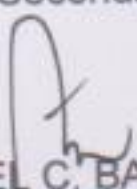




MEMORANDUM

To : Public Schools District Supervisors
Elementary, Secondary and Senior High School Heads

From : 
DR. ROMMEL C. BAUTISTA, CESO V
Schools Division Superintendent

Subject: CulEd Market Fair (NCES Advocacy on Philippine Culture and Arts Resources)

Date : July 9, 2018

Please find attached letter invitation from National Commission for Culture and the Arts, **re: CulEd Market Fair** with the theme **AGORA : Crossroads of Creativity, Culture and Ideas** on August 13-15, 2018 at Music Hall SM Mall of Asia, Pasay City.

For your information and immediate dissemination.

UM - 303 S. 2018
@RMA-emr



NATIONAL COMMISSION FOR CULTURE AND THE ARTS
Philippine Cultural Education Program



3 July 2018

DR. DIOSDADO M. SAN ANTONIO
Regional Director
Region IV A - CALABARZON

4712

THRU: MR. LEO L. CARGULLO
DepEd Coordinator

Dear Dr. San Antonio:

The National Commission for Culture and the Arts (NCCA) – Philippine Cultural Education Program (PCEP), in partnership with the Department of Education will conduct the **CulEd Market Fair (NACES Advocacy on Philippine Culture and Arts Resources)** with the theme **"AGORA: Crossroads of Creativity, Culture, and Ideas"** on **August 13-15, 2018 at Music Hall SM Mall of Asia Pasay City.**

CulEd Market Fair is an advocacy undertaking of the National Association of Cultural Educators and Scholars (NACES) to disseminate Philippine Culture and Arts resources. The market fair is the venue of PCEP partner HEI and DepEd local schools to showcase their talents, researches, products, local cultural icons, and their people. General public shall be invited in the market to shop, have access, and be connected to PCEP's education institutions.

In line with our mission of defining that culture is the root and foundation of education, governance, and sustainable development of Filipino; we like to invite one of your performing group to be part of the performance activity. Mobilization and delegation stay in the Fair shall be charge to their local funds. Partner institutions are allowed to promote their institutions in the venue subject for the procedural requirements and guidelines of the venue.

We will also launch the *Kuwentong Supling* book during the said event. In connection with this, we also like to invite the following writers and illustrators:

1. Noruel M. Donato
2. Lorelei R. Dona
3. Reilyn F. Belen
4. Maribel D. Dayson
5. Myra S. Amil
6. Genie C. Adlo
7. Chona B. Cureg
8. Andrea L. Futol
9. Bernadine A. Evalle
10. Ann Mariz A. Ada

*To: SDSs
For your appropriate
action please send them
Thank you!
J. P. [Signature] 2018*

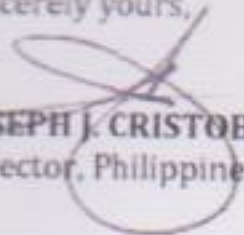


NATIONAL COMMISSION FOR CULTURE AND THE ARTS
Philippine Cultural Education Program

Please find attached program design for your kind perusal. We are confident that this project will provide high impact benefits to the local communities.

If you have further questions regarding the project, please don't hesitate to contact Ms. Alpha Ruiz at (02) 527-2192 loc. 529 (Mon - Thurs 9am-6pm) or email us at pcep.secretariat@gmail.com.

Sincerely yours,


JOSEPH J. CRISTOBAL
Director, Philippine Cultural Educational Program



NATIONAL COMMISSION FOR CULTURE AND THE ARTS
Philippine Cultural Education Program

CulEd Market Fair

(NACES Advocacy on Philippine Culture and Arts Resources)

PROGRAM DESIGN

Project Title:	CulEd Market Fair (NACES Advocacy on Philippine Culture and Arts Resources)
Implementor-Partner:	BKFI, DepEd
Implementation Date:	April – September 2018
Source of Fund:	NEFCA
Board Resolution Number	2018-228

Background and Rationale:

Contextualization is developing new skills, knowledge, abilities, and attitudes in students presenting new subject matter in meaningful and relevant context: context of previous experience, real-life and workplace. This is the essence of cultural education, a relevant and contextualized culture-based curriculum in the different tracks of formal education.

