



JANUARY 27, 2015

MEMORANDUM CIRCULAR

NO. : 2015-04

TO : ALL PROVINCIAL GOVERNORS, CITY MAYORS,
MUNICIPAL MAYORS, ARMM REGIONAL GOVERNOR,
DILG REGIONAL DIRECTORS AND OTHERS
CONCERNED

SUBJECT : 24TH NATIONAL ARTS MONTH CELEBRATION THIS
FEBRUARY 2015

Presidential Proclamation No. 683 declared the month of February of every year as the National Arts Month (NAM).

For this year, the NAM celebration aims to promote the local culture and arts scene through a festive showcase at the local levels. It will feature the talents, performances and creative products of the many artists and arts groups in the seven arts (i.e., theater, dance, music, visual arts, architecture, literature, media arts and film). The Festival will be a celebration of the fruits of the creative efforts for the past year, and a looking forward to a richer, more fertile ground in the coming years for the evolution of artistic modes of expression available to the Filipino creative imagination.

In this connection, all Local Chief Executives are encouraged to ensure the attainment of the NAM objectives by having its own theme that is most relevant to their local culture, arts and community aspirations, to be held at a venue that is in a public place or at least open to the public. These activities may be in the form of music, dance or theater performances, film or visual arts exhibits, visits to the museums or cultural sites, or any other forms relevant to the theme and selected sub-themes, with the following suggested activities:

- Contemporary Creative Expression of the local artists through, but not limited to, productions, exhibitions, film screenings, book launching, and poetry readings, etc.,
- Cultural exchange/artist interaction with the general public,
- Recognition of local artists,
- Feature works of the National Artists,
- Feature the works of a local *Ani ng Dangal* Awardee(s),
- Exhibition of Local-Creative Industries,
- Promotion of local art practices/tradition unique to your region,
- Art Workshop/Art Appreciation activities,



- Interaction of various art forms,
- Showcase of the fruits of the creative efforts for the past year (restaging of past production, exhibitions, film screening, etc.),
- Promotion of local cultural icons based on NCCA's *Sagisag Kultura ng Filipinas*,
- Cultural awareness seminar workshop to local artists, art organizations, leaders and LGU staff, and
- Special art program for the marginalized group in the community (out-of-the-school youth, PWDs, senior citizens, indigenous peoples, women and children)

The list of the National Artists, *Ani ng Dangal* Awardees and *Sagisag Kultura ng Filipinas* can be downloaded at www.ncca.gov.ph. Further inquiries may be coursed through the NCCA c/o Ms. Vanessa M. Marquez-Nicolas at Telefax No. 527-2192 local 302 or through email address: nationalartsmoth@gmail.com.

LGUs may also submit their calendar of events and documentation to the NCCA for integration to the NAM calendar of events. The NCCA can also assist in the promotion of the local NAM celebration through social media visibility, print media through the Manila Times' *Arts Awake* page and *Agung*, the official newsletter of the NCCA. Deadline for submission of all project details is on the third week of January.

All DILG Regional Directors and the ARMM Regional Governor are hereby directed to cause the widest dissemination of this Memorandum Circular to LGUs within their respective jurisdictions.

For information and guidance of all concerned.


MAR ROXAS
Secretary 



DILG-OSEC OUTGOING 15-00199