21ST NATIONAL ARTS MONTH CELEBRATION

To: Asst. Schools Division Superintendents
   Education Program Supervisors/Coordinators
   Public Schools District Supervisors
   Elementary and Secondary School Principals/Heads
   Teachers In-Charge and Officers In-Charge

1. Please be informed that the celebration of the 21st National Arts Month Celebration this February 2012 is dubbed as Philippine Arts Festival 2012 with the theme, "Ani ng Sining" and sub-theme "Tradisyon at Inobasyon". In addition, 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 catalysts 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 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 school and community-based theater groups.

3. The activities may be undertaken by the school in accordance with its own capabilities in the form of music, dance or theater performance, film or visual arts exhibits, visits to museums or cultural sites, or any other forms relevant to the theme. School/s may choose to have their own sub-theme that is most relevant to their local condition and community aspirations. Also, participation of stakeholders are hereby encouraged.

4. Schools are requested to provide their own streamers to be displayed at their building façade throughout the month of February. Likewise, they are encouraged to post posters and other information within or outside the school.

5. As expected, a Narrative Report, together with pictorials, on the conduct of the said activity shall be submitted to this Office, Attention: Amelita A. Posugac, Education Program Supervisor, Music and Arts (Elementary Level) and Heracleo E. Barcillano, Division MAPEH Coordinator (Secondary Level). A copy of the said report shall be kept as one of the documents in the SBM Level of Practice.

6. Wide dissemination of this Memorandum is enjoined.

EMMA I. CORNEJO
Schools Division Superintendent

Reference:
DepEd Memo No. 268, s. 2011

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

CELEBRATIONS
FESTIVALS
SCHOOLS

Filename: National Arts Month
Freedom Sports Complex, Pili, Camarines Sur