The Sound Initiative

Realising the flourishing scene of music by enthusiastic young Cambodian musicians, The Sound Initiative was established to offer resources and support to produce and promote their music. The Sound Initiative is giving a voice to original artists in Cambodia and creating a new wave of music movement. In Cambodia, there is a new generation of innovative, creative musicians shaking up the field and waking up their audiences. These musicians have big, artistic dreams and The Sound Initiative team aims to support them in achieving their dreams through mentoring and vocational training. Laura Mam, singer/song writer and ambassador for The Sound Initiative says, “when artists come together creativity seems to jump. You learn a lot from being around a lot of different kinds of artists and seeing life as art; it can inspire more creativity than most people know.”

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