2025-07-04-0975

Republic of the Philippines
Department of Education
REGION XI
SCHOOLS DIVISION OF DAVAO DE ORO

DEPARTMENT OF EDUCATION
DIVISION OF DAVAO DE ORO
RECORDS SECTION
RELEASED
By:
Date: 07-04-25 Time: 10:10AM

Office of the Schools Division Superintendent

July 3, 2025

DIVISION MEMORANDUM
CID-2025-848

INVITATION TO AGORA: CROSSROADS OF CREATIVITY, CULTURE AND IDEAS

To: Education Program Supervisors
Public Schools District Supervisors
District Coordinating Principals
Secondary and Elementary School Heads
All Others Concerned

1. Herewith is the Regional Memorandum CLMD-2025-350, dated June 30, 2025, re: Invitation to Agora: Crossroads of Creativity, Culture and Ideas, which will be held on December 6-7,2025 at SM North Edsa, Quezon City.

2. Other details of this Memorandum are found in the enclosures.

3. Immediate dissemination to all concerned is hereby requested.

PHOEBE GAY L. REFAMONTE, CESO VI
OIC-Schools Division Superintendent

Republic of the Philippines
Department of Education
DAVAO REGION

June 30, 2025

REGIONAL MEMORANDUM
CLMD-2025-350

INVITATION TO AGORA: CROSSROADS OF CREATIVITY, CULTURE AND IDEAS

To: Schools Division Superintendents

1. Relative to the invitation from Joseph J. Cristobal, Director, Philippine Cultural Education program of the National Commission on Culture and the Arts (NCCA), this Office announces the conduct of **Agora: Crossroad of Creativity, Culture and Ideas.** The Marketfair and Competitions will be on December 6-7, 2025 at SM North Edsa, Quezon City.

2. Participation of DepEd teachers to the training is discretionary on the part of the Schools Division Superintendent, in adherence to the policy on "No Disruption of Classes" per DepEd Order No. 9, s. 2005 entitled: "Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith". No Government funds shall only be used for this purpose.

3. Other details of the above information are in the enclosures.

4. Immediate dissemination of this Memorandum is desired.

DEPARTMENT OF EDUCATION RO
RECORDS SECTION
RELEASED
By:
Total: Time:
Jul 02, 2025
20424

ALLAN G. FARNAZO
Director IV

Encl: As stated
ROC3/jbdc

BAGONG PILIPINAS

PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

9 June 2025

11 JUN 2025 GR 1104 24
3:50

ALLAN G. FARNAZO, Director IV
Regional Director
DepEd RO, F. Torres St. 8000 Davao City
region11@deped.gov.ph; allan.farnazo@deped.gov.ph

ATTENTION: **MS. JESELYN B. DELA CUESTA**
Education Program Supervisor
jeselyn_delacuesta@yahoo.com; jeselyn.delacuesta@deped.gov.ph

Greetings from the National Commission for Culture and the Arts (NCCA)-Philippine Cultural Education Program (PCEP)!

The Philippine Cultural Education Program (PCEP), in partnership with the Department of Education (DepEd), will conduct **AGORA: CROSSROADS OF CREATIVITY, CULTURE, AND IDEAS**. The Marketfair and Competitions are set on **December 6-7, 2025** in **SM North EDSA, Quezon City**. In connection with this, we would like to request a DepEd Regional Memo/Advisory to formally announce the program to the Regional Coordinators, Schools Division, City Superintendents, Heads of Public Elementary and Secondary Schools, and interested participants.

AGORA is a venue that will provide community engagement by showcasing talents, research, products, local cultural icons, and people. The general public shall be invited to have access to and be connected to PCEP's education institutions. This event will be in partnership with different LGUs to ensure the proliferation of the cultural education effort and the promotion of cultural education in the country as the core of teaching and learning and governance towards inclusive growth and sustainable development.

Attached herewith are the program design and poster(s) for your perusal. If you have further questions regarding the matter, please don't hesitate to email us at pcep@ncca.gov.ph.

We are hoping for your favourable and immediate response. Thank you very much. Truly Yours,

JOSEPH J. CRISTOBAL
Director, Philippine Cultural Educational Program

Attachment/s:
- 2025 AGORA Program Design
- 2025 AGORATula at Pagtatanghal Competition Poster
- 2025 AGORA Dularawan Competition Poster

Reference:
NCCA-DepEd Memorandum of Agreement

NATIONAL COMMISSION FOR CULTURE AND THE ARTS
PROGRAM MANAGEMENT DIVISION – INSTITUTIONAL PROGRAMS & PROJECTS SECTION

PHILIPPINE CULTURAL EDUCATION PROGRAM (PCEP)

AGORA:
Crossroads of Creativity, Culture, and Ideas

PROGRAM DESIGN

Project Title:	AGORA
Implementor-Partner:	Andrea O. Veneracion Sing Philippines Foundation Inc.
Source of Fund:	NEFCA
Board Resolution Number:	2025-237

Cultural Education Market Fair:

PCEP's Agora is the Cultural Education central public space and venue for our partner Higher Education Institutions, DepEd local schools (SPA), LGUs, National Association of Cultural Educators and Scholars (NACES) to showcase their talents, researches, products, local cultural icons, and their people in one creative market place. In our history, AGORA, in ancient Greek cities, is an open space that served as a meeting ground for various activities of their citizens.

