to contemporary circus performances by performers from 5 countries, street parades, pop-up shows, artists exchange workshops as part of the Tini Tinou International Circus Festival 10th Edition. Everyone at Phare is a very happy to co-organize this conference with our partner Cambodian Living Arts. We believe that this event will bring our community closer together. The conference will allow participants learn and share their experiences and discuss the journey toward sustainability in the arts sector in Cambodia.”

Frances Rudgard, Cambodian Living Arts’ Director of Program and Operations, said,

“CLA is delighted to collaborate with Phare, The Cambodian Circus to organise this event. Both of our organizations are very committed to supporting young and emerging artists building sustainable careers in the arts. The diverse pool of speakers we have on stage presents a very exciting opportunity for young artists to hear different perspectives and experiences that will help them and inspire them as they move forward with their work.”

Entrance is free but registration is essential. Those interested should contact rina@cambodianlivingarts.org for more information.

There will be limited space for press to attend the conference. To accredit, please contact hermione@cambodianlivingarts.org.



The conference has been made possible with support from the European Union and UNESCO.

Notes to Editors

Cambodian Living Arts

- Cambodian Living Arts was founded by Arn Chorn-Pond in 1998.
- Cambodian Living Arts is an independent not-for profit organization, based in Phnom Penh.
- The mission of Cambodian Living Arts is to facilitate the transformation of Cambodia through the arts. We work in collaboration with others to create an environment where Cambodian arts empower and transform individuals and communities. We do this by encouraging the growth of artists and the arts community, by promoting awareness of the arts, and by advocating for the arts with cultural policymakers and major institutions. In doing so, we aim to create value and understanding of what it means to be Cambodian and to create a sense of unity and shared culture. We believe that through creativity we can each expand our potential as human beings.

Phare, The Cambodian Circus and Phare Ponleu Selpak

Uniquely Cambodian. Daringly Modern. More than just a circus, Phare, the Cambodian Circus performers use theater, music, dance and modern circus arts to tell uniquely Cambodian stories; historical, folk and modern. The young circus artists will astonish you with their energy, emotion, enthusiasm and talent.

Phare artists are graduates of the Phare Ponleu Selpak Circus School in Battambang, Cambodia. The school was founded in 1994 by nine young men returning home from a refugee camp after the fall of the Khmer Rouge regime. They had taken art therapy courses at the camp and wanted to share the power of art to heal among the poor, socially deprived

and troubled youth in their war-ravaged community. They started with drawing classes taught to a handful of students. Soon they opened a public school, then a music school, theatre school and circus school. Today more than 1,200 pupils attend the public school daily and 500 attend the vocational arts training programs.

In 2013, the school created Phare, The Cambodian Circus as a social enterprise based in Siem Reap, Cambodia, home to Angkor Wat and one of the fastest growing tourist destinations in the world. The mission was to create job opportunities for graduates of the circus school and give back almost 75% of its profits to support the school’s programming. Phare, The Cambodia Circus performs nightly under a big top in Siem Reap and has been seen by over 100,000 people. Their productions have toured across Europe, Asia and the USA.