Since summer of 2008, NCCA-PCEP, through several HEI partners nationwide, has been offering a credit-earning post-baccalaureate teacher enhancement program called Certificate Program on Cultural Education (CPCE), in 2010 HEI partners recommended to elevate the program into a Diploma program, CPCE becomes Graduate Diploma in Cultural Education (GDCE). After 10-years of implementation, and after the crafting of the new PCEP successor plan 2018-2022 with consideration to the Philippine Development Plan (PDP) 20017-2022 the scholarship programs of PCEP formally adopted into a Post Graduate Program by our partner Universities who provided credit units to our scholars.

Innovation and modernization demonstrated and have been applied in the implementation of cultural education in the country since the approval of RA 10533, Enhanced Basic Education Act of 2013. Following this localization and contextualization strategies, PCEP HEI-partners and DepEd local schools creatively design their curriculum to adapt the curriculum to local conditions and relating the content of the curriculum and the process of teaching and learning to the local environment. Schools and universities that focuses in arts production, heritage conservation and historical researches organized their own performing companies, building their own alternative schools/workshops like Escuwela Talyer, and conducted, compiled and produced their own cultural researches / books. To popularize cultural education in the country and recognized the efforts of our education institutions, its high time to showcase PCEP partner education institutions in a wider-market, through Cultural Education Market project.

Following the newly crafted PCEP Plan, that we intend to utilize bodies of knowledge in Philippine culture in creating, developing and disseminating contextualized instructional materials, modules, and other learning resources for the cultural education of Filipinos here and abroad – CulEd Market project has been proposed to implement this 2018.

Objectives

1. To disseminate contextualized instructional materials, modules, and other learning resources for the cultural education;
2. To showcase culture and arts education product, heritage conservation preparedness and historical research materials of HEI's and DepEd partners in the regions in a CulEd Market place;
3. To organize national proactive CulEd Network in the country that will carry the cultural education flagship program of the NCCA; and
4. To make market for cultural education courses/products inside and outside the country.

Description

CulEd Market Fair is an advocacy undertaking of the National Association of Cultural Educators and Scholars (NACES) to disseminate Philippine Culture and Arts resources. The market fair is the venue of PCEP partner HEI and DepEd local schools to showcase their talents, researches, products, local cultural icons, and their people. General public shall be invited in the market to shop, have access, and be connected to PCEP's education institutions. This national gathering shall be coordinated and facilitated by our NCCA PCEP scholar-alumni. The NACES is the organized network of NCCA-PCEP in Luzon, Visayas, and Mindanao to ensure the proliferation of the cultural education effort and promotion of cultural education in the country as the core of teaching and learning, and governance towards inclusive growth and sustainable development.

CulEd Market Fair will be held in two (2) selected venues in Mindanao and Luzon. To be participated in by teacher-scholars from the following institutions:

LUZON:

- Southwestern University in Cebu City
- Bulacan State University in Malolos City
- Miriam Colleges Foundation in Quezon City
- Central Mindanao University in Valencia City, Bukidnon
- Manuel S. Enverga University Foundation (MSEUF), Quezon Province
- Palawan State University (PSU) in Puerto Princessa City
- University of Regina Carmeli now La Consolacion University Philippines in Malolos
- Colegio de San Juan de Letran-Calamba in Calamba City
- Bicol University in Legazpi City
- Isabela State University (ISU), Isabela Province
- Lyceum of the Philippines University in Manila
- University of the Cordilleras in Baguio City
- University of Northern Philippines in Vigan City
- La Salle Philippine System
- DepEd SPA Schools

MINDANAO:

