

Good morning everyone. On behalf of Recreation, I would first like to thank the ladies and gentlemen of the Press who are here to participate in the Press Conference for the second addition of CHRISTIE'S Charity Auction benefitting Cambodia 2000 and AMRITA Performing Arts on March 30th, here at Hotel Sofitel Phnom Penh Phokeethra.

I would now like to introduce the members of the panel: Madeleine de Langalerie - Founder and CEO of Recreation, James Radnor – Writer and Event Coordinator for Recreation, Princess Norodom Veasna Diva Sirivudh - spokesperson for Cambodia 2000, Kang Rithisal - Executive Director for AMRITA Performing Arts, and standing in for Charles-Henri Chevet - General Manager of the Hotel Sofitel Phnom Penh Phokeethra – Natalie Moser. I am Matthew Cuenca - Director of Marketing and Public Relations for Recreation, I will be your moderator this morning.

For your convenience there is a Khmer translator, at the podium should you require a Khmer to English translation. Please reserve all your questions until after the presentation.

Now I direct your attention to the founder of Recreation, Madeleine de Langalerie.

(Madeleine de Langalerie's Statement)

I would like to thank everyone for attending our Press Conference this morning. I trust you will not be disappointed by our exciting news. Before we go into the details about our new projects, I want to provide you with a quick history of ReCreation. As some of you may know, in 2010, I organized the first Salon des Créateurs. My objective was to foster public awareness for the works of art created by Cambodian artists. In the past, these talented artists had little exposure to a national, or international, audience and rarely, if ever, participated in multi-artist exhibitions; consequently, the opportunity to sell their work was greatly diminished. Salon des Créateurs was the first real art salon in Cambodia and conceived as a partial solution to those problems.

The first Salon des Créateurs in 2010 met with rave reviews and the results encouraged me to continue my efforts. I took inspiration from the logo of the first Salon – created by Cédric Gertgen, and graciously donated by him in support of our work – and opened the art agency, ReCreation. The name is a clever play on words both in French and in English that blends the ideas of creation and recreation.

As you know, one of the requirements of life is innovation, the need to grow and to develop. Without change, we stagnate eventually becoming obsolete and irrelevant. Each year of the Salon has brought something new – and this year is no different. That is fitting for a country such as Cambodia where development is occurring at such a frantic pace.

And yet year after year, we still face some of the same challenges: how to increase public knowledge of Cambodian artists? In 2011, I thought of the great French auction house CHRISTIE'S and had the intriguing idea of bringing them to Cambodia. Hosting a CHRISTIE'S auctioneer in Cambodia for a charity auction would be innovative, but also risky. Having such an event in a country where, few, if any, artists were familiar with CHRISTIE'S, and where the idea of a charity auction is almost unknown, presented a challenging number of problems to overcome. When I made the commitment to invite a representative of the premier auction house of France to Cambodia, I had placed the bar of success very high. I was faced with many unanswered questions: would the artists succeed in meeting the demands for quality and innovation; and, would they be sufficiently talented? I knew that only by trying would we find the answer.

The risk paid off. The CHRISTIE'S Charity Auction 2012 was a huge success. We received national and international praise for our efforts and were rewarded by happy buyers, happy artists and a very pleased CHRISTIE'S.

We could have stopped there and then, but we had other dreams to make real. In 2013, there was the famous "Saison du Cambodge" in New York City organized by CLA (Cambodia Living Arts). Several artists represented by ReCreation had the chance to participate in the exhibit hosted by Sofitel New York.

Now, we return to Cambodia where the Sofitel Phnom Penh Phokeethra was very happy to host CHRISTIE'S the first time, and expressed great enthusiasm for the idea of a second CHRISTIE'S charity event. But why stop there? If we felt energized to do that, why not imagine a transformed Salon des Créateurs? Now, instead of a three-day art exhibition, we are pleased to present a three-month long Galerie des Arts hosted by Sofitel.

I will let my friends from ReCreation, Matthew and James, who along with me are hard at work to support these projects tell you about our newest plan. But before I finish, I would like to clarify a very important point and end certain rumors and false ideas. I state publically that we are volunteers and have no financial interest in these projects. We earn our living through other employment. For their parts, neither CHRISTIE'S nor ReCreation take any commission from the charity auction. The financial and material resources that we have, we have received through the generosity of sponsors who without their support and confidence, we could not achieve our goals.

I speak from experience when I tell you that many people are astonished when they learn we do this from a spirit of generosity all without pay. So often, high profile public events are viewed from a perspective that places the value of money above all else, and that any action taken without financial reward should be suspect. I assure you that we do this out of love for Cambodia, and for its artists who are truly creative and innovative. In Asia, where very little is for free, and if it is free, the perception is that it must be bad quality, we hope, and trust, you will discover we are providing a service of worth and quality, and that the artists who have donated their works of art in support of AMRITA and Cambodia 2000 are without a doubt very talented and very generous.

