



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Marosco Avenue, Pasig City

March 21, 1997

OFFICE OF THE SECRETARY
DECS MEMORANDUM
No. 106, s. 1997

THIRD INTERNATIONAL CHILDREN'S MAIL ART EXHIBITION (ICHMAE)

To: Bureau Directors
Regional Directors
Schools Superintendents
Presidents, State Colleges and Universities
Heads of Private Schools, Colleges and Universities

1. The Cultural Landscape Workshop is inviting Filipino school children to participate in the Third International Children's Mail Art Exhibition (ICHMAE) - The contest is open to schoolchildren in the public and private schools between 7-14 years old. This year's theme is "Food - importance and value of traditional food".

2. The aim of the exhibition is to connect children and their tutors from Europe to the whole world and encourage them to work together on the promotion of the protection of the cultural and natural heritage.

3. A participant can submit not more than three (3) art works. They may use charcoal, pencil, crayon for drawing; water color, acrylic, tempera for painting; collage; graphics; or combination of the abovementioned techniques done on a 15 cm x 20 cm surface. All entries must reach the following address on or before April 15.

The 3rd International Children's Mail Art Exhibition
Radionica Za Kulturni Krajojik
Strossmayerova 24 - A
HR/51000 Rijeka
CROATIA

4. Prizes include an invitation to attend the opening of the exhibition with a few days stay at a hotel (free full board) in Rijeka - travel costs is not included, a special gift, certificate of participation, and the exhibition's catalogue.

5. Other details regarding the contest rules and regulations are found in the inclosed poster.

6. Immediate and wide dissemination of this Memorandum is desired.


RICARDO T. GLORIA
Secretary



Incl.:
As stated

Reference:
None

Allotment: 1-2-3-4--(M.O. 1-87)

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

CONTESTS
PRIZES or AWARDS
PUPILS
SCHOOLS

ICHMMAE

INTERNATIONAL CHILDREN'S MAIL ART EXHIBITION

CHILDREN'S MAIL ART

COOPERATION AND WORKSHOPS
RADIOLONG DISTANCE
FRATISBA
ROLYA

INTERNATIONAL CHILDREN'S MAIL ART EXHIBITION

Organized by the

CULTURAL LANDSCAPE WORKSHOP

The Cultural Landscape Workshop (MCO) encourages and develops artistic creativity, art and culture in general on the basis of the education for the environment.

- 1. Children's Art Workshop - 1987/88
- 2. Art Workshop for the young
- 3. Small Interpretation and Re-creation School
- 4. International Children's Mail Art Exhibition - 1988
- 5. Museum Children's Ex - 1988/89

INTERNATIONAL CHILDREN'S MAIL ART EXHIBITION

Standards for International: The aim of the exhibition is to connect children and their labors from Europe and the whole world and encourage them to work together on the promotion of the cultural and natural heritage.

Ch stands for Children: This exhibition is devoted to children who are from 7 to 14 years old and wish to portray their ideas, desires and opinions on the themes based on the protection of the cultural and natural heritage and send them to the meeting place.

MA stands for Mail Art: Mail Art stands for the art by mail. These two terms are only seemingly hard to connect. Small graphics, drawings and works in other art techniques (MAs) are sent by mail (Mail) to another part of the world to be seen about different cultures and about the times in which they were created bearing the personal stamp of their creator. Such a form, can intensify the characteristics of children's works, their sincerity, beauty and optimism.

E stands for Exhibition: The Cultural Landscape Workshop organises the exhibition in Rijeka every three years.

THEME ICHMMAE 97

FOOD: Importance and value of traditional food

This exhibition wishes to connect the young with the theme of traditional food, what our elders or ancestors used to cook. Traditional recipes, dishes, traditional table decorations, traditional kitchen dishes and cutlery, promoting children and the young to investigate the traditional forms of nutrition, would like to tackle a few important issues on food.

- 1. **PLANNING** - There is still a large number of children that suffer from famine and undernourishment (there are 800 million of them). Some 8 per cent of the world's population live in poverty and social and economic conditions are not very good. The consequences of the misuse of food are famine, undernourishment and illness. The production of food for children, with food many foods, substances (artificial colour and flavour), fast food and the transportation of large quantities of toxic substances result in obesity, heart diseases, cancer, AIDS. The World Health Organisation tries to emphasize the importance of healthy and balanced nourishment, especially for children as well as the dangers of fat, sweet and salty food.
- 2. **CULTURAL ASPECT** - Food is the element of culture most difficult to transport. Food itself cannot be documented and placed into a museum or a library of a researcher. Yet it tells us a great deal about men, about a nation.

How then to keep, preserve for the future, some of the characteristics and qualities of traditional food? The answer lies in the work that is in the spirit of this exhibition, some write down the recipes, others draw, some describe the atmosphere in which the food is prepared, the smell of the food.

These issues were the theme of the last World Conference on Food organised by UN, its Organisation for Food and Agriculture, that took place in Rome, Italy in the November of 1986, namely Food, Agriculture, Art and Water. Experts claim that the return to traditional food (cereals, local crops) would solve many of the problems whether it be the lack of food or illnesses due to the misuse of food. The man used to live in harmony with the nature that offered him his riches and he took only the quantity that he needed for himself and his family. This is the way very few remaining "primitive" tribes that inhabit regions distant from the contemporary civilization live. It is necessary to take only a few steps at a time if we wish to reestablish a new harmony. We might be able to contribute towards it by taking part in this exhibition.