NCCA-PCEP's AGORA or the marketplace, shall be the SM North Edsa, where many locals and tourists visited the place for business, recreation, meeting people, socialization, celebrations and shopping personal needs, watching and appreciating contemporary arts & culture happens.

For the (December 6-7, 2025) 2-day activity, NCCA line agencies, education institutions, student-artists and cultural workers will gather to achieve the following:

1. Exhibition of local products, publications, visual arts, and local crafts shall be mounted by partner Agencies and Education Institutions and select cultural groups;
2. Mounting of "Tula at Pagtatanghal" competition showcasing literary works of National Artists by the participating community-based performing artists;
3. "Dularawan 4: Dance-Musical-Drama production" competition by the participating student-artists in private and public schools with SPA showcasing their local cultural icons through a presentation; and
4. Promotion of creative-products and cultural programs by the NCCA-PCEP, Barasoain Kalinangan Foundation, Inc (BKFI), NACES and other partner Institutions.

ACTIVITIES:

A. LAUNCHING OF BOOKS & READING

Launching of new books of PCEP and reading of Mga Kuwentong Supling to be participated by NACES Alumni from Luzon Visayas and Mindanao.

B. ARTS AND CULTURE **EXHIBITION:**

Mounting of booths at the main hall of the Mall.

Cultural agencies like National Historical Commission, Intramuros Administration, National Archives, Komisyon ng Wikang Filipino, Cultural Center of the Philippines, National Library, National Museum, Education Institutions, LGU's and cultural institutions / groups are encouraged to participate by mounting their own booth at the Mall to exhibit local products such as local crafts, native to the community and popular local intangible arts can be displayed, sell (subject to approval of the mall) and performed.
Universities nationwide shall also be invited to participate in the event. Their publications, information about the courses offered, amenities, activities, uniqueness, school values can be showcased.

C. **TULA AT PAGTATANGHAL**

Showcase of Literary works **of the National Artists** through a poetry reading with drama interpretation.

All interested community-based performing artists (amateur or professional) participants should comply with all the needed requirements:

a. Participation is maximum of 4-5 artists including technical staff;
b. Literary piece to be selected by participating group must be an original work of a National Artist;
c. Drama interpretation along with the poetry reading should be limit to theatrical, dance, and related song interpretation
d. Basic or standards sound system will be provided by the proponent technical staff;
e. The presentation must not exceed seven (7) minutes, inclusive of intro and outro;
f. Selected literary piece must be submitted on or before **October 1, 2025** to avoid duplication of the poem to be performed.

The Performance competition is on December 6, 2025 at SM North Edsa. PCEP will give prizes to Top 3- best performers.

Winners will be awarded with the following cash prize:

Grand Winner – Php 15,000.00

1st Runner-Up – Php 10,000.00

2nd Runner-Up – Php 5,000.00

All entries shall be judged according to the set criteria:

a. Interpretation and Clarity 40%

b. Intonation, Diction and Poise 30%
c. Creativity and Delivery 30%

The decision of the Board of Judges shall be final and unappealable.

D. **DULARAWAN 4**: DANCE-MUSICAL-DRAMA PRODUCTION

DULARAWAN 4 is a Dance-Musical-Drama competition **showcasing local cultural icons** in their community.

All interested student-artists in different public and private schools with SPA should comply with all the needed requirements:

a. Participation is maximum of 8-10 artists including technical staff;
b. Production must be original and highlights the local cultural icons in the community where participating school is located;
c. Minimum of two combined art discipline must be presented;
d. Entry must be minimalist (symbolic representation) set, original piece of the group, and free from copyright issues.
e. Basic or standards sound system will be provided by the proponent technical staff;
f. The presentation must not exceed fifteen (15) minutes, inclusive of intro and outro;

The Performance competition is on December 7, 2025 at SM North Edsa. PCEP will give prizes to Top 3- best performers.

Winners will be awarded with the following cash prize:

Grand Winner – Php 20,000.00

1st Runner-Up – Php 15,000.00

2nd Runner-Up – Php 10,000.00

All entries shall be judged according to the set criteria:

a. Theme and Storytelling 20%
b. Performance and Acting 20%
c. Dance Execution and Choreography 20%
d. Music and Vocal Performance 20%
e. Production Design 20%

Actual stage performance is slated on December 7, 2025 at SM North Edsa.

Decision of judges is final and cannot be contested in any manner.

Outcomes:

1. Awareness of Philippine cultural icons increased;
2. Continued learning on Philippine arts and culture promoted;

3. Training needs of cultural workers and LGU executives in terms of heritage preservation listed and documented;
4. Instructional materials on cultural heritage education in terms of conservation, preservation, and management developed; and
5. More government officials and employees with enhanced capacities for promoting cultural education in governance.

