



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 and mobile phone number 0916-766-0753 or **Ms. Helen Valenzuela** through email at 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

SININGSAYSAY

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 "ADOLPH 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

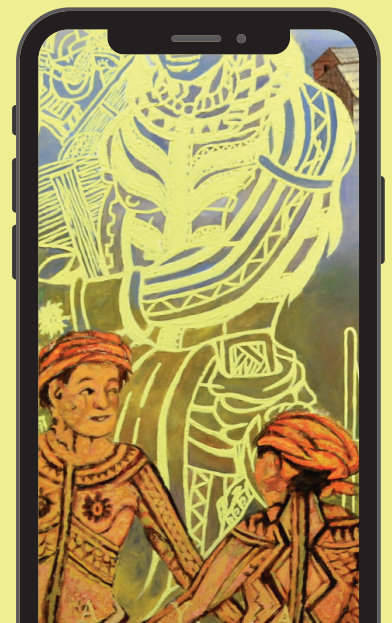


POCKET MUSEUM

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.

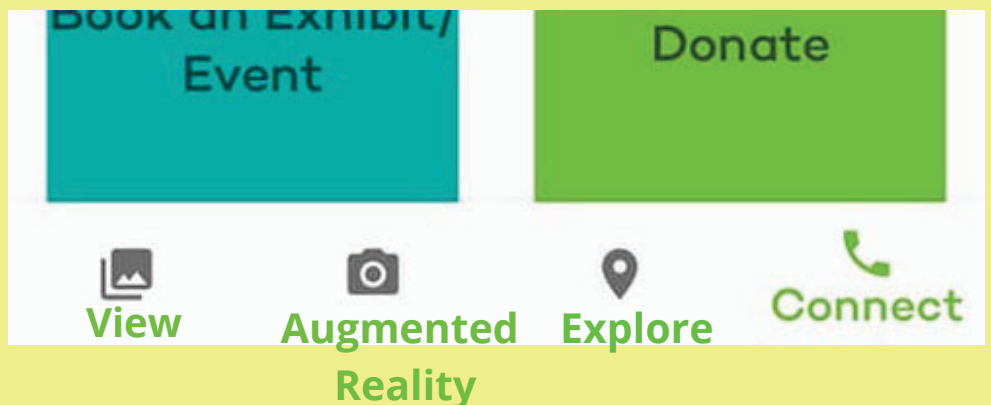
Download or install. The app is free.

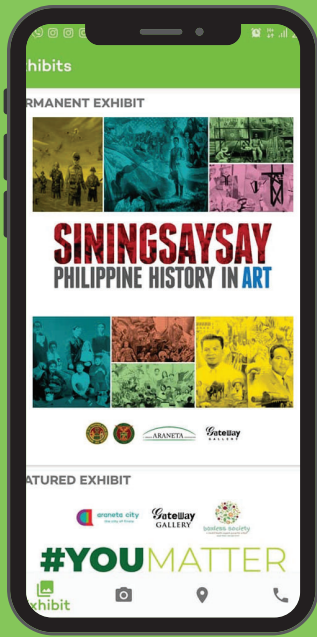
Explore the features.



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:

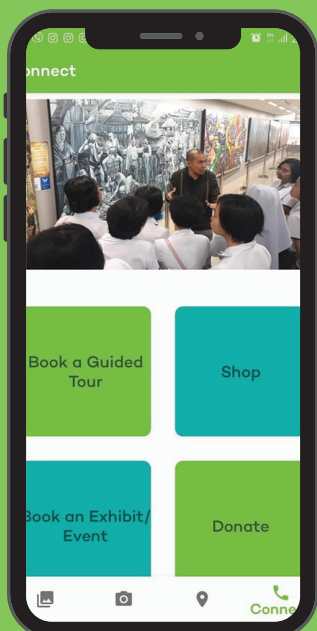
allows you to access the camera to launch the AR when in front of the painting or image of the painting
Experience AR



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

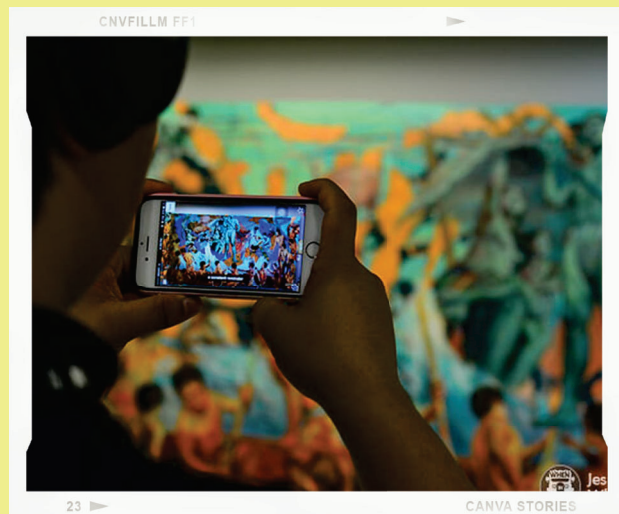
Book a Guided Tour
Shop
Book an Exhibit/Event
Donate

How To Use

Augmented Reality is experienced on 2 modes.

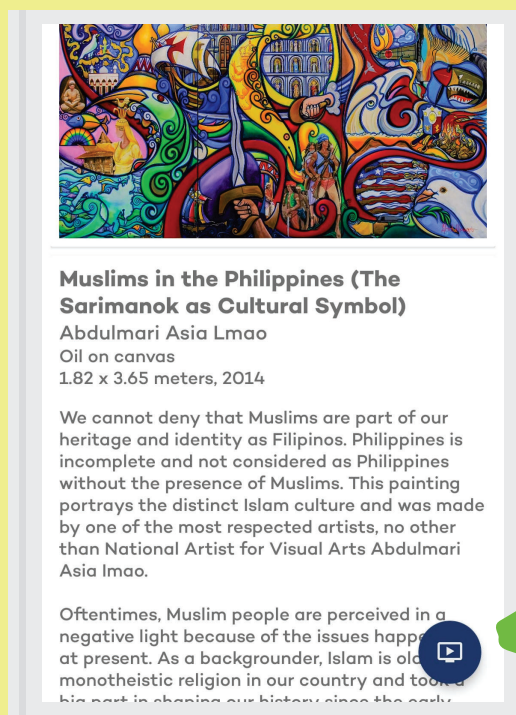
Mode #1.

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

0916-766-0753

Helen Valenzuela: hvalenzuela@aranetagroup.com

0998-382-1057

For inquiries and partnership:

Contact:

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