



Republic of the Philippines
DEPARTMENT OF EDUCATION

DepEd Complex, Meralco Avenue, Pasig City, Website Address: www.deped.gov.ph



NOV 28 2011

DepED MEMORANDUM
No. **268**, s. 2011

21ST NATIONAL ARTS MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. Pursuant to the Presidential Proclamation No. 683 dated January 28, 1991, declaring the month of February of every year as National Arts Month, the National Commission for Culture and the Arts (NCCA) will lead the celebration of the **21st National Arts Month** dubbed as **Philippine Arts Festival 2012** with the theme, "*Ani ng Sining*" and sub-theme "*Tradisyon at Inobasyon*," in February 2012. This year's celebration will be a call to hope, a challenge to act, an invitation to commit, a celebration of creativity and an affirmation of the Filipino's inner strength which can be a catalyst for social transformation.

2. The objective of this celebration is to promote Philippine culture and the arts, highlighting the empowerment of the Filipino creativity and imagination. Specifically, it aims to:

- a. promote artistic excellence;
- b. stimulate the potentials of communities in harnessing the arts for livelihood or cultural industries, particularly cultural tourism;
- c. promote appreciation of various visual art in terms of forms, styles and appreciations;
- d. improve knowledge and increase awareness of Filipino architecture and allied arts; and
- e. enhance the knowledge and appreciation of Philippine theater with focus on university and community-based theater groups.

3. The activities may be undertaken by the agency or institution/school in accordance with its own capabilities in the form of music, dance or theater performances, film or visual arts exhibits, visits to museums or cultural sites, or any other forms relevant to the theme and selected sub-theme of the agency or institution/school. They may choose to have their own sub-theme that is most relevant to their local condition and community aspirations.

4. The agencies are requested to provide their own streamers to be displayed at their building facade throughout the month of February. Likewise, they are encouraged to post posters and other information materials within or outside their offices.
5. For more information, please visit **Ms. Vanessa Marquez-Nicolas**, NCCA at No. 633 General Luna Street, Intramuros, Manila or contact her at telephone no.: (02) 527-2192 local 510 or fax no.: (02) 527-2198 or send her a message at e-mail address: info@ncca.gov.ph, or visit the website: www.ncca.gov.ph.
6. Immediate dissemination of this Memorandum is desired.



BR. ARMIN A. LUISTRO FSC
Secretary

Reference: DepEd Memorandum: No. 436, s. 2010

To be indicated in the Perpetual Index
under the following subjects:

BUREAUS & OFFICES
CELEBRATIONS & FESTIVALS
SCHOOLS

Rhea/R-DM Nat'l Arts Month Celebration
November 21, 2011