



Republic of the Philippines  
**Department of Education**

10 JAN 2022

DepEd MEMORANDUM  
No. **001**, s. 2022

**GATEWAY GALLERY POCKET MUSEUM AND  
SININGSAYSAY AUGMENTED REALITY**

To: Regional Directors  
Minister, Basic, Higher, and Technical Education, BARMM  
Schools Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd), through the External Partnerships Service (EPS), in partnership with J. Amado Araneta Foundation Inc. (JAAF) signed a Memorandum of Agreement (MOA) in April 2021 on Gateway Gallery Pocket Museum mobile application and the **SiningSaysay Augmented Reality**.
2. The Gateway Gallery Pocket Museum mobile application and the SiningSaysay Augmented Reality (SiningSaysay AR) are digital technology platforms, which are readily accessible so that teachers and learners can learn about Philippine history in an interactive way. Using a smartphone, internet, and the Gateway Pocket Museum App, the users can experience a painting come alive and tell the story of the country from key periods.
3. The SiningSaysay AR aims to provide an accessible supplementary resource that can amplify the purpose of the SiningSaysay: Philippine History in Art Exhibit. The users can have more options or alternatives to experience the paintings in virtual or digital format. The experience becomes multi-sensory with audio and video that narrates the topics of the painting.
4. All teachers and learners can access the SiningSaysay AR and download the Gateway Gallery Pocket Museum from Google Play and/or Apple Store. Internet access and a digital gadget are necessary to use the mobile application.
5. The step-by-step user guide of the program is provided in the enclosure.
6. For more information, please contact **Mr. Gari Apolonio** of JAAF through email at [gatewaygallery@aranetagroup.com](mailto:gatewaygallery@aranetagroup.com) and mobile phone number 0916-766-0753 or **Ms. Helen Valenzuela** through email at [hvalenzuela@aranetagroup.com](mailto:hvalenzuela@aranetagroup.com) and mobile phone number 0998-382-1057.
7. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary



Encl.:

As stated

Reference:

N o n e

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

LEARNERS  
PROGRAMS  
TEACHERS

JKG/SMMA/APA/MPC, DM Pocket Museum  
0339 - November 22, 2021

# Augment your reality.



**Gateway** GALLERY



POCKET MUSEUM

SININGSAISAY

**AR**

AUGMENTED  
REALITY

# Gateway Gallery Pocket Museum & Augmented Reality

## *Instructional Guide*



The advertisement features a background image of a museum gallery with various exhibits. In the top right corner, the Gateway GALLERY logo is displayed. A teal rounded rectangle on the left contains the text: "Relive our country's history in 90 minutes. EXPERIENCE IT WITH THE". Below this text is a white box with the Gateway GALLERY logo and the text "POCKET MUSEUM". On the right, a smartphone displays an augmented reality scene showing a historical figure, a man in a white shirt, holding a red flag and a sign that reads "ADLA ME TANGERE". At the bottom, a teal banner contains the text "DOWNLOAD IT NOW!" followed by the Google Play and Apple App Store logos.

Gateway  
GALLERY

Relive our  
country's  
history in  
90 minutes.  
EXPERIENCE IT WITH THE

Gateway  
GALLERY  
POCKET MUSEUM

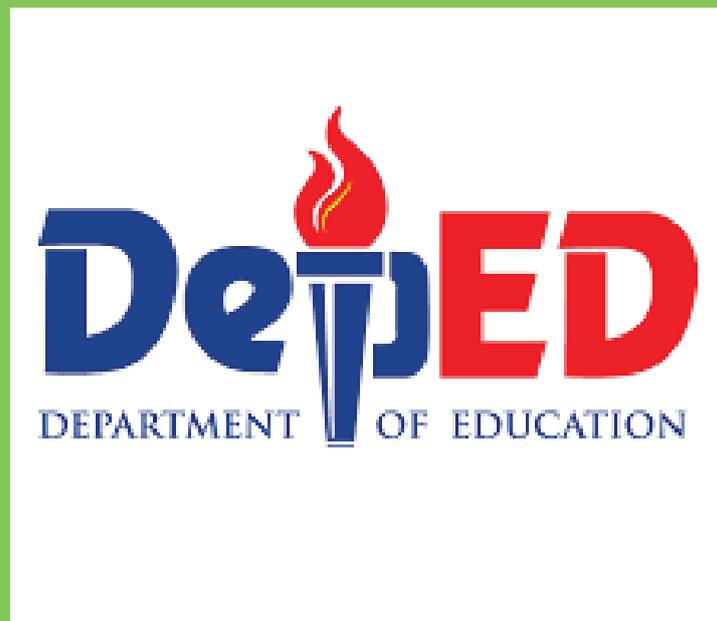
DOWNLOAD IT NOW!  Google Play  App Store