- Cebu Normal University in Cebu City
- J.H. Cerilles State Colleges in Pagadian City
- La Salle University-Ozamis in Ozamis City
- St. Paul University-Surigao (SPUS), Surigao Province
- Western Mindanao State University (WMSU), Zamboanga City
- Notre Dame of Marbel in Koronadal
- Northwest Samar State University in Calbayog City
- West Visayas State University in Iloilo City
- Xavier University Cagayan De Oro in Cagayan De Oro
- La Salle Philippine System
- DepEd SPA Schools

**Theme for 2018 CulEd Market Fair is
"AGORA: Crossroads of Creativity, Culture, and Ideas"**

**3 Day CulEd Market Fair shall be held in
SM Cagayan De Oro on Aug 31 – September 2
Pasay City Mall of Asia on August 13 -15**

Activities:

1. Trade Fair

To showcase research on cultural education, schools and colleges for performing arts, book publishers, local arts, crafts, and delicacies.

Interested exhibitors must submit a letter of intent stating the exhibit concept subject for approval of NCCA-PCEP.

The NCCA-PCEP will provide the exhibit booth, however expenses on transportation, accommodation, food, and other logistics is shouldered by the exhibitors

2. Workshops

- Art Workshops
- Live Art Demonstrations
- Art Talks

3. Performance Showcase

Bringing Special Program in the Arts Organization in an event that will highlight different talents in our country.

Mobilization and delegation stay in the Fair shall be charge to their local funds. Likewise, LGU's and their partner institutions are allowed to promote their institution in the venue subject for the procedural requirements and guidelines of SM Management.

4. NACES Membership Campaign

- Capacity Building Training
- Existing NACES members can avail their FREE National Identification Card.

Deadline of Application

- Booth Rental and Performances: **July 9, 2018**

Contact Details

Inquiries, nominations and application requirements may be coursed through:

ALPHA RUIZ

Room 5D 5/F #633 Gen. Luna Street Intramuros, Manila
Tel: (02) 527-2192 loc 529
Email: pcep.secretariat@gmail.com

JOSEPH "SONNY" CRISTOBAL

Director, PCEP
Nat'l Commission for Culture & the Arts
PHILIPPINE CULTURAL EDUCATION PROGRAM
Room 5D 5/F #633 Gen. Luna Street Intramuros, Manila
Tel: (02) 527-2192 loc 529



NATIONAL COMMISSION FOR CULTURE AND THE ARTS
Philippine Cultural Education Program

CulEd Market Fair

(NACES Advocacy on Philippine Culture and Arts Resources)

Subject to Change

RDCs	Possible PARTICIPANTS	BOOTH/EXHIBITS	PERFORMANCES / KUWENOTNG SUPLING STORY TELLING	WORKSHOPS / DEMONSTRATION
		(Main areas – sides)	Main Stage	Main Stage
Day 1 / 10am Opening Program				
NCR	NCCA – PCEP ACOPEI NCCA-SLT NACES	Booth #1 Booth # 2 Booth # 3 and 4 Booth # 5	Day 1 10am -12nn 4pm-6pm	Day 1 1 – 3pm Capacity Building for NACES Members
CAR			Day 2	
Region 1				
Region 2			1pm-2pm 4pm-5pm	Day 2 10-12 nn Visual Arts workshops painting/ sculpture / craft
Region 3	Bataan Bulacan	Booth # 6 Booth # 7	Day 3	
Region 4a	PHSA	Booth # 8	10am-11am	
Region 4b	Marinduque	Booth # 9	1pm-2pm 4pm-5pm	
Region 5				
Day 3 / 5pm-6pm AWARDING PROGRAM – closing program				

Additional features - AWARD

BEST CULTURE-BASED BOOTH/EXHIBIT

BEST Production (company /group of performer)

BIGGEST Delegation for 3 days (per region, based on guest registration)

BEST SUPORTIVE – REGION, GOVERNOR, MAYOR, DEPED RD & NCCA-DEPED COORDINATOR