Output:

1. List of new learning resources from Tourism stakeholders and Education Institutions
2. List of quality productions of SPA schools
3. List of quality production from Community-based performing artists
4. Number of audiences shall be educated

Draft Program

DAY 1		
10:30 – 11:00 am	Opening Program - National Anthem and Prayer - Welcome Message - Program Rationale - Photo Opportunity	
11:00 am	Opening of Exhibit Area	
1:00 pm - 1:30 pm	Kuwentong Supling Book Launch	
1:30 pm – 4:30 pm	Student-Artists Showcase - Project Background - Reading of Criteria for Judging Presentation of the Board of Judges	
4:30 pm – 5:00 pm	- Announcement of Winners - Awarding of Prizes - Photo Opportunity	

DAY 2		
DULARAWAN 3 COMPETITION		
10:30 am – 11:00 am	Opening Program - National Anthem and Prayer - Message - Reading of Criteria for Judging - Presentation of the Board of Judges	
11:00 am – 12:00 pm	Group Presentation	
12:00 nn – 1:00 pm	LUNCH BREAK	
1:00 pm – 5:00 pm	Continuation of Group Presentation	
5:00 pm – 6:00 pm	- Awarding of Certificates to Exhibitors - Announcement and awarding of Dularawan Winners - Photo Opportunity	

AGORA: Crossroads of Creativity, Culture, and Ideas

Component #1

Tula at Pagtatanghal

Agora is the Cultural Education central public space and venue for our partner Higher educational institutions, DepEd local schools (SPA), LGUs, National Association of Cultural Educators and Scholars (NACES) to showcase their talents, research, products, local cultural icons, and their people in one creative marketplace.

Tula at Pagtatanghal
Showcase of Literary works by National Artists through a poetry reading with dramatic interpretation.

Community-based performing artists (amateur or professional) are invited to participate. All participants must comply with the following requirements:

a. Each group may consist of a maximum of 4-5 members, including technical staff.
b. The selected literary piece must be an original work by a National Artist.
c. The dramatic interpretation, along with the poetry reading, must be limited to theatrical, dance, or musical interpretations.
d. A basic or standard sound system will be provided by the proponent's technical staff.
e. The performance must not exceed seven (7) minutes, including the intro and outro.
f. The selected literary piece must be submitted on or before **October 1, 2025**, to avoid duplication of the poems to be performed.
g. Submit entries through the link **https://tinyurl.com/dth2f86c** or by scanning the QR code.

The Performance will be held on **December 6, 2025** at SM North EDSA. PCEP will award prizes to the Top 3 best performers.

Winners will receive the following cash prize:

Grand Winner – **Php 15,000.00**
1st Runner-Up – **Php 10,000.00**
2nd Runner-Up – **Php 5,000.00**

All entries shall be judged according to the following criteria:

a.	Interpretation and Clarity	**40%**
b.	Intonation, Diction, and Poise	**30%**
c.	Creativity and Delivery	**30%**

The decision of the Board of Judges shall be final and unappealable.

For inquiries, please contact:
PCEP SECRETARIAT
Tel: **(02) 8527-2192 loc. 529**
Email: **pcep.application@gmail.com**
Facebook: **@pcepofficial**

AGORA: Crossroads of Creativity, Culture, and Ideas

Component #2

DULARAWAN 4: Dance-Musical-Drama Production

Agora is the Cultural Education central public space and venue for our partner Higher educational institutions, DepEd local schools (SPA), LGUs, National Association of Cultural Educators and Scholars (NACES) to showcase their talents, research, products, local cultural icons, and their people in one creative marketplace.

DULARAWAN 4: Dance-Musical-Drama Production
A Dance-Musical-Drama competition showcasing local cultural icons in their community. It is open to student-artists from public and private schools with a Special Program in the Arts (SPA).

All interested participants must comply with the following requirements:

a. Each group may have a maximum of 8-10 members, including technical staff.
b. The production must be original and should highlight local cultural icons from the community where the participating school is located.
c. A minimum of two combined art disciplines must be presented.
d. The entry must have a minimalist (symbolic representation) set, be an original work of the group, and be free from copyright issues.
e. A basic or standard sound system will be provided by the proponent's technical staff.
f. The performance must not exceed fifteen (15) minutes, including the intro and outro.
g. Interested groups must register online at **https://tinyurl.com/mr2dk6vr** or scan the QR code on or before **October 1, 2025**.

The Performance competition will be held on **December 7, 2025** at SM North Edsa. PCEP will award prizes to the Top 3 best performers.

Winners will receive the following cash prize:

Grand Winner – **Php 20,000.00**
1st Runner-Up – **Php 15,000.00**
2nd Runner-Up – **Php 10,000.00**

Judging Criteria:

a.	Theme and Storytelling	**20%**
b.	Performance and Acting	**20%**
c.	Dance Execution and Choreography	**20%**
d.	Music and Vocal Performance	**20%**
e.	Production Design	**20%**

The decision of the judges is final and cannot be contested.

For inquiries, please contact:
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Facebook: **@pcepofficial**