# A Project of



**Gateway**  
GALLERY

# Partner for Use



# Mobile App

**A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smartphone or tablet computer. Mobile applications frequently serve to provide users with similar services to those accessed on PCs. Apps are generally small, individual software units with limited function.**

**A mobile application also may be known as an app, web app, online app, iPhone app or smartphone app.**

# Augmented Reality

**Augmented reality is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory.**



# Gateway Gallery Pocket Museum

**An example of a mobile app that highlights museum features such as exhibits, art images, and cultural products. It can be labeled as a museum app or museum mobile app. It mimics an actual museum experience through a smartphone. Developed by Gateway Gallery with the support of the J. Amado Araneta Foundation.**

# SiningSaysay Augmented Reality

**An Augmented Reality experience is one of the main features of the Gateway Gallery Pocket Museum. Through the SiningSaysay Augmented Reality, users will see the paintings come alive to tell its story or historical narrative using videos, images, music, and voice over.**

Gateway GALLERY



POCKET MUSEUM

SININGSAYSAY



AUGMENTED  
REALITY



# Why use the Gateway Gallery Pocket Museum?

Gateway GALLERY



POCKET MUSEUM

**\*Provides a museum or cultural experience even when the museum, the Gateway Gallery, is closed or inaccessible.**

**\*Provides an engaging platform via Augmented Reality (AR) in learning about our country's history and culture. The Siningsaysay AR relives the country's history in 90 minutes.**

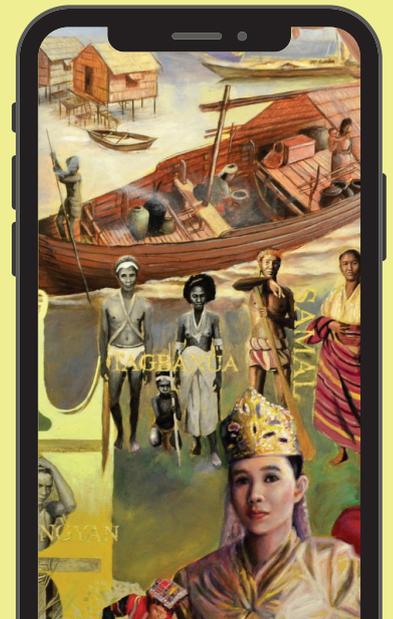
**\*Serves as a supplementary tool in education.**

**\*Assists the teachers in teaching history, culture, and art.**

**\*Aids the students in their history, culture, and art subjects.**

**\*Provides opportunity for users to have their artworks or essays featured in the app.**

**\*Provides a meaningful connection to the museum.**



# How To Use

**Search Gateway Gallery Pocket Museum on Google Play or Apple Store.**

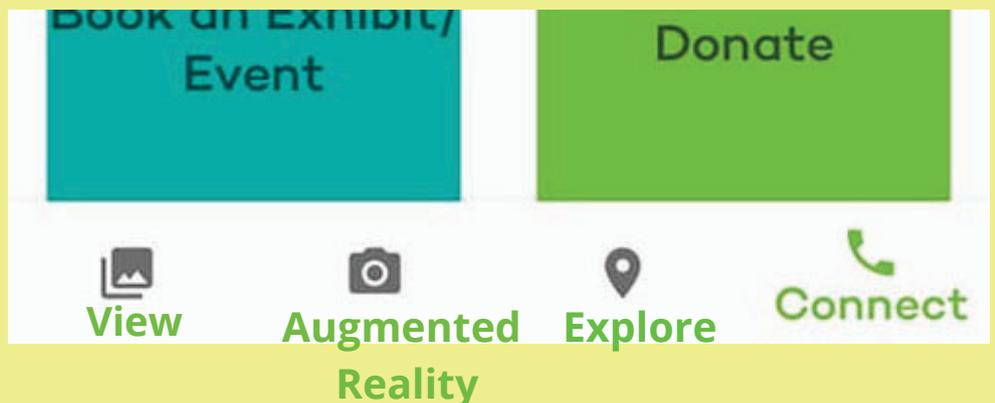
**Download or install. The app is free.**