WHAT TO DO

- 1. Prepare a work of art, in the technique of your choice that presents traditional kitchen dishes and cutlery, made of wood, metal, pottery, etc.
- 2. Prepare traditional dishes (one of the main courses or sweet dishes).
- 3. Artistically decorated table (cutlery).
- 4. Artistically decorated symbols and inscriptions on the festive dishes (bread).

It is obligatory to send the recipe of the dish that you have presented in your work, as well as quote of what occasion it was prepared (daily, on festive days, ... / in the native language and in English / SEE PRIZES)

WE SUGGEST: Having received the invitation for this exhibition, we suggest that you, with the help of your family, your parents, grandparents or relatives, prepare a dish which used to be prepared either every day or on festivals, a dish that nowadays has almost disappeared from our tables.

Invitations in the work of art the prepared dish (weekday or festive one), kitchen dishes and cutlery, the decorated table, the traditional kitchen dishes and cutlery.

We hope you to take photographs of you having such a meal, photographs of the decorated table and photographs of traditional kitchen dishes and cutlery and send them to us. In case it is not possible for you to do so, you could also send us illustrations from a book or a magazine.

The photographs and the recipes, together with your works of art will help us represent better you, your country and its gastronomic, ordinary and traditional values of nourishment.

WHO CAN PARTICIPATE: Children and teenagers from 7 to 14. The number of participants is not limited. Each participant can take part with no more than three (3) works of art.

TECHNIQUES: drawing (cartoon, pencil, crayon, ...), painting (water-colour, acrylic, tempera, ...), collage, graphics, combined techniques. The size of the works has to be 15cm x 20cm.

HOW TO SEND YOUR WORK: Works can be sent by post / each work has to be sent separately / do not send all your works in one envelope / Other materials / photos, recipes / can be sent all in one envelope.



3rd INTERNATIONAL CHILDREN'S MEAL AND EXHIBITION
RADIONICA ZA KULTURNI KRAJOLJK
OSTROSMAYENSKOVA 24/A
HR / 61000 RIJEKA
CROATIA

Each work has to be attached to the following data: first name, surname, address and age of the author, the address of the museum, school or association, full name of the teacher or the tutor and a few words stating what the work is about.

DEADLINE: 23rd and 24th 1997

RECEIVED WORKS: All the received works will be judged by a jury consisting of an ethnologist, art historian, artist and a teacher of gastronomy and ethnology.

PRIZES:

1. **THE FIRST ICHMAREZ PRIZE** consists of:
 - A / The invitation to the exhibition, consists of a few days' stay at a hotel (full board) in Ploče for the author and his/her companion in the occasion of the opening of the exhibition.
 - The costs of travel to Ploče and back are not covered.

- B / Special gift, consists of traditional croatian kitchen dishes, pottery, gallery, cookbook.
- C / A diploma and the exhibiting's certificate.
- D / The gastronomic representation of the town of the awarded work of art, consisting of the preparation of its traditional dishes according to the received recipes in one of the well known restaurants of the Rijeka Ploče.

THE GASTRONOMIC ICHMAREZ PRIZE for a recipe consists of a diploma and the presentation of the awarded recipe at dinner in one of the well known restaurants of the Rijeka Ploče.

The teacher, the tutor, the school or the association receive a diploma for the participation, the poster of the exhibition and its catalogue.

EXHIBITION: The exhibition of the best received works will be opened in the June of 1997.

The received works will not be returned. The organizers keep the copyright to publish these works and use them for the exhibition or other similar purposes.

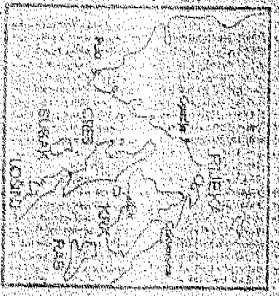
CROATIA

The Republic of Croatia is situated between the Alps and the Adriatic Sea. Croatia varies in climate and, as a consequence, a wide diversity of flora and fauna flourish in a relatively small geographic area. 1,185 islands and islets are located along 1,778 km of coastline. Total area: 56,538 sq km. Population: 4,750,344. The capital, Zagreb, has 690,000.



RIJEKA

The town of Rijeka comprises 35 sq km, including the coastal region about 40 km. The city is completely built on a rocky gulf at the foot of the Mount Medve and bounded by the Učka mountain on the north and by the landscape of Cras and schools / post 200 000.



GRANDMOTHER'S KITCHEN

KOLJENKA
(a kind of pan-cake)

Ingredients: 1/2 kg flour, 150 g sugar, 300 g cut dried figs, 200 g raisins, 100 g grated rind of lemon, 200 g cut apples, 2-3 lols. oil, 1 egg, a 1.500 salt, milk as necessary, oil for frying.

Preparation: Mix all ingredients to obtain a dense blend like for pan-cake. Fry pan-cake 1.5 cm thick in hot oil.

Serve warm sprinkled with sugar.

RADIONICA ZA KULTURNI KRAJOLJK I 3. MEĐNARODNA DJEČJA ISKUSTVENA IZLOŽBA
OSTROSMAYENSKOVA 24/A
HR / 61000 RIJEKA
CROATIA
 Tel: ex. 00 30 2 0151 25514
 fax: 00 30 2 0151 25514
 e-mail: mkr@rcsi.hr