

Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

REGIONAL MEMORANDUM

ORD No. 1188, s. 2023

TO : **MA. EVALOU CONCEPCION A. AGUSTIN**
Schools Division Superintendent, Makati City

FROM : **WILFREDO E. CABRAL, CESO III**
Regional Director

SUBJECT : **CULTURE AND ARTS APPRECIATION DAY AT THE AYALA MUSEUM**

DATE : November 10, 2023

1. Pursuant to the attached DepEd Memorandum No. OM-OASOPS-2023-11-023 dated November 6, 2023 from the Office of Dr. Dexter A. Galban, Assistant Secretary for Operations, re: Culture and Arts Appreciation Day, there will be extended free entrance and self-guided tours on **November 15, 2023**, at the **Ayala Museum, Makati City**.
2. Attention is invited to paragraph 5 on the reiteration that the Culture and Arts Appreciation Day activity is **free of charge, voluntary and non-mandatory**.
3. 100 learners and DepEd personnel of SDO Makati City are invited to participate in the said event, who are required to register in this link : <https://bit.ly/Ayala2023>. Learner-participants are likewise required to secure Parental Consent and Waiver Form.
4. Attendance to the said activity is subject to the no disruption of classes policy stipulated in DepEd Order No. 9, s. 2005.
5. For immediate dissemination.



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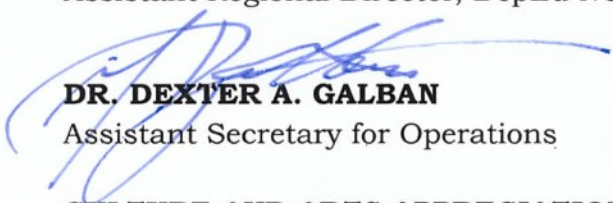
Republic of the Philippines
Department of Education
OFFICE OF THE ASSISTANT SECRETARY FOR OPERATIONS
BUREAU OF LEARNER SUPPORT SERVICES
School Health Division | School Sports Division | Learner Formation Division

OM-OASOPS-2023-11-023

MEMORANDUM

TO : **WILFREDO E. CABRAL, CESO III**
Regional Director, DepEd NCR
Officer-in-Charge, Office of the Undersecretary
for Human Resource and Organizational Development

CRISTITO A. ECO
Assistant Regional Director, DepEd NCR

FROM : 
DR. DEXTER A. GALBAN
Assistant Secretary for Operations

SUBJECT : **CULTURE AND ARTS APPRECIATION DAY**
AT THE AYALA MUSEUM

DATE : **6 NOVEMBER 2023**

This is in reference to the memorandum of the Department of Trade and Industry - Creative Industries Development Program Management Unit (DTI - CIDPMU), dated 23 October 2023, to the Ex Officio Members of the Philippine Creative Industries Development Council, which the Department of Education is a part of, regarding the conduct of the **Culture and Arts Appreciation Day** at the **Ayala Museum** on **15 November 2023**.

For the said event, DTI has opened **100 slots for DepEd**. With this, we would like to respectfully ask your good office to identify students and DepEd personnel who shall attend this event, subject to existing rules and regulations of our Agency on the conduct of these activities, particularly on the no disruption of classes. Interested participants are enjoined to register through this link to secure their free tickets: <https://bit.ly/Ayala2023> .

We further request that you facilitate the logistical arrangements for the transport of the selected participants to and from the venue.

You may see the attached documents for further reference.

Kindly take note that **participation in the Culture and Arts Appreciation Day is free of charge, voluntary, and non-mandatory**.

For your consideration and appropriate action.

MEMORANDUM

DTS No.:

FOR : EX OFFICIO MEMBERS OF THE PHILIPPINE CREATIVE INDUSTRIES
DEVELOPMENT COUNCIL (PCIDC)

FROM : *Rafaelita M. Aldaba*
RAFAELITA M. ALDABA
Supervising Undersecretary
Creative Industries Development Program Management Unit
(PCIDC Interim Secretariat)

DATE : 23 October 2023

SUBJECT : Culture and Arts Appreciation Day for PCIDC Members at the Ayala
Museum

In partnership with the Ayala Corporation, the Department of Trade and Industry (DTI) is co-organizing the **Culture and Arts Appreciation Day** at the **Ayala Museum on 15 November 2023**. This event is in line with our commitment to the Philippine Creative Industries Development Act (PCIDA) or Republic Act No. 11904, aimed at fostering the growth and development of the creative industries in the Philippines, as represented by the nine domains. For this activity, the DTI will highlight the a) Visual Arts Domain and b) Cultural Sites Domain.

The Ayala Museum is one of the nation's premier museums, known for housing an extensive collection that reflects the depth of Filipino greatness and creativity. Currently, the museum is hosting an extraordinary multimedia exhibit titled **"Splendor: Juan Luna, Painter as Hero"**. This particular exhibit is a unique opportunity to view Luna's long-lost masterpiece, "Hymen, oh Hyménée!" which will be exhibited in the Philippines for the very first time. The museum's collections also encompass diverse categories, such as archaeological, ethnographic, historical, fine arts, numismatics, and ecclesiastical paintings and artifacts.