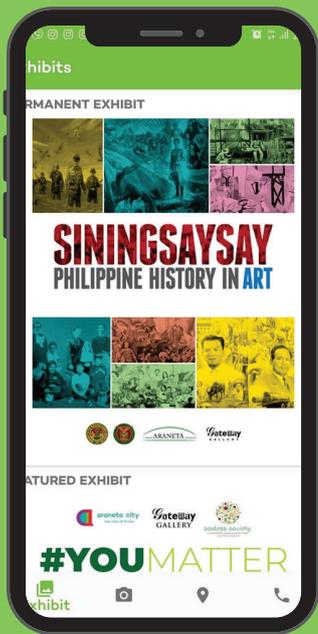
**Explore the features.**



## Interface

**It has a Welcome Page and the following buttons on the tab at the bottom.**





# Parts of the Pocket Museum

## View:

*allows you to view online exhibits*  
**SiningSaysay: Philippine History in Art Exhibit**  
**You Matter Exhibit**

## Augmented Reality:

*allows you to access the camera to launch the AR when in front of the painting or image of the painting*  
**Experience AR**



## Explore:

*allows you to explore direction, the floor space, its art collection, the vicinity of the Museum, and artworks submitted by users*

**How to Go to Gateway Gallery**  
**Explore the Galleries**  
**Explore the Art Collection**  
**Explore Nearby Cultural Attractions**  
**Art Flex**



## Connect:

*allows you to book a tour, an event, shop and donate to the Museum*

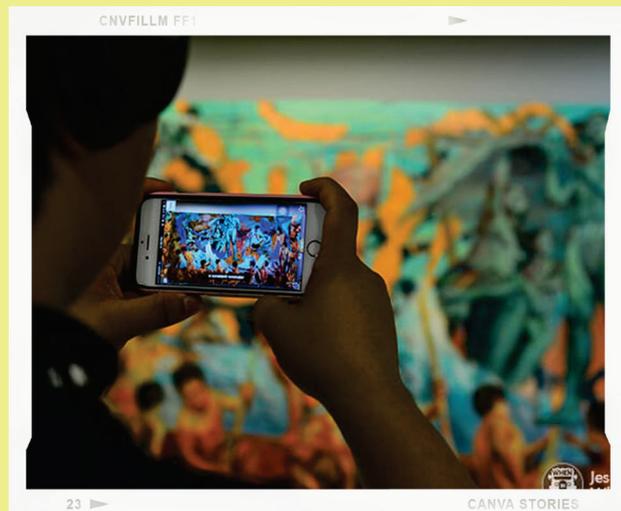
**Book a Guided Tour**  
**Shop**  
**Book an Exhibit/Event**  
**Donate**

# How To Use

**Augmented Reality is experienced on 2 modes.**

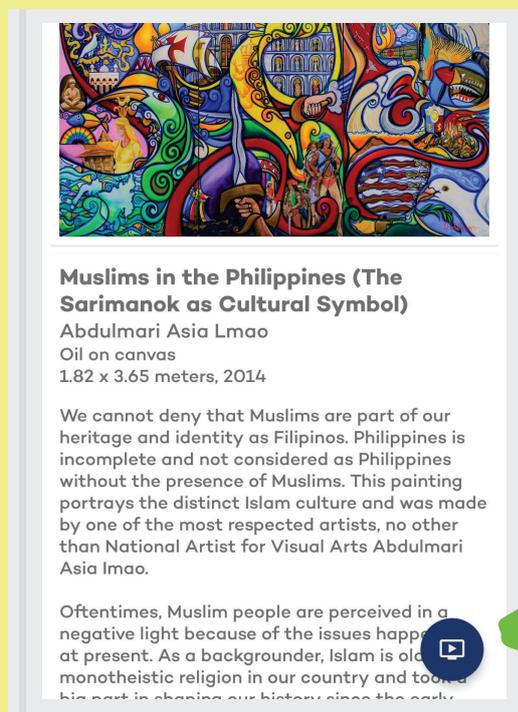
## **Mode #1.**

**Scan the painting or image in Gateway Gallery or from online or printed images.**



## **Mode #2.**

**Press the Playback Button at the lower right corner.**



# For Project Monitoring and Evaluation:

## Contact:

Gari Apolonio: [gatewaygallery@aranetagroup.com](mailto:gatewaygallery@aranetagroup.com)

0916-766-0753

Helen Valenzuela: [hvalenzuela@aranetagroup.com](mailto:hvalenzuela@aranetagroup.com)

0998-382-1057

# For inquiries and partnership:

## Contact:

[gatewaygallery@aranetagroup.com](mailto:gatewaygallery@aranetagroup.com)

[jaafoundation@aranetagroup.com](mailto:jaafoundation@aranetagroup.com)



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