

ABOUT PHARE CREATIVE STUDIO

A Cambodian creative agency and social enterprise based in Battambang, Phare Creative Studio specializes in content production: animation, video, illustration, graphic and sound design. With over 16 years' experience, it transforms ideas into powerful stories that raise awareness and inspire social change.

In recent years, the studio has broadened its horizons by designing development communication strategies and social and behavioral change campaigns (SBCC), adopting a human-centered design approach that closely aligns with the needs of target populations in the field.

Today, its 18-member team - mainly former students of the Phare School of Visual and Applied Arts who benefited from the WAS program, funded by the French Development Agency (AFD) - is proud to work for renowned clients such as the United Nations Development Programme (UNDP), UNICEF, the World Health Organization (WHO), the Food and Agriculture Organization (FAO), WaterAid, Oxfam and the World Food Program (WFP).



PHARE CREATIVE STUDIO PHILOSOPHY

❖ CONTRIBUTE TO CAMBODIAN CULTURAL REBIRTH

The studio's mission is to help revive and preserve Cambodian culture and arts, which were severely impacted by the Khmer Rouge regime's efforts to destroy the country's creative traditions.

❖ SHOWCASE CAMBODIAN CREATIVITY

Phare Creative Studio aims to highlight the talent and artistic expression of Cambodian artists, designers, and animators, providing a platform for them to share their unique perspectives.

❖ STORYTELLING ROOTED IN CAMBODIAN THEMES

The studio's animations and content often draw inspiration from Cambodian folklore, history, and contemporary social issues, promoting the rich cultural heritage of the country.



pharestudio.org

❖ EMPLOY LOCAL TALENT

Phare Creative Studio employs a team of skilled Cambodian artists, many of whom are graduates of the Phare Visual and Applied Arts School, ensuring an authentic Cambodian voice in their creative work.

❖ SOCIAL IMPACT FOCUS

Many of Phare Creative Studio's projects aim to address important social issues relevant to Cambodia, such as health, education, and development, using their creative work to drive positive change.



THE KHMER SMILE - AN ANIMATED FEATURE FILM

- BRINGING CAMBODIAN CULTURE TO THE GLOBAL ANIMATION STAGE -

The Khmer Smile is a 70-minute 2D animated feature film project directed by Fabrice Beau, aimed at an international family audience.



THE GLOBAL ANIMATION MARKET

❖ GLOBAL ANIMATION MARKET PROJECTED TO REACH \$587 BILLION BY 2030

The global animation market is expected to grow significantly over the next decade, driven by increasing demand for animated content across various platforms, including streaming services, television, and cinema.

❖ ASIA-PACIFIC REGION, INCLUDING CAMBODIA, POISED FOR SUBSTANTIAL GROWTH

The Asia-Pacific region, including countries like Cambodia, is anticipated to be a key driver of this growth, fueled by factors such as rising internet penetration, growing disposable incomes, and a young population.

❖ OPPORTUNITIES FOR EMERGING MARKETS IN ANIMATION

While established animation powerhouses continue to dominate the global market, there are opportunities for emerging markets like Cambodia to carve out niches, especially in areas like 2D animation and by leveraging their unique cultural perspectives in storytelling.



ABOUT THE KHMER SMILE



Produced by Phare Creative Studio, “The Khmer Smile” is an ambitious 70-minute animated film that tells a moving story rooted in Cambodian identity.

Created by talented animators trained at Phare’s Visual and Applied Arts School, this film represents a historic milestone as Cambodia’s first large-scale animated feature.

Distributed in multiple Francophone countries, “Khmer Smile” will amplify Cambodia’s cultural voice on the global stage while showcasing the country’s emerging animation industry.

The story follows Fabrice, an adult adoptee. as he returns to his native Cambodia for the first time since birth, embarking on a journey filled with humor, poetry, and adventure.

“The Khmer Smile” offers a distinctive narrative that explores themes of adoption, cultural identity, and self- discovery, with the potential to resonate with a global audience.

Link for 5mn animation on Vimeo
<https://vimeo.com/470148704>

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CO-PRODUCTION PARTNERS

