

**PRESS RELEASE**

For Immediate Release  
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**SA SA BASSAC opens *In The Club* by Ouk Sochivy**



Ouk Sochivy, *Team Dance Girls*, 2011, oil on cotton, 60x80cm

PHNOM PENH – SA SA BASSAC is pleased to present *In The Club* by Ouk Sochivy, a new series of figurative paintings inspired by nightclub fashion in Phnom Penh.

Born in Phnom Penh in 1984, Ouk is among the 70% of her nation's population under 30 years of age, raised during the early stages of Cambodia's development and urbanization. She is known for her quintessential evocations of the Khmer youth segment known as Freshies. Described as a style and identity shaped by the requirements for popular televised talent contests, the Freshies notably import globalised beauty and fashion trends from neighboring Asian metropolises.

*In The Club's* eleven works are narrated by candid titles that offer insight into the characters and customs of Cambodian club culture. Many clubs are equal parts bar, disco, runway, and cabaret, thus fashion and styling is highly integral to the nightlife experience, making everyone from audience to entertainer, a performer.

*DJ with Decks* is composed in the artist's "Hip Hop Style" which refers to the nascent American-inspired Khmer hip-hop movement and apparel, while *House Band* and *Group Sing* depict "Pop Star Style", referring to musicians and audiences who play live at karaoke halls, often wearing retro garb in synthetic fibers. *Team Dance Girls* portrays the phenomena of "clubs" produced at television stations for live broadcast, where choreography resembles aerobic exercise routines done in an earnest, if slightly mechanical, manner. *Boyfriend Girlfriend Fashion* is a commentary on how many couples today are styled as one entity.

Ouk's direct approach to both her technique and subject matter is a practice passed down by her grandfather, Svay Ken (1933-2009), who is often referred to as the grandfather of contemporary art in Cambodia. While her inheritance continues Svay's goal of keeping a record of everyday Cambodia for generations to come, it departs from the personal stories and objects derived from his personal, sixty tumultuous years of life in Cambodia. Ouk, now 27, paints *her* version of daily life.

Ouk's characters emerge from a range of sources including photos culled from magazines, "research visits" to Phnom Penh's hottest nightspots (Spark, Rock, and Classic), and the artist's imagination. While many of today's well-known figure painters inspired by fashion intend to serve the culture they capture, Ouk's paintings are an extension of the entertainment industry. Ouk acts not only as a painter, but also as a stylist. She outlines poses before proceeding to hairstyles, clothing, accessories, and make-up. Ultimately, her paintings serve as one link in a chain of earnest expressions from a youthculture discovering itself during a highly transitional time.

### **About the Artist**

Ouk Sochivy (b. 1984) is a painter best known for her playful, figurative works of Khmer youth. *In the Club* marks the artist's second solo exhibition, following *To Be Continued*, Bophana Audiovisual Resource Centre Gallery, Phnom Penh (2009). Select group exhibitions include *Farmers and Freshies*, Sa Sa Art Gallery, Phnom Penh (2010); and *Forever Until Now*, 10 Chancery Lane Gallery, Hong Kong (2009).

### **About SA SA BASSAC**

SA SA BASSAC is a gallery and resource center dedicated to creating, facilitating, producing, and sharing contemporary visual culture in and from Cambodia.

### **Exhibition Details**

Exhibition: *In The Club*, by Ouk Sochivy  
Opening: Thursday 16 June, 6:00-8:00PM  
Dates: 16 June - 10 July, 2011  
Opening Hours: Thu-Fri-Sat 2-6pm / Sun 10am-6pm + by appointment  
Location: #18 2nd Floor, Sothearos Blvd, Phnom Penh  
Website: [www.sasabassac.com](http://www.sasabassac.com)

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