

ទិវាឌីហ្សាញកម្ពុជា
PHNOM PENH
DESIGN
FESTIVAL

"ENLIGHTENED EXPRESSION"
THE INTERSECTION OF PHILOSOPHY, ART, AND SOCIETY

About Phnom Penh Design Festival

In cooperation with the Ministry of Culture and Fine Arts and the Royal University of Fine Arts, PPUA is thrilled to host the inaugural Phnom Penh Design Festival, which will be held at the Phnom Penh University of the Arts from October 18-19, 2024.

We invite all students, professionals, and businesses in the design industry to join us in celebrating the field of design in Cambodia. This festival aims to showcase innovation, creativity, and the transformative power of design across various disciplines, including architecture and interior design, fashion design, visual communications, and more.

This Year's Theme

"Enlightened Expression: The Intersection of Philosophy, Art, and Society" demonstrates how design can encapsulate profound thought, creativity, and the power to transform the world.

From Banksy's street art and Stella McCartney's sustainable fashion to Hella Jongerius' UN North Delegates' Lounge design and Zaha Hadid's architectural masterpieces, these works reflect the artists' values, beliefs, and dedication to improving our surroundings.

This is an opportunity to create art that goes beyond visual appeal, and to convey a deeper message in your work. Let your designs reflect your values and beliefs, demonstrating how art can inspire change in individuals, communities, and society at large.

The festival will include design exhibitions, workshops, panel discussions, screening of *The Men Who Built Cambodia*, and student marketplace.

PPDF 2024 Program | October 18-19, 2024

Day 1

Time	Description	Location
9:00am - 9:30am	Registration	GF
9:30 am - 11:00 am	Exhibition Student Marketplace	GF - 6F
11:00 am - 12:00 pm	Opening Ceremony Keynote: City Brand Categories and Simulation Four in Korea, Hee Gon Lee	PPUA Hall
12:00 pm - 1:30 pm	Lunch Exhibition Student Marketplace	
1:30 pm - 3:30 pm	Workshop 1: Pyeongchang Olympic Mascot Design Processing for Two Years, Hee Gon Lee	Room 303
	Workshop 2: Designing Impactful Brand Identities, Both Bou	Room 504
	Workshop 3: Upcycling Fashion, Doris Roland	GF
4:00 pm - 5:30 pm	Screening and Q&A: The Men Who Built Cambodia, Christopher Rompre (Director)	PPUA Hall
5:30 pm - 7:00 pm	Exhibition Student Marketplace	GF - 6F

Day 2

9:00 am - 10:00 am	Registration Exhibition Student Marketplace	GF - 6F
10:00 am - 12:00 am	Workshop 4: Designing for Good: Using Human-Centered Design to Create a Better World, Micheal McKay	Room 504
	Workshop 5: Digital Art by Daro Sam	Room 303
	Workshop 6: Shifting Perspectives Using Augmented Reality, Nicholas O'Neill	Room G02
12:00 pm - 1:00 pm	Lunch Exhibition Student Marketplace	
1:00 pm 3:00- pm	Workshop 7: AI x Digital Creativity, Hyun Soo Park	Room 303
	Workshop 8: Designing with Circularity: The Full Life Cycle of Every Objects, Alix Langlois & Elara Wagner	Room 504
	Workshop 9: First Touch of Digital Design, Som Oun Lee	Room G02
3:00 pm - 4:30 pm	Panel Discussion: Unlocking Professional Doors Moderator: Em Riem Panelists: Both Bou, Sonisa Noun, Alexandrine Roland	PPUA Hall
4:30 pm - 5:30 pm	Meet the Artists Closing Ceremony	PPUA Hall
5:30 pm - 7:00 pm	Reception Rooftop Mini Concert	Rooftop

Workshop Artist



TRASH IS NICE

We founded Trash is Nice with the purpose of finding solutions for plastic waste. By working this material throughout the years, we grew a passion for it and its multiple potential, while focusing on creating mindfully and purposefully.