Thank-you.

Thank you Madeleine.

Now Princess Diva will give a short overview on our first charitable beneficiary Cambodia 2000

(Princess Diva's Statement)

Good morning Ladies and Gentlemen of the Press. In behalf of Cambodia 2000, we are proud to be chosen as a charitable beneficiary of CHRISTIE'S Charity Auction 2014.

Cambodia 2000 has been in operation since December 1996. First established by H.R.H. Princess Norodom Vacheahra as a Humanitarian Association with the goal of bringing much needed development aid to Cambodia, a nation recovering from decades of war. The statutes of her Association recognize that a vibrant national culture can help revitalize the nation, and through its promotion, and by educating and energizing the youth, move the country forward from its dark past.

Since Princess Vacheahra's untimely passing this summer, Cambodia 2000 has gone through a transformational transition. With the funding established by CHRISTIE'S Charity Auction and assistance from ReCreation, art consultancy, Cambodia 2000 debuts two charitable programs dedicated to the progression of art education, and establishing financial aid for struggling Cambodian artists.

The first of these programs, Creative Source, donates free art supplies to rural schools with existing art education programs. Schools participating in this program will be selected by evaluating the school's financial need and by a formally submitted written proposal listing the art supplies needed and a detailed description of the educational programs the supplies will be used on. Donations to the schools will be in the form of tangible art supplies. No monetary funds will be awarded.

The second program, Artists Aid, is an art award in the form of donated art supplies. Application for this program is very similar to Creative Source. Artists in search of financial aid are required to submit a written proposal detailing the requested art materials, a portfolio, a detailed description of

the art project the materials will be used on and proof of financial need. Based on these factors the board of Cambodia 2000 and ReCreation award the qualifying candidate.

I believe these two new programs express the same dedication to the progression of education and creative growth of Cambodian youth, as did the original educational programs introduced by Princess Vacheahra.

I thank CHRISTIE'S and ReCreation for giving us the opportunity to continue the work of Cambodia 2000 into the field of art and design. Induction of these programs a fitting memorial to Princess Vacheahra's love for this country and her love of the arts.

And I thank all of you for your time and your continued support for the betterment the betterment of educational programs in Cambodia.

Thank You

Thank you Princess Diva.

Now Kang Rithisal will present an overview of our second charitable beneficiary AMRITA Performing Arts

(Kang Rithisal's Statement)

Ladies and Gentlemen. Members of the Press,

First I would like to thank ReCreation and Sofitel Phnom Penh Phokeethra for organizing and hosting this very important event that will potentially give tremendous support to the development of the arts in Cambodia. AMRITA Performing Arts has the great pleasure and honor to be selected as one of the charitable beneficiaries for CHRISTIE'S Charity Auction 2014.

Please allow me to give a brief overview of AMRITA Performing Arts. Amrita was founded in 2003 with a mission dedicated to the revival and preservation of traditional Cambodian performing arts. Working with established Cambodian artists and instructors has always been the foundation of all AMRITA's projects.

After many years performing in the traditional format, AMRITA has shifted its mission, in accordance to the evolving art scene, into pursuing contemporary works. Currently, Amrita works with seventeen fine performance artists specializing in contemporary dance.

These artists were originally trained in the classical forms of traditional Cambodian dance. Their instructors instilled in them the knowledge and techniques of traditional Khmer dance in hopes to continue their heritage and prolong the study of indigenous performing arts. After years of continued international performances rooted in the preservation of traditional Khmer dance, these artists have gained much respect from their predecessors, but in addition inspired an undeniable passion to usher their craft into the future.

They have courageously taken the path towards integrating traditional forms with contemporary techniques. This move towards contemporary dance raised tensions with their original instructors who feared this integration would ultimately cause the potential destruction of classical forms. These masters no longer feel threatened but rather embrace a dance scene in which traditional and contemporary forms can now coexist.

Amrita creates a nurturing environment to promote a dancer's artistic capacity so they can achieve their goal of creating their own new Cambodian contemporary work. We have collaborated with international choreographers and directors to help develop the dancers artistic development. From some of these collaborations, fully mounted productions have been created and have toured extensively. These collaborative efforts have greatly encouraged the dancers interest for exploration.

This integration of forms has allowed these artists to develop into better dancers. They have learned to take the lead in creating new works, not only to revive their classical form. They have developed their sensitivity, openness in discussion and willingness to try and learn. These improvements are presented through their collaborative works with well-established directors and choreographers in different parts of the world.

2014 is filled with planned projects and activities that will further mature artistic development. These young Cambodians will be creating their works in Cambodia to showcase to local and international audiences. Their works are sophisticated and very unique due to the political, cultural, social and economic background of Cambodia. Amrita Performing Arts is helping them to achieve this artistic vision.

