

Republic of the Philippines
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON, KULTURA AT SPORTS
(DEPARTMENT OF EDUCATION, CULTURE AND SPORTS)
Manila

March 23, 1987

DECS MEMORANDUM
No. 62, s. 1987

THE 1987 LIFE'S UPLIFTING MOMENTS (LUMEM)
IN AGFACOLOR PHOTO CONTEST

To: Bureau Directors
Regional Directors
Cultural Agency Directors
Presidents, State Colleges
and Universities
Heads of Private Schools, Colleges
and Universities
Vocational School Superintendents/Administrators

1. The 1987 Life's Uplifting Moments (LUMEM) Agfacolor is a photo contest open to all photo enthusiasts and hobbyists which is being held from February 29 to May 30. The exhibit and awards ceremonies will be held on June 20.
2. The contest objective is "to capture in Agfacolor vignettes of Philippine life which uplifts and enhances the value of human life and reinforces appreciation and respect for human dignity."
3. All participants must register intent to participate by filing the contest's official registration form with Photokina Marketing Corporation at 117 West Avenue, Quezon City. Enclosed are the rules and regulations of the contest.
4. The prizes for the participants and the participant's organization are as follows:

<u>Prizes</u>	<u>Participants</u>
1st	P30,000 plus trophy
2nd	10,000 plus trophy
3rd	5,000 plus trophy
Consolation	10 sets

Participant's Organization

A Plaque of Recognition shall be given each of the organizations of the three top winners.

5. Immediate dissemination and publicity of this Memorandum is desired.

(SGD.) LOUISES R. QUISENBING
Secretary

Encls.: As stated

Reference: None

Attachment: 1-3-4-5 (X.O. 1-87)

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

MECHANICS

RULES AND REGULATIONS

Overall Mechanics

The 1987 LUMEN in Agfacolor is a photo contest open to all photo enthusiasts and hobbyists. The contest objective is to capture in Agfacolor vignettes of Philippine life which uplifts and enhances the value of human life and reinforces appreciation and respect for human dignity. All participants must submit entries depicting this theme, taken in Agfacolor Films Maxi 135-24+3, processed in Agfacolor papers and chemicals at specified Agfacolor Service Centers. The contest starts February 22, and culminates in an exhibit and awards ceremony on June 23.

The 1987 LUMEN in Agfacolor is sponsored by Photokina Marketing Corporation in cooperation with over twenty prestigious camera clubs nationwide. All of which are affiliated with below listed major aggregating Association of Philippine Camera Clubs (APCC), Government Photographers of the Philippines (GPP), Integrated Photographers Association of the Philippines (IPAP), Press Photographers of the Philippines (PPP), Professional Photographers Association of the Philippines (PPAP) and Movie Press Photographers Association of the Philippines (MOPPA).

Theme and Rationale

LUMEN. Webster defines this as "the limits of luminous flux in the International System equal to the luminous flux emitted in a solid angle of one steradian by a uniform point source having an intensity of one candle."

We take inspiration from this definition, used the word as an acronym to mean Life's Uplifting Moments and chose it as the appropriate theme for a photo contest. One candle light may be insignificant but in absolute darkness makes an impact. Then think of several candles lighted together and multiply the impact accordingly. This is the basic principle that guides the choice of the theme for a photo contest which Photokina Marketing Corporation (PMC) is sponsoring. The 1987 LUMEN in Agfacolor aims to capture in Agfacolor vignettes of Philippine life which illustrate human values that uplifts and ennobles life.

The Philippines is a country in transition. Events chronicled in the country's dailies and newscasts are generally marked by violence, corruption or sheer disrespect for the dignity of man and human life. While some carry this pitiable state, there is not enough effort to present to the general public visible options to these events, much less to chronicle day-to-day events which in their little way promote and enhance desirable values or respect for life and human dignity. For instance, a child learning the healing value of affection as he pets his sorrows puppy or a father subliminally sharing with his son the strength of camaraderie as they fly kites together. Thus, it is the objective of the sponsors of this photo contest to promote these human values by encouraging participants to search out these little events, capture them in Agfacolor and share these with the general

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public in an exhibition of their works. It is the belief of the sponsors that there is much to gain for all in a country in transition if these human values are reawakened and reinforced.

