

REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS**  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
UL Complex, Meralco Avenue  
Pasig, Metro Manila



*Sama-Sama  
sa DECS*


August 12, 1997

DECS MEMORANDUM  
No. 304, s. 1997

LAUNCHING OF PHILIPPINE AUTOMOTIVE ACCESSORIES  
SHOW BILLED AS "AUTOMEKANIKO '97"

To: Bureau Directors  
Regional Directors  
Schools Superintendents  
District Supervisors  
Private Elementary and Secondary School Principals  
Vocational High School Principals

1. The Center for International Trade Exhibits (CITEX), a division of Philippine Exhibits and Themeparks Corporation (PETCO), in cooperation with the Department of Education, Culture and Sports, is launching the first-ever Philippine Accessories Show billed as "AUTOMEKANIKO '97" on October 3-12 at the Folk Arts Theater and Open Grounds, CCP Complex, Metro Manila.
2. This event lines up youth-oriented activities which are geared towards stirring awareness and involvement of students in the motoring industry as well as enhancing their artistic skills and abilities.
3. Students in both public and private schools are encouraged to actively participate in said events. Details are in Inclosure Nos. 1 to 4.
4. Immediate dissemination of this Memorandum to all concerned is expected.

  
RICARDO T. GLORIA  
Secretary

Incls.:

As stated

Reference:

N o n e

Allotment: 1-3--(D.O. 50-97)

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

CONTESTS

PUPILS

STUDENTS



# EVENT FACT SHEET

Inclosure No. 1 to DECS Memorandum No. 304, s. 1997

**Event Title** **AUTO JUNK ART '97**  
[An Art from Junk Competition]

**Dates** Exhibits October 3-12, 1997  
Ingress October 2, 1997  
Egress October 13, 1997  
Awarding October 12, 1997

**Venue** AUTOMEKANIKO '97  
Folk Arts Theater, CCP Complex, Manila

**Organizer** Center for International Trade Exhibits (CITEX)  
a division of Philippine Exhibits and Themeparks Corp.

**Contact Persons** Mss. Xyda L. Macario / Weng H. Aminoso

**Description** The competition focuses on junk or scrap materials from auto parts and accessories as medium to form/'sculpt' into an art object.  
  
The competition aims to stir awareness in and appreciation of motoring through art.

**Mechanics**

1. The competition is open to all amateur artists and art students.
2. Participants must use of automotive parts and accessories (used and/or new) to create an art object. 70% of the art content must be composed of automotive junk materials.
3. Entry can be in diorama, sculpture, and any other art form.
4. One entry per participant. The entry must be accompanied by: title, description/caption, and materials used; typewritten on a piece of paper.
5. The entries will be exhibited for the duration of AUTOMEKANIKO. Awarding of winners shall scheduled on the last day of the exhibit, October 12.
6. The decision of the judges is final.
7. Participation Forms are available at:  
  
The AUTOMEKANIKO '97 Secretariat  
Center for International Trade Exhibits (CITEX)  
c/o Philippine Exhibits and Themeparks Corp. (PETCO)  
S-359/361 Secretariat Bldg., PICC,  
CCP Complex, Roxas Blvd., Pasay City  
Tel. Nos. 8330381 to 85 Fax No. 8325444
8. Deadline for submission of entries is on or before September 20, 1997.
9. Criteria for judging are as follows:
 

25%	Originality
25%	Creativity
25%	Resourcefulness (Art Content)
25%	Over all Presentation

**Prizes**

Champion	P10,000.00 plus Trophy
1st Runner Up	P7,000.00 plus Trophy
2nd Runner Up	P5,000.00 plus Trophy
10 Semi-Finalists	Trophy

**Participation Fee** P100.00 per participant  
(Full payment upon submission of Participation Form)



## EVENT FACT SHEET

Inclosure No. 2 to DECS Memorandum No. 304, s. 1997

Event Title	<b>AUTO-KITE FLYING SHOWDOWN</b>	
Dates	Contest Proper	October 5, 1997 (Sunday)
	Exhibits	October 7-12, 1997
Venue	Contest Proper	Folk Arts Theater Front Open Space
	Exhibits	Folk Arts Theater Main Hall
Organizer	Center for International Trade Exhibits (CITEX) a division of Philippine Exhibits and Themeparks Corp.	
Description	An open class kite making and flying special activity/competition.  The event aims to stir awareness in and appreciation of motoring through sport activity.	
Mechanics	<ol style="list-style-type: none"> <li>1. The contest open to all non-professional artists and art students.</li> <li>2. It is a kite making and flying competition with car or vehicle as a theme.</li> <li>3. One entry per participant.</li> <li>4. The kite-entry must be able to stay in air for at least 30 minutes with a minimum altitude of 90 feet.</li> <li>5. The decision of the judges is final.</li> <li>6. Participation Forms are available at:  The AUTOMEKANIKO '97 Secretariat Center for International Trade Exhibits (CITEX) c/o Philippine Exhibits and Themeparks Corp. (PETCO) S-359/361 Secretariat Bldg., PICC, CCP Complex, Roxas Blvd., Pasay City Tel. Nos. 8330381 to 85 Fax No. 8325444</li> <li>7. Deadline for submission of Participation Forms is on or before September 2, 1997.</li> <li>8. Criteria for judging are as follows:  Originality and Uniqueness Concept and Theme Functionality Over all Presentation</li> </ol>	
Prizes	First Place	P2,000.00 plus Trophy
	Second Place	P1,500.00 plus Trophy
	Third Place	P1,000.00 plus Trophy
	Three (3) Consolation Prizes	(P500.00 plus Trophy each)
Participation Fee	P100.00 per participant (Full payment upon submission of Participation Form)	



