



OCT 07 2010

DepEd MEMORANDUM
No. **436**, s. 2010

PHILIPPINE INTERNATIONAL ARTS FESTIVAL (PIAF) 2011

To: Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. The National Commission for Culture and the Arts (NCCA) will lead the celebration of the National Arts Month dubbed as **Philippine International Arts Festival (PIAF)** with the theme, "*Ani ng Sining*" in February 2011.

2. The activity aims to promote Philippine culture and arts, highlighting the empowerment of the Filipino creativity and imagination. 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 Filipino's inner strength that can be a catalyst for social transformation. The objectives of this event are to:

- a. promote and popularize the outstanding creations of Filipino artists in the seven arts for all sectors both local and international;
- b. promote the integration of arts in community life;
- c. underscore the significant role of artists and other stakeholders in uplifting the nation's spirit; and
- d. utilize art as a catalyst for values education.

3. Activities may be undertaken by the agency or institution in accordance with its own capabilities. These may be 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/organization/local government unit.

4. The agencies are requested to provide their own streamers to be displayed at their building façade throughout the month of February. Likewise, they are encouraged to hang posters and other information materials within or outside of their offices.

5. For more information, contact Ms. Vanessa Marquez Nicolas, NCCA, No. 633 General Luna St., Intramuros, Manila at telephone nos.: (02) 527-2192/98 local 509; fax no.: (02) 527-2191/98 and 522-2089; e-mail address: info@ncca.gov.ph; or visit website: www.ncca.gov.ph

6. Immediate and wide dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary



Reference:

DepEd Memorandum: No. 531, s. 2009

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

CELEBRATIONS & FESTIVALS
CONTESTS
PROGRAMS
STUDENTS

D: SGC/Philippine International Arts Festival (PIAF)
September 21, 2010