<u>Prizes</u>	<u>Participants</u>
1st	P 20,000 + Trophy
2nd	10,000 + Trophy
3rd	5,000 + Trophy
Consolation	10 sets

Participant's Organization

A Plaque of Recognition shall be given each of the organizations of the top three winners -

Rules and Regulations

1. The 1987 LUMEN in Agfacolor is open to all.
2. All participants must register intent to participate via filing the contest's official registration form with Photokina Marketing Corporation at 117 West Avenue, Quezon City and its designated submission points.
3. Registration starts February 20, 1987. All registration forms must be filed with Photokina Marketing Corporation no later than 5 p.m. of May 30, 1987.
4. Entries
 - a) Medium-color
 - b) Print size - 8 x 10 for exhibit accompanied by 3 1/2 x 5 for EKC films.
 - c) Number of entries - minimum 3 prints; maximum 5 prints.
5. All entries must be photographed in Agfacolor Films Maxi 135-24+3, processed in specified Agfacolor Service Centers using Agfacolor papers and chemicals. All winning entries are required to submit either contact prints or negatives of their entries as proof that Agfacolor Films Maxi 135-24+3 was used.
6. Film processing and printing of entries in Agfacolor Films Maxi 135-24+3 should be done at any one of below listed Agfacolor Service Centers:

Universal Photo Processing
2334 EB Harrison, Pasay City

Unique Photo Laboratory
2444 EB Harrison, Pasay City

Fotofast Color Laboratory
732 R. Hidalgo Street, Gulapo, Manila

Photo City and Color Laboratory
1765 Alumentritt cor. Cavite St., Manila

Fotofast 1 Color Laboratory
Stall #55 Fiesta Carnival, Cubao, Quezon City

Fotofast 2 Color Laboratory
#5 NCTA Building, General Romulo St. Cubao, Quezon City

Avenue Photo & Color Laboratory
712 E. Hidalgo Street, Quiapo, Manila

Fotomate Color Laboratory
174 General Kalontong Street, Manduluyong, Metro Manila

Kiddy Photo Supply
1250 E. Gil Street, Paco, Metro Manila

Souvenir Photo & Color Laboratory
397 Fortune Drive, Fortune Village, Valenzuela
Metro Manila

Oriental Photographics
364 Escolta Street, Manila

Oriental Photographics
Makati Cinema Square, 2nd Floor Unit 15, Pasong Tamo
Cor. Fassy Road, Makati, Metro Manila

Oriental Photographics
322 1/2 Tinas Square, Fiesta Carnival, Cubao, Quezon City

The Sun Photo & Color Laboratory
Door #6 Ayala Arcade, Makati, Metro Manila

Manila Photo & Color Laboratory
52 C. Palanca Sr. Street, Quiapo Manila

Oriental Photographics
Morayta, Metro Manila

Camera City & Color Laboratory
Morayta, Metro Manila

Foto Speed
#100 Buendia, Makati

Kistar Photo & Color Laboratory
Abenson, North Mall, Makati, Metro Manila

Solapco Foto Quick & Color Laboratory
Ortigas Avenue, Pasig, Metro Manila

Colorita Color Laboratory
254 Buendia, Makati, Metro Manila

Calamba 1 Hour Photo
Habacoon Sweepstakes Agency, Market Site, Calamba, Laguna

Santiago Olympic Marketing & Color Laboratory
National Highway Public Market, Santiago, Isabela

