

ONE HUNDRED MUSES

PHNOM PENH • CAMBODIA • EST. 2008

ONE HUNDRED MUSES 2008 • 2026

A living archive preserving 18 years of Cambodian fashion image-making and the creative community behind it. Founded by CHEM VUTH SOVIN & ALEX TEE.

ABOUT THE PROJECT

One Hundred Muses (OHM) is a long-form fashion image archive documenting one hundred lives, faces, and stories across eighteen years of Cambodian image-making. Founded by photographer Chem Vuth Sovin alongside creative partner Alex Tee (Touch Sokunthea) on 8 August 2008, OHM has been built and sustained from Phnom Penh, Cambodia.

The archive launches on 8 August 2026, the eighteenth anniversary of the project's inception on 8 August 2008. On that date, eighty-eight muse stories open to the public, with the remaining twelve released online over the following months, continuing the archive beyond its opening.

OHM is not a campaign. It is a record: of presence, of contribution, of the people who passed through the studio and helped shape the images, both in front of and behind the camera.

This archive is not a document of style. It is a document of time. Together, these images form a visual history of Cambodian fashion image-making during a period of rapid cultural and creative change.

CAMERA SYSTEM

Medium Format Camera MAMIYA ZD
Medium Format Camera HASSELBLAD H4D-40
Medium Format Camera HASSELBLAD H5D-50c
Medium Format Camera HASSELBLAD H6D-100c
DSLR CANON EOS 5D-Mark III

LOCATIONS

SPKPLUS STUDIOS, PLUSMAX STUDIOS, PG CREATIVE STUDIOS, PHNOM PENH, SIEM REAP, SIHANOUKVILLE, SINGAPORE, AND BANGKOK.

FOUNDING

8 AUGUST 2008

LAUNCH

8 AUGUST 2026

ARCHIVE TOTAL

100 MUSES • 60+ CONTRIBUTORS • 18 YEARS

WEBSITE

ONEHUNDREDMUSES.COM

THE MUSES

Each of the one hundred muses in the archive is a distinct individual. They are not types, references, or moods. They arrived at the studio at a particular moment in their lives, and the archive holds that moment without explanation or decoration.

WHO THEY ARE

INDIVIDUALS DRAWN FROM CAMBODIA, THE DIASPORA, AND THE INTERNATIONAL COLLABORATORS WHO PASSED THROUGH CAMBODIA OVER EIGHTEEN YEARS.

HOW THEY ARE PRESENTED

EACH MUSE IS ACCOMPANIED BY A PORTRAIT MADE BY CHEM VUTH SOVIN AND/OR ALEX TEE, A WRITTEN STORY, IN THE THIRD PERSON, THAT PLACES THEM IN THEIR OWN CONTEXT, NOT IN THE PROJECT'S.

THE IMAGE

SHOT ON MEDIUM FORMAT. EVERY IMAGE IS A FINISHED WORK, NOT A PRODUCTION STILL.



MBABAZI SHARIFA, 17 APRIL 2007
BY CHEM VUTH SOVIN & ALEX TEE

CREATIVE DIRECTION

CHEM VUTH SOVIN

FOUNDER · PHOTOGRAPHER · CREATIVE DIRECTOR

Sovin is a Phnom Penh-based photographer and creative director whose practice centres on portraiture and identity. Working exclusively in medium format, his eye is trained on specificity: the particular quality of light in a studio in Cambodia, the posture of someone deciding how much of themselves to give the lens.

Co-founder of PlusMax Studios and former Editor-in-Chief of Prestige Cambodia, Sovin has organised fashion shows and events in Cambodia since 2014. One Hundred Muses is his most sustained and personal body of work.

ROLES HELD:

PHOTOGRAPHER

CREATIVE DIRECTOR

VISUAL DIRECTOR

EDITORIAL WRITER

EVENT ORGANISER

PRODUCTION DIRECTION

ALEX TEE

CO-FOUNDER · PHOTOGRAPHER · PRODUCTION DIRECTOR

Touch Sokunthea, widely known across the industry as Alex Tee, is the co-founder of One Hundred Muses, co-owner of PlusMax Group, PG Creative Studios, and Sovin's life. A key creative and production partner in the project's founding years, Alex shaped the early visual and conceptual language of the archive alongside Sovin.

ROLES HELD:

PHOTOGRAPHER

PRODUCTION DIRECTOR

SET DESIGNER

EVENT ORGANISER

PARTNERSHIP & PRESS OPPORTUNITIES

EDITORIAL & PRESS

One Hundred Muses is available for editorial coverage, cultural features, and institutional profiles. The archive has stories worth telling: eighteen years of fashion portraiture, medium format work, and a Cambodian creative practice that answers to no outside brief.

EXHIBITIONS & INSTITUTIONAL

The archive is designed to exist beyond the screen. Print editions, physical exhibition proposals, and institutional collaborations are all open conversations. OHM has an active interest in partnerships with cultural institutions, embassies, and arts organisations working in or alongside Cambodia.

BRAND PARTNERSHIPS

Selective brand alignment for fashion, beauty, and cultural brands whose values sit close to OHM's. Sovin & Alex have a long history of premium event production and creative direction and brings that full capability to partnership work.

WHAT WE OFFER:

EXCLUSIVE PREVIEW ACCESS BEFORE 08.08.26
HIGH-RESOLUTION ARCHIVE IMAGERY FOR EDITORIAL USE
INTERVIEW ACCESS TO CHEM VUTH SOVIN AND/OR ALEX TEE
CO-PRESENTED LAUNCH EVENTS
PRINT AND PHYSICAL COLLATERAL LICENSING
CUSTOM CONTENT AND CREATIVE DIRECTION



REGAN RAYNER, 10 NOVEMBER 2022
BY CHEM VUTH SOVIN & ALEX TEE

ENQUIRIES

For press, partnership, exhibition, and licensing enquiries, reach One Hundred Muses directly through the channels below.

LOCATION: PHNOM PENH, CAMBODIA
INSTAGRAM: @BY.ONEHUNDREDMUSES
FACEBOOK: @ONEHUNDREDMUSES
X/TWITTER: @ONEHUNDREDMUSES
TELEGRAM: @ONEHUNDREDMUSES
EMAIL: ONEHUNDREDMUSES@GMAIL.COM

THE ARCHIVE OPENS 08.08.26

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