



Republic of the Philippines  
**Department of Education**

30 AUG 2019

DepEd MEMORANDUM  
No. **108** s. 2019

**2019 MUSEUMS AND GALLERIES MONTH CELEBRATION**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Secondary School Heads  
All Others Concerned

1. The National Commission for Culture and the Arts (NCCA) will spearhead the celebration of the **2019 Museums and Galleries Month (MGM)** in October 2019 with the theme, Building the Nation, One Exhibit at a Time, which acknowledges the role of museums and galleries as instruments in creating national consciousness for Filipinos.

2. The MGM is observed every month of October by virtue of Presidential Proclamation No. 798, s. 1991. It underscores the importance of arousing the national consciousness and pride in rich culture and national identity expressed in all media of arts and culture, historical and religious artifacts. This rich Filipino culture heritage embodies the aspiration of the nation.

3. The celebration aims to:

- a. preserve, enrich, and create a dynamic evolution of a Filipino national culture based on the principle of unity in diversity in a climate of free artistic and intellectual expression; and
- b. arouse the national consciousness and pride in the Filipinos' rich culture and national identity, expressed in all media art and culture, historical and religious artifacts.

4. In support of the celebration, the regional and schools division offices, including schools are enjoined to support and undertake activities such as music, dance, theater performances/film showing and visual arts exhibits, visits to museums or cultural sites, or any forms relevant to the theme.

5. Likewise, 2019 MGM official streamers, posters and other related collaterals are requested to be displayed at their respective areas throughout the month of October.

6. Further, it is highly requested to feature the organization's MGM calendar of activities and MGM advocacy materials in their official websites, social media accounts and publication, and to propose activities during the celebration. Templates are available at <http://tinyurl.com/Activities2019MGM>. Implementation reports shall be sent to NCCA through email at [mgmsecretariat.ncca@gmail.com](mailto:mgmsecretariat.ncca@gmail.com).

7. For more information, please contact **Mr. Emmanuel A. Mabagos** of the Cultural Heritage Section, National Commission for Culture and the Arts, 633 General Luna Street, Intramuros, Manila through email at [mgmsecretariat.ncca@gmail.com](mailto:mgmsecretariat.ncca@gmail.com) or at telephone no. (02) 527-2192 local 339, and mobile phone no. 0956-800-1095.

8. Immediate dissemination of this Memorandum is desired.

  
**LEONGR MAGTOLIS BRIONES**  
Secretary

Reference:

N o n e

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

BUREAUS AND OFFICES  
CELEBRATIONS AND FESTIVALS  
CULTURE AND ARTS  
CULTURAL EVENTS/SHOWS  
EXHIBITS  
OFFICIALS  
SCHOOLS

SMMA/DTI, DM 2019 Museums and Galleries Month 2019  
0530 – July 31, 2019 / Aug.6,2019