Die's Color Laboratory
Cabañuan, Isabela

Vigan Color Print
Vigan, Ilocos Sur

Mountain Studio & Color Laboratory
Session Road, Baguio City

Pines Studio & Color Laboratory
Session Road, Baguio City

QSS Color Laboratory
Baguio City

Baguio Sun Photo & Color Laboratory
Nagsaysay Avenue, Baguio City

Trud Photo & Color Laboratory
Luzon Seguin, Dagupan City

Fred Photo & Color Laboratory
A3 Fernandez, Dagupan City

Fred Photo & Color Laboratory
Public Market, Alaminos, Pangasinan

Fred Photo & Color Laboratory
Urdueta, Pangasinan

Fred Photo & Color Laboratory
San Fernando, La Union

Angeles Photo & Color Laboratory
375 V. Ricardo Street, San Fernando, Pampanga

Angeles Photo & Color Laboratory
Huron Street, Angeles City

One Hour Photo
Malibago Shopper's Mart, MacArthur Highway, Malibago
Angeles City

Click & Save Color Laboratory
Friendship Highway, Angeles City

Quick Photo & Color Laboratory
485 Don Julio Avenue, Clarkview, Balibago, Angeles City

Colorite Color Laboratory
1981 Rizal Avenue, Olongapo City

Olympic Commercial & Color Laboratory
51 Guardia Nacional, Zamboanga City

Colorhouse Laboratory, Inc.
Doer & Angela Building, Ilustrado Street, Davao City

Colorhouse Laboratory, Inc.
San Pedro Street, Davao City

Colorhouse Laboratory, Inc.
92 Abajo's Street, Cagayan de Oro City

Cebu Filipinas Enterprises & Color Laboratory
Logospi Street, Cebu City

Filipinas Color Laboratory
Lahug Street, Cebu City

Banasa Super Studio & Color Laboratory
Carlos P. Garcia Avenue, Igdalayan City

Photoworld Laboratory
Butuan City

Rensla Photo & Color Laboratory
Logospi City

Country Photo & Color Laboratory
Naga City

Multicolor Philippines
Concepcion Paquena Street, Naga City

Demarcolor Laboratory
Rizal Street, cor. P. Burgos Street, Toledo City

Lopua's Color Laboratory
Mandalagar Street, Bacolod City

Color Classic Laboratory
#1 East Drive cor. Rizal Street, Calamba, Laguna

Ideal Boyer & Color Laboratory
#139 Rizal Street, Laong City

NOTE: These outlets will certify that the specific
8 x 10 entries were indeed processed by them.

7. Entries must be submitted to Photokine Marketing Corporation
127 West Avenue, Quezon City not later than 5 p.m., May 30, 1987 or
to any of the above listed Agfacolor Services Centers in item 6.
8. Participants must write their names, addresses, signature, names
of their organization, and photo title at the back of their
entries plus an authorization given to Photokine Marketing Corpora-
tion to use said entries for publicity related to the 1987 LUMEN
in Agfacolor photo contest.

Specified text of authorization to be written at the back of each
entry is as follows:

"I hereby authorize Photokine Marketing Corporation to use
this entry for publicity related to the 1987 LUMEN or Agfacolor
Photo Contest."

9. Theme of the photo contest is capturing in Agfacolor films vignettes
of Philippine life which uplifts and enhances the value of human life
and reinforces the appreciation and respect for human dignity.
Only photos taken in the Philippines will be qualified in the contest.

10. Judges decision will be final. Judging criteria will be:
 - a. composition 30%
 - b. technical excellence 10%
 - c. creativity 25%
 - d. subject in relation to the theme . 35%

100%
11. The board of judges will be comprised of five (5) persons whose identities will be announced on awards day.
12. Final judging and awards ceremonies will be on June 20, 1987 at a venue to be announced 10 days before aforementioned date. Winners may claim their prizes then after dates of awards or at Apex Advertising Association, Inc. at 3rd Floor Greenlife Bldg., Cor. 311 J. Pineda Ave., Makati, any office day.
13. Photokina Marketing Corporation reserves the right to use without obligation all entries for publicity related to the 1987 LUMEN in Agfacolor Photo Contest but will duly credit the photographer of said entry if used. Further, if the photographer will use said entry for his purpose, photographer must credit the photo as taken in Agfacolor Films Maxi 135-24+3.
14. A selection of 200 entries will compose nationwide exhibits to be conducted by Photokina Marketing Corporation over a 12 month period post June 20, 1987.
15. Employees and staff of Photokina Marketing Corporation, its service agencies and photofinishing dealers and their immediate families are disqualified from joining this photo contest.

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