## EVENT FACT SHEET

Inclosure No. 3 to DECS Memorandum No. 304, s. 1997

Event Title	<b>HELMET PAINTING COMPETITION</b>	
Dates	Exhibits	October 5-12, 1997
	Awarding	October 12, 1997
Venue	AUTOMEKANIKO '97, Folk Arts Theater, CCP Complex, Manila	
Organizer	Center for International Trade Exhibits (CITEX) a division of Philippine Exhibits and Themeparks Corp.	
Contact Persons	Mss. Xyda L. Macario / Weng H. Aminoso	
Description	<p>A painting competition as an extension of art with helmet as an alternative canvas conveying safety and sophistication in motoring.</p> <p>The competition aims to promote motoring and impart consciousness for safety expressed in art.</p>	
Mechanics	<ol style="list-style-type: none"> <li>1. The competition is open to all non-professional artists and art students.</li> <li>2. Participant may use hand brush or air brush. Helmet shall be provided by the Organizer.</li> <li>3. Participants shall be given a maximum of six (6) hours to submit their entries.</li> <li>4. One entry per participant.</li> <li>5. All entries become the sole property of the Organizers/CITEX without additional compensation to owners and maybe used for exhibition.</li> <li>6. The entries will be exhibited for the duration of AUTOMEKANIKO. Awarding of winners shall be scheduled on the last day of the exhibit, October 12.</li> <li>7. The decision of the judges is final.</li> <li>8. Participation Forms are available at: <ul style="list-style-type: none"> <li style="margin-left: 40px;">The AUTOMEKANIKO '97 Secretariat</li> <li style="margin-left: 40px;">Center for International Trade Exhibits (CITEX)</li> <li style="margin-left: 40px;">c/o Philippine Exhibits and Themeparks Corp. (PETCO)</li> <li style="margin-left: 40px;">S-359/361 Secretariat Bldg., PICC,</li> <li style="margin-left: 40px;">CCP Complex, Roxas Blvd., Pasay City</li> <li style="margin-left: 40px;">Tel. Nos. 8330381 to 85 Fax No. 8325444</li> </ul> </li> <li>9. Deadline for submission of Participation Forms is on or before September 2, 1997.</li> <li>10. Criteria for judging are as follows <ul style="list-style-type: none"> <li style="margin-left: 40px;">Originality and Uniqueness</li> <li style="margin-left: 40px;">Creativity</li> <li style="margin-left: 40px;">Concept and Theme</li> <li style="margin-left: 40px;">Overall Appeal</li> </ul> </li> </ol>	
Prizes	First Place	P2,000.00 plus Trophy
	Second Place	P1,500.00 plus Trophy
	Third Place	P1,000.00 plus Trophy
	Five (5) Consolation Prizes (Gift Packs and Certificates)	
Participation Fee	P100.00 per participant (Full payment upon submission of Participation Form)	



## EVENT FACT SHEET

Inclosure No. 4 to DECS Memorandum No. 304, s. 1997  
 Title **CHILDREN'S DREAM CAR DRAWING CONTEST II**

Date Contest Proper October 4, 1997  
 Exhibits October 5 -12, 1997  
 Awarding October 12, 1997

Venue AUTOMEKANIKO '97  
 Folk Arts Theatre, CCP Complex , Manila

Organizer Center for International Trade Exhibits (CITEX), a division of  
 Philippine Exhibits and Themeparks Corporation (PETCO)

Contact Persons Mss. Xyda L. Macario / Weng H. Aminoso

Description It's the children's affair at Automekaniko '97. This contest  
 highlights the show through an on-the-spot drawing contest by  
 the child's favorite or dream/concept car.

The contest aims to stir the children's awareness in and  
 appreciation of motoring through art: to encourage children's  
 active participation in the industry; and to enhance their artistic  
 abilities.

Participants Extensive promotions shall be done in all grade schools, learning  
 centers, montessori schools and art teaching institutions in  
 search for young children with outstanding artistic abilities.

Categories Pre-Schoolers 4 - 6 years old  
 Primary 7 - 10 years old

- Mechanics
1. The contest is open to young artists ages 4-10 years old  
 who possess exceptional talents in designing/ drawing.
  2. It is an on-the-spot drawing contest on the participants  
 favorite or dream/concept car.
  3. One entry per participant.
  4. Entry size: standard drawing paper or oslo paper.
  5. Media: Pencil No. 1 and Craypass/Crayon
  6. Duration: Participants shall be given a maximum of two  
 (2) hours to submit their entries.
  7. All entries become the sole property of the Organizers/  
 CITEX without additional compensation to owners and  
 may be used for exhibition.
  8. The decision of the judges is final.
  9. Participation Forms are available at:

The AUTOMEKANIKO '97 Secretariat  
 Center for International Trade Exhibits (CITEX)  
 c/o Philippine Exhibits and Themeparks Corp. (PETCO)  
 S-359/361 Secretariat Bldg. PICC,  
 CCP Complex , Roxas Blvd., Pasay City  
 Tel. Nos: 833-03-81 to 85; Fax: 832-54-44.

10. Deadline for submission of Participation Forms is on or  
 before September 2, 1997.
11. Drawing materials shall be provided by the Organizers.

Judgment Criteria  
 Originality  
 Detail  
 Neatness  
 Overall Appeal