In this regard, the DTI is extending **free entrance and self-guided tours at the Ayala Museum** for registered museum goers. Each Philippine Creative Industries Development Council (PCIDC) member agency is given **100 slots**. Interested participants are enjoined to register through the RSVP link to secure their free tickets: <https://bit.ly/Ayala2023>

To maximize museum experience and ensure smooth registration, we recommend the following time slots for each agency:

Time	Philippine Creative Industries Development Council (PCIDC)
10:00 AM	• Department of Trade and Industry (DTI)
11:00 AM	• DTI Attached Agencies
11:30 AM	• Department of Education (DepEd)
01:00 PM	• Department of Science and Technology (DOST)
01:30 PM	• National Economic and Development Authority (NEDA)
02:00 PM	• Department of Tourism (DOT)
02:30 PM	• Department of Information and Communications Technology (DICT)
03:00 PM	• Department of the Interior and Local Government (DILG)
03:30 PM	• Commission on Higher Education (CHED)
04:00 PM	• National Commission for Culture and the Arts (NCCA)
04:30 PM	• Intellectual Property Office of the Philippines (IPOPHL)

For questions and confirmation, we shall continue communicating with your office through Ms. Jasha Gutierrez at jashagutierrez@gmail.com and +639070478714

Thank you and we look forward to your confirmation and participation.

CONCEPT NOTE

- I. **EVENT TITLE** : **Cultural and Arts Appreciation Day**
- II. **EVENT DATE** : November 15, 2023
- III. **RATIONALE**

In partnership with the Ayala Corporation, the Department of Trade and Industry (DTI) is co-organizing the **Cultural and Arts Appreciation Day** at the **Ayala Museum on 15 November 2023**. This event is in line with our commitment to the Philippine Creative Industries Development Act (PCIDA) or Republic Act No. 11904, aimed at fostering the growth and development of the creative industries in the Philippines, as represented by the nine domains. For this activity, the DTI will highlight the a) Visual Arts Domain and b) Cultural Sites Domain.

The Ayala Museum is one of the nation's premier museums, known for housing an extensive collection that reflects the depth of Filipino greatness and creativity. Currently, the museum is hosting an extraordinary multimedia exhibit titled "**Splendor: Juan Luna, Painter as Hero**". This particular exhibit is a unique opportunity to view Luna's long-lost masterpiece, "Hymen, oh Hyménée!" which will be exhibited in the Philippines for the very first time. The museum's collections also encompass diverse categories, such as archaeological, ethnographic, historical, fine arts, numismatics, and ecclesiastical paintings and artifacts.

In this regard, the DTI is extending free entrance and self-guided tours at the Ayala Museum for Philippine Creative Industries Development Council (PCIDC) member agencies and other members of the creative industry association.

The event serves the following purposes:

1. **Cultural Enrichment:** Government employees have a unique opportunity to engage with the rich and diverse cultural heritage of the Philippines. This event exposes them to the country's artistic and historical treasures.
2. **Professional Development:** The event can serve as a source of inspiration and knowledge, offering insights into the creative industries. This knowledge can be applied in various government roles, especially those related to culture, arts, and tourism.
3. **Promotion of Cultural Awareness:** Participation in events like this fosters an appreciation for local art and heritage, which government employees can carry forward in their work and interactions with the public.
4. **Networking and Collaboration:** It provides a platform for government employees to network and collaborate with members of the creative industry association and PCIDC, potentially leading to future partnerships and initiatives.

In summary, the Cultural and Arts Appreciation Day at the Ayala Museum is not only a celebration of Filipino creativity and heritage but also an educational and networking opportunity for government employees. It plays a pivotal role in enriching their

understanding of the country's cultural wealth, promoting professional development, and fostering connections within the creative industry.

IV. **EVENT OBJECTIVES**

A. **Celebrate Filipino Creativity:** Through exhibitions at the Ayala Museum, attendees will have the opportunity to immerse themselves in the artistic and cultural treasures that reflect the greatness of the Filipino nation.

B. **Foster Public Engagement:** By encouraging active participation and interaction, the event aims to create a deeper connection between the Filipino public and the rich cultural tapestry of the nation. This engagement helps in preserving and promoting Filipino heritage.

C. **Promote Cultural Learning and Collaboration:** The event serves as a networking and collaboration opportunity for government employees, members of the creative industry association, and PCIDC. This collaboration has the potential to lead to future partnerships and initiatives that will further the growth and development of the creative industries in the Philippines, aligning with the objectives of the Philippine Creative Industries Development Act.

V. **TARGET AUDIENCE**

The intended audience for this event are the Philippine Creative Industries Development Council (PCIDC) member agencies and other members of the creative industry association.