

SOVRIN Preview (P. 26 - 27)

SPRING, SUMMER TREND 2014

Are you ready to choose a new style in this season?

Clothes, not just a basic need anymore but is now part of peoples' live. People live up to modern day and like modern thing, it is so truth. This spring 2014 is another new season and also style of clothes that will reveal in this season. Are you ready? What style of clothes would you follow the most?

SOVRIN Magazine, a premier fashion magazine, has brought new tips of beauty care, the clothing fashion and art design for every season. Not the same again, this issue includes a collection of clothes in spring and recommendation of dressing style from our experts.

The 90's: You may though this style is out of date, but it is the most popular one in spring season. This style often dressed in T-shirt, jeans, and sneakers.

Art Inspired: It is an art and style of the collection. There is some hand drawing on the textile especially nylon textile with little fur.

Sheer: It is simple but classic and wearer would feel not stuffy from the material of textile that is mostly made from silk or cotton.

Sport Wears: Sports wears not only use for doing exercise, but they can also be worn as casual for all seasons especially in spring since this style is very modern and attractive.

Blue: While pink and green is very popular used by designers, blue will present as warm and welcome in this

season.

Metallic: Many famous designers are challenging each other to use golden, silver or bronze colors represent the shining and flame of glamour in outfits; especially some are made from fur.

Crop Top: This style is sexy but pretty and best for all seasons except in winter.

In whatever styles our expert recommended from the most popular trend, it is still required you to select the right style for your own is much important. In the spring, white or black is a hot color while triangle or square style textile is the most favorite one in this season. If you are a flower lover, you can also have colored and flowered textile clothing for your own style. In case, you like to be pop up in the crowd, it should be the red one while it is now the most popular one in this spring.

by Sophatra

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CHRISTIE'S CHARITY AUCTION 2014

A rare opportunity that artists and designers look forward to express their arts is coming soon.

For art enthusiasts, keeping in the loop is crucial. Sometimes, however, it can be hard to keep up with new artists and learn when and where they might be selling and displaying their work. The Cambodian art agency, ReCreation, which also functions as art curators, is

helping bridge the gap between Cambodian artists and consumers around the world.

In contrast to CHRISTIE'S Auction House, renowned as one of the world's premier art auction venues, ReCreation puts a premium on charity, as opposed to profit. ReCreation founder Madeleine de Langalerie uses the art house's {CHRISTIE'S} charitable component to enhance local art and distinguish the venue from traditional auctions held in other countries. Established in 2010 with the help of de Langalerie's colleagues Matthew Tito Cuenca (Director of Marketing and Public Relations) and Jean Morel (Legal and Business Advisor), ReCreation's early success, and the support it receives from international artists, has allowed it to promote its goal of further developing Cambodia's local art scene.

Through these early efforts, de Langalerie demonstrates ReCreation's commitment to help publicize the strengths of Cambodian art. "The main purpose of auctioning and displaying the artists' work is to popularize it and let the world know that Cambodia has some wonderful art," de Langalerie explains.

De Langalerie notes that despite the Cambodian artists' skills, especially in regards to painting, few artists have the ability to showcase their creations. Even access to local audiences is limited. With ReCreation, de Langalerie hopes to make available to artists every possible way to publicize their work. This, mentions the founder, is crucial to the heritage of Cambodia's current people and their future generations.

Creating an atmosphere conducive to creativity is also an important part of ReCreation's mission. "I want to see strong relationships between all artists and designers so that they can cooperate, exchange ideas and create solutions within challenging situations," she added.

Recognizing the tough social

climate, de Langalerie's art agency offers an educational component, as well. ReCreation provides motivation to local artists as well as advice on multiple creative topics. ReCreation helps train artists to use efficiently their artistic medium and instructs them on how to integrate better advertising, technology and marketing with their budding art careers. And of course, ReCreation develops commercial channels for purchasing pieces from the artists themselves. In 2012 and 2013, ReCreation staged major exhibitions at Sofitel, where international buyers spread Khmer art by bringing it back to their home countries.

"{CHRISTIE'S Charity Auction 2012} was a golden opportunity, one of the biggest artistic events in Cambodia," de Langalerie noted. "I want all Cambodians to continue participating in these kinds of events, which introduces international standards and draws international audiences who will help spread Khmer art and culture around the world."

Building on the success of past years, ReCreation, will also launch on March 1st, the debut of "Galerie des Arts", a 3-month art exhibition at Sofitel, while the CHRISTIE'S Charity Auction 2014 begins on March 29th with the arrival of Lionel Gosset, Director of Collections CHRISTIE'S Paris, who will act as auctioneer.

According to de Langalerie, the process for an artist to register for the event was straightforward. She says "artistic participants needed to send a photo of their artwork along with a short description and personal biography via email. If the piece is chosen, the photos and details will be used to create the CHRISTIE'S Charity Auction catalog. Proceeds from the auction will then be donated to Cambodia 2000 and AMRITA Performing Arts, both local art-development organizations."

With the upcoming charity

auction visible on the horizon, de Langalerie stresses the need for wider participation in Cambodian art and culture. "We should all do our part to let the world know about Cambodian artwork."

by Sophatra

SOVRIN Talk (P. 50 - 51)

NEVER BACK DOWN, SVENG SOCHEATA

After missing for a while, the elder artist Sveng Socheata comes back to start over her career gradually

As an elder artist, Sveng Socheata is very skillful in her wicked characters. After got shot from an unknown attacker a few years ago, she decided to start over her career. Being in the entertainment industry for almost 10 years, Sveng Socheata, is one of the most famous elder actresses with full experiences and still hooks much attention of both local and abroad supporters.

According to Sveng Socheata known as a wicked role actress, she is currently recovered from the worst incident which harmed her hand and another ache of her head. She said "I still feel bad sometimes because of my painful disease, but it is not as often as before. Plus, I try to avoid the negative thinking and other nonsense stuff." Sveng Socheata emphasized that in order to get relieve-she takes medicine and follow the doctor's advice that officially does checkup and examines her

condition. That kind of medicines is produced in Malaysia, and its effect has healed her disease. She even brings it to Cambodia. It is such appreciation that our elder actress could survive from that dreadful incident and is dramatically relieved.

Even though her condition has not yet reached the point, Sveng Socheata's ego is forever clung to the entertainment industry and will never disappear from the stage. "I do state that I will always be me, Sveng Socheata, and will not leave but always stay inside all supporters." She added with her heart as an elder actress who remains in a sickness disease. Her passionate keeps her to continue the long journey of an entertainment business. Although Socheata does not fully recover from her illness and spend-less time involve with entertainment industry career now, she has still got some invitations from many music productions these days. Not only features in the movie, Sveng Socheata also shows up in other events. Even television directors are very appreciated of her presence in their program. Indeed, the admiration is for her effort and herself to overcome disease and resume again greeting audience, and they still feel a satisfaction her performance even her condition is not a good sign for her. Smiling gorgeously and talking pleasantly, she continued "I will be welcome to all the performances after the disease exactly fade away." Note that the disease really affects the part of her brain; as for this, she tries not to think much and take enough rest without any disturbance.

With the understanding of Socheata condition, SOVRIN Magazine Team not tries to bother her time further of resting. The team left her some moment toward the end of an interview "I will not cause the public any disillusionment of my presence. Importantly, I may request for the public continually to support the elder artists and praise our