



Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION

Advisory No. **182**, s. 2024
 July 31, 2024

In compliance with DepEd Order No. 8, s. 2013
 This Advisory is issued not for endorsement per DO 28, s. 2001,
 but only for the information of DepEd officials,
 personnel/staff, as well as the concerned public.
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AGORA: CROSSROADS OF CREATIVITY, CULTURE, AND IDEAS

This is in reference to the letter request from JOSEPH J. CRISTOBAL, Director, Philippine Cultural educational Program, requesting interested participants of DepEd to the above-captioned activities from August to September, 2024 in Malolos City Bulacan, Region 3. Agora is a venue that will provide community engagement by showcasing talents, research, products, local cultural icons, and people.

For further questions regarding the matter, please don't hesitate to email at pcep@ncca.gov.ph.

MDA/CLMD



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PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

3 July 2024

DR. JOCELYN ANDAYA

Regional Director

DepEd NCR, Misamis St., Bago Bantay, Quezon City

ATTENTION: **MS. MARITA D. AQUINO**

Education Program Supervisor

Greetings from the National Commission for Culture and the Arts (NCCA)-Philippine Cultural Education Program (PCEP)!

The Philippine Cultural Education Program (PCEP), in partnership with the Department of Education (DepEd), will conduct **AGORA: CROSSROADS OF CREATIVITY, CULTURE, AND IDEAS**. It will be up for implementation from **August to September** in **Malolos City Bulacan, Region 3**. In connection with this, we would like to request a DepEd Regional Memo/Advisory to formally announce the program to the Regional Coordinators, Schools Division, City Superintendents, Heads of Public Elementary and Secondary Schools, and interested participants.

AGORA is a venue that will provide community engagement by showcasing talents, research, products, local cultural icons, and people. The general public shall be invited to have access to and be connected to PCEP's education institutions. This event will be in partnership with different LGUs to ensure the proliferation of the cultural education effort and the promotion of cultural education in the country as the core of teaching and learning and governance towards inclusive growth and sustainable development.

Attached herewith are the program design and poster(s) for your perusal. If you have further questions regarding the matter, please don't hesitate to email us at pcep@ncca.gov.ph.

We are hoping for your favourable and immediate response. Thank you very much.

Truly Yours,

JOSEPH J. CRISTOBAL

Director, Philippine Cultural Educational Program

Reference:

[DM CT 115 s 2024 PCEP Program Components](#)

Attachment/s:

- [2024 AGORA Program Design](#)
- [2024 AGORA Student Artists Showcase Poster](#)
- [2024 AGORA Dularawan 3 Competition Poster](#)
- [2024 AGORA Lecture Series Poster \(Branding\)](#)



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NATIONAL COMMISSION FOR CULTURE AND THE ARTS

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PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

AGORA:

Crossroads of Creativity, Culture, and Ideas 2024

September 28-29 (Sat-Sun), 2024
Bulacan, Philippines

Cultural Education Market Fair:

PCEP's Agora is the Cultural Education central public space and venue for our partner Higher Education Institutions, DepEd local schools (SPA), LGUs, National Association of Cultural Educators and Scholars (NACES) to showcase their talents, researches, products, local cultural icons, and their people in one creative market place. In our history, AGORA, in ancient Greek cities, is an open space that served as a meeting ground for various activities of their citizens. The 2024 AGORA Project of NCCA-PCEP shall be held in Bulacan with preparatory promotions during the NBDB National Book Festival at World Trade Center (April 25-28, 2024). Several performances and training shall be conducted during the said event.

In Bulacan, the NCCA-PCEP's AGORA or the marketplace, shall be the ROBINSON's Place Malolos, where many locals and tourists visited the place for business, recreation, meeting people, socialization, celebrations and shopping personal needs, watching and appreciating contemporary arts & culture happens.

For the 2-day activity, tourism stakeholders, education institutions, artists and cultural workers will gather to achieve the following:

1. Tourism stakeholders and Education Institutions shall mount an exhibition of their local products, publications and culture;
2. Student-Artists shall showcase their local cultural icons (as part of Bulacan 24k Cultural icon) through a presentation;
3. Community-based performing artists shall meet in the market to perform their latest work of art to the public;
4. Likewise, the NCCA PCEP shall educated the public, that Filipino arts are alive, dynamic, excellent and valuable; and
5. Programs of NCCA-PCEP, NACES and other partner Institutions can also promote their artistic-products and cultural programs in the market.

Methodology:

On August 2024, PCEP shall conduct a LECTURE / WORKSHOPS on the following topics for specific market/sector to be held at the City Hall of Malolos:

TOPIC	PARTICIPANTS	DATE	SPEAKER
BRANDING Selecting of Cultural Icon	Tourism officers & Cultural Workers	August 7, 2024 8:00am - 4:00pm	Diday Veneracion and JC Mesana

Registration Link: <https://forms.gle/1a7vKNBTE686u2kR6>



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ESTHETICS & ETHICS Research based local festival production	Local Community Directors & Choreographers	August 22, 2024 9:00am-5:00pm	Arvin Villalon
Registration Link: https://forms.gle/ociVjsYNYBGm8Npm6			
NEW TREND Philippine Theater Production	Theater Production practitioners	August 28, 2024 9:00am-5:00pm	Vince Tañada
Registration Link: https://forms.gle/UsgvgGswH9StDMc2A			