BOTH BOU

Both is an award-winning designer with a reputation for strong and timeless design solutions, with an emphasis on concept and strategy. He led the notable identity redesign of Baramay which helped revitalize the company's image as being one of the leading music labels for original music in Cambodia. Both's work has been featured in well-known identity design publications such as Logolounge and The Brand Identity and has given talks at both local and international conferences on the importance of good design and typography.



LEE SOMOUN

I am SOM OUN was born on 10 February 1997 at Kompong Speu Province in Cambodia. I consider myself a positive person constantly looking for new experience that inspire and challenge me. However, I believe I could see a better me in the future.



PARK HYUN SOO

Park Hyun Soo is a creative leader and entrepreneur with a strong background in design, graduating from Ewha Womans University. She founded The Blue Lake Company and Orvieto Brand, blending innovation with expertise in color and textile design. Estel is also a digital content instructor, certified in AI content creation, dedicated to inspiring creativity through her work.



DARO SAM

Sam Daro is a conceptual artist and a digital artist who lives and works in Phnom Penh, Cambodia. Self-taught from a young age, he began drawing as a means of dealing with personal, family problems, and later on, depression.

After completing his degree, he decided to delve more into digital art, which involved working as a cartoonist and then as a conceptual artist and a digital artist at video games companies based in Cambodia. Now, with over 10 years of experience digital art skills, Daro sets a goal to urge the next generation of artists to do something creative and meaningful with digital art.



DORIS ROLAND

French fashion designer lecturer. Passionated by art and psychology. Globe trotter and a nature lover.



MICHEAL MCKAY

Michael McKay is a creative strategist with +18 years in design and social behavior change. As Country Director of 17 Triggers in Cambodia, he leads teams in designing human-centered solutions for social challenges. He has collaborated with organizations like UNICEF, WHO, and the World Bank across Southeast Asia and Africa. With a background in Visual Communications and an MBA, Michael blends creativity with strategy to address real-world issues, aiming to inspire the next generation of designers to drive positive change.



LEE HEE GON

Lee Hee-gon, head of Mass C&G, which developed the mascots, said it was all about making the characters come to life through various forms of storytelling. «Suhorang is strong and fearless with a spirit of challenge. He is also full of curiosity and loves people in general.



NICHOLAS O'NEILL

Nicholas O'Neill is an artist and designer who has exhibited work in the UK, US, and Cambodia. In Cambodia, his notable works include conceptual designs for branches of ABA Bank, some of which have become a feature of their buildings. He also created a five-meter-long table with miniature models of over 300 buildings of the Special Economic Zone, which was presented at the opening of the Cambodian Stock Exchange.

Film Producer



CHRISTOPHER ROMPRE

Christopher Rompré is the co-founder of littleBIG Films, a production house based in Cambodia, specializing in international documentary, public service and promotional video production. Our clients include the UN Children's Fund, the World Food Programme, BBC Media Action, the Asian Development Bank, Gesellschaft für Internationale Zusammenarbeit (GIZ), World Vision, and the Discovery Channel, amongst others. littleBIG Films is: Christopher Rompré - Director of Photography, Concept Development.

Panel Artist



EM RIEM

Riem was born in 1977 in a small village in Cambodia, and left Phnom Penh at the age of 15. He studied in France at the Ecole des Beaux-Arts de Saint Etienne and the Ecole Nationale Supérieure des Arts Decoratifs in Paris. In 2008 he opened the Gallery X Em Design, in Phnom Penh where he exhibits incredible Khmer Rattan furniture with a modern twist, paintings, and sculptures.



NOUN SONISA

Sonisa brings over 6 years of experience immersing herself in the design field in advertising agencies. She got her start on the creative path majoring in interior design before switching and obtaining her BA in visual communication where she found the perfect outlet for her artistic talents and eye for aesthetics.



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ALEXANDRINE ROLAND

Alexandrine is passionate about improving lives in Cambodia through design. While working at 17 Triggers, she has collaborated with organisations like the World Food Program, UNICEF Cambodia, PSI Cambodia & USAID (PHB Project). She engages in field immersion to unearth crucial findings and validate insights on which to build ideas. As one of our top creative thinkers, she leads the development of creative concepts, the prototyping and testing of tools, as well as the production and implementable of final solutions.