

REPUBLIKA NG PILIPINAS  
Republic of the Philippines  
KAGAWARAN NG KULTURA AT MATHALA  
Department of Education and Culture  
MANILA  
Malila

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PAANGIYAN NG KALAHATI  
Office of the Secretary

April 16, 1976

DEPARTMENT MEMORANDUM  
No. 48, s. 1976

CELEBRATING BARONG FILIPINO WEEK

To: All Bureau Directors  
and Heads of Offices:

1. Presidential Proclamation No. 1374 declaring the period from May 5 to 11, 1976 as Barong Filipino Week, copy enclosed, was issued "to focus public attention on the national attire so as to promote wider use as well as boost its export potential."

2. The declaration is significant in relation to the Filipino aspiration for national identity. Along this line, the National and Executive Committee in charge of the celebration planned three important activities for the duration of the Barong Filipino Week.

a. The First Barong Filipino Exposition which will showcase the evolution of the national attire and project the materials, designs, make, and process of the manufacturers.

b. Cultural shows which will be presented in the evening depicting the evolution of the national attire, a fashion show of contemporary Barong Filipino materials and designs by top Filipino designers, and a performance of the world-famous Baginiana Dance Troupe.

c. A one-day Seminar on the cultural and trade aspects of the Barong Filipino. The topics to be discussed will range from "Towards a National Costume Museum," "Filipino Aesthetics in the Barong Filipino" to "Indigenous Textile Designs to Contemporary Designs" and the Unfolding of the Barong Filipino." The Department of Trade will sponsor this Seminar.

3. The climax of the week's celebration will be the Awards Night of the Folk Arts Festival on May 11, 1975 where hopefully the proceeds of the items collected during the celebration may be turned over to the "final body" for her project "The National Costume Museum."

4. It is requested that the schools participate in the celebration by urging its students to wear the Filipino attire during the week. Cultural shows and seminars similar to the ones being held on the national level may be conducted in the capital city of the eleven new Regions.

(Sgd.) JUVENAL MANTIL  
Secretary

Incl.:  
As stated

OFFICE OF THE PRESIDENT  
of the Philippines  
Malacañang

PROCLAMATION NO. 1374

DECLARING THE PERIOD FROM MAY 5 TO 11, 1975, AS BARANG  
PUNSIYO WEEK.

WHEREAS, the First National Barang Philippine Exposition  
will be held in Manila on May 5 to 11, 1975, under the auspices  
of the 1st National Barang Philippine Exposition; and

WHEREAS, it is desirable to focus public attention on  
the national office so as to promote wider use, as well as  
boost its growth potential;

NOW, THEREFORE, I, ROBERTO T. TRINIDAD, Acting Executive  
Secretary, by order of His Excellency, FERDINAND E. MARCOS,  
President of the Philippines, do hereby declare the period  
from May 5 to 11, 1975, as Barang Philippine Week under the  
auspices of the First National Barang Philippine Exposition  
organizers and all involved organizations.

IN WITNESS WHEREOF, I have hereunto set my hand and  
caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 17th day of January, in  
the year of Our Lord, nineteen hundred and seventy-five.

(SGD.) ROBERTO T. TRINIDAD

By the Executive Secretary:

(SGD.) JAYON B. CLARIN  
Assistant Executive Secretary