Participation Guidelines

1. Interested participants are required to register online
2. The program is open on a “first-to-apply, first-priority” basis.
3. Arrangements and costs of transportation, accommodation, and all meals are the responsibility of the participants and may be charged to local funds.
4. The PCEP Secretariat will notify participants of slot confirmation via email. Confirmed participants will receive final travel instructions to the training venue and other participation requirements.
5. Online registration is free but comes with an obligation. The number of participants is limited, and your registration may result in other attendees missing a slot if the maximum capacity is reached. If you cannot attend the program for which you have already registered, we kindly ask that you let us know. Cancellations must be made at least two weeks before the scheduled seminar.
6. The NCCA-PCEP reserves the right not to accept walk-in applicants/participants.
7. The NCCA-PCEP reserves the right not to issue any Certificate of Appearance or Certificate of Participation to participants who do not finish the seminar-workshop as scheduled.

A. TOURISM STAKEHOLDERS & EDUCATION INSTITUTIONS:

Mounting of 2x2 booths at the main hall of the Mall.

Local Tourism offices shall be encouraged to participate. They will mount their own booth at the Mall. Local products such as local crafts, native to the community and popular local intangible arts can be displayed, sell (subject to approval of the mall) and performed.

Universities in Luzon shall also be invited to participate in the event. Their publications, information about the courses offered, amenities, activities, uniqueness, school values can be showcased.

PCEP shall recognize the Best Booth on the last day of the Event.

B. STUDENT-ARTISTS Showcase:

Showcase of Theater-Dance Production about Local cultural products, icons or festivals.

All interested school-based participants should comply with all the needed requirements. Open to all Public and Private schools (amateur or professional).



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Music to be used by participating schools must be original and highlighting the rich culture of their city or municipality - NOT commercially released (free from copyrights).
The theater-dance production must not exceed ten (10) minutes, inclusive of intro and outro. Words with registered trademarks/brand names, explicit and offensive lyrics are strictly prohibited. Music in MP3 must be submitted to <https://bit.ly/3WQN3N8> or scan QR Code on or before **August 2, 2024**. Music shall be considered final once submitted and cannot be modified or altered.

The Performance is on September 28, 2024 - 10AM in Bulacan.
PCEP will give prizes to Top 3- best performers. All entries shall be judged according to the set criteria. The decision of the Board of Judges shall be final and unappealable.
Winners will be awarded the following cash prize: Grand Winner – Php 15,000.00 / 1st Runner-Up – Php 10,000.00 / 2nd Runner-Up – Php 5,000.00

For Inquiries: Melandro Pascual
Email: melandro.pascual@deped.gov.ph
Mobile: 09171360977

C. COMMUNITY-BASED PERFORMING ARTISTS:

DULARAWAN 3 is a stage play competition and festival.

Guidelines for joining

1. DULARAWAN 3 is open to all interested community-based and school-based theater groups. It is open to theater groups of all ages and experience levels.
2. Theater groups must complete and submit their entries online using the provided submission link <https://forms.gle/JnkuVARiJNeKn6Nc6>
3. Participation in DULARAWAN 3 requires the submission of:
 - a. Twenty (20) minutes video-mp4 format, including intro and outro
 - b. A clear copy of the script
 - c. A list of production members, including:
 - Actors
 - Director
 - Technical crew
4. Entry must be minimalist (symbolic representation) set, original piece of the group, and free from copyright issues.
5. Once submitted, an entry is considered final and cannot be altered or modified in any form.
6. Deadline for submission of entries is August 2, 2024.
7. Actual stage performance is slated on September 29, 2024.

Top-Three (3) performance entries shall be selected on the same date and shall be awarded the following cash:

GRAND WINNER - Php 15,000.00

FIRST RUNNER UP - Php 10,000.00



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SECOND RUNNER UP - Php 5,000.00

8. Decision of judges is final and cannot be contested in any manner.

For Inquiries: BKFI Secretariat

Email: lita1553edc@gmail.com

Mobile Number: 0917-8428906 (Consolacion Gamboa)

Two (2) Day Program:

1st day - September 28 Saturday, 2024

10:00-11:00 am	Opening Program / Cutting of Ribbon
11:00-12:00 nn	PCEP WEBSITE & Book Launching
1:00-5:00 pm	STUDENT-ARTISTS Showcase:
5:00-7:00 pm	School Performances

2nd day - September 29 Sunday, 2024

10:00-11:00 am	Reading of Kuwentong Supling
1:00-5:00 pm	DULARAWAN Festival
5:00-7:00 pm	Awarding of Certificates Closing

Outcomes:

1. Continued learning on Philippine arts and culture promoted;
2. Awareness of Philippine cultural icons increased;
3. Training needs of cultural workers and LGU executives in terms of heritage preservation listed and documented;
4. Instructional materials on cultural heritage education in terms of conservation, preservation, and management developed; and
5. More government officials and employees with enhanced capacities for promoting cultural education in governance.

Output:

1. List of new learning resources from Tourism stakeholders and Education Institutions
2. List of quality productions of SPA schools
3. List of quality production from Community-based performing artists
4. Number of audiences shall be educated



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