Your support and participation in all elements of this CHRISTIE'S Charity Auction, exhibition, and events would be a catalyst to embracing and enabling these emerging artists to grow like new flowers creating and adding to the beauty of their country's arts and culture.

Thank you.

Thank you Rithisal.

CHRISTIE'S Charity Auction weekend will begin Friday, March 28th with the arrival of Lionel Gosset, Director of Collections CHRISTIE'S Paris. A cocktail reception welcoming Mr. Gosset, the participating artists, Charity Recipients and event organizers will be held at the residence of French Ambassador Mostura.

Viewing of auction items will commence Saturday evening, March 29th at Sofitel Ballroom #2 accompanied with a cocktail reception and toast. Afterwards guests are invited to attend Sofitel's "Arts-inspired Dinner" at Do Forni and enjoy a poolside fashion show by participating auction designers and decorative artists.

Registration of Bidding Paddles will also be available Sunday, March 30th, the day of the auction, from 11am to 2pm in front of Sofitel's Ballroom #2. The Auction will begin at 3:00pm. That evening festivities will conclude with a Royal Performance by AMRITA to be held in Ballroom #1 at 6:00pm.

In addition to the CHRISTIE'S Charity Auction, ReCreation will also launch on March 1st, the debut of "Galerie des Arts" sponsored by Sofitel. This will be a three-month exhibition showcasing the best contemporary art Cambodia has to offer. James Radnor will now elaborate on "Galerie des Arts".

(James Radnor's Statement)

Ladies and Gentlemen, members of the Press:

I am excited to share with you the announcement of a brand new exhibition entitled *Galerie des Arts*. The exhibition builds on the past success of the *Salon des Creatures*, and as a member of the board of ReCreation, I am pleased to tell you that the *Galerie des Arts* will be a new art venue located here in the Sofitel Phnom Penh Phokeethra. The *Galerie des Arts* is conceived and arranged to showcase, and to sell, original works of art and design created by many of Cambodia's contemporary artists.

The event represents a dynamic cooperation between ReCreation, the organizing agency, and the Sofitel Phnom Penh Phokeethra, the host for the three-month exhibit. Beginning the first of March 2014, and ending in May 2014. The exhibition will place a national and international spotlight on the best artwork and design that Cambodia has to offer. The artwork itself will be displayed throughout the Hotel taking advantage of the hotel's stylish interior space, inviting quiet corners, soaring lobby and fine dining restaurants.

These works of art and design, are created by the same artists you will find proudly featured in the CHRISTIE'S charity auction catalog. But while, the CHRISTIE'S auction lasts only a single day, the *Galerie des Arts* lasts for three months during which time you will have the opportunity to admire, and purchase, exceptional works of art. And by buying a work of art, you will be financially supporting a Cambodian artist and helping to revitalize the dream of a vibrant, innovative and growing arts culture in Cambodia. The *Galerie des Arts* marks the logical next step in bringing additional national

and international exposure to the maturing Cambodian art scene.

Thank you.

Thank you James.

Finally a statement from Natalie Moser representing Sofitel:

(Natalie's Statement)

Dear Colleagues,

Bonjour.

On behalf of Charles-Henri Chevet, Area General Manager for Sofitel Phokeethra Hotels, I am pleased to welcome you here today.

Many of you may or may not be aware of the Sofitel Brand Vision which is to combine French Elegance with local culture. In doing that, we always strive for excellence and it is with great passion that we partner with ReCreation to see more beautiful Cambodian art thrive locally, regionally and internationally. Christie's Charity Auction, less than 2 years ago, was hosted in our Phokeethra Ballroom. For the second time now in Cambodia, our passion remains to help discover the many talented artists the Kingdom of Cambodia has to offer.

I would like to highlight the dedication Sofitel Phnom Penh Phokeethra has in being part of contributing to the success of future recognized talents.

Walking through our lobby you may have noticed our art exhibition that rotates on a quarterly basis. This is our way of giving back and providing opportunities locally. With these exhibitions growing in size and awareness there are great things to come in 2014.

With that said, we ask your assistance in promoting this up and coming industry in Cambodia. Thank you all for being here today and we hope to see you come in March 2014 for the "Galerie des Arts" vernissage or viewing.

With the support of the Ministry of Commerce, the Ministry of Culture, local government, business sponsors, colleagues and friends we anxiously welcome Christie's to Cambodia for a second time. We hope that this addition of CHRISTIE'S Charity Auction will be as successful as the first in raising much needed funds to support the continued growth of arts education, exhibition and performance.

I thank you for your attention and continued support of the Cambodian artistic community.

Now I open the floor to questions for our panel.

*****End of Press Conference*****

Ladies and gentlemen of the Press we thank you so for attending. Should you require additional information or photos to accompany your articles, please contact us via our website: www.recreation-cambodia.com, which is included in your Press Kit.

Continental Breakfast, coffee and tea are served in the adjacent room.