



DepED MEMORANDUM
 No. **412**, s. 2009

SEP 18 2009

“HUSAY NG BATANG PINOY 2009” PAPER CLAY ART COMPETITION

To: Bureau Directors
 Regional Directors
 Schools Division/City Superintendents
 Heads, Public and Private Elementary and Secondary Schools

1. The JNBM Amazing Arts Philippines, Inc., and Have a Heart for the Child Foundation in cooperation with the Department of Education (DepED) through the Culture and Arts Office (CAO) will hold the **“Husay ng Batang Pinoy 2009” Paper Clay Art Competition** with the theme *“Ako Para sa Kalikasan”*.

2. The objectives of the competition are to:
- a. promote environmental awareness among children and youth on what they can do to help in the protection and conservation of our natural environment;
 - b. produce world class paper clay art masterpieces that will showcase to the world the talents and skills of the young Filipino artists; and
 - c. set a world record as the “Largest Paper Clay Art Competition” participated by young Filipino artists.

3. This is open to all public and private elementary and secondary students enrolled in school year 2009-2010.

4. The competition will be held in three (3) phases:

Phase 1	:	Selection of Winners per DepED Division	October 12-November 13, 2009
Phase 2	:	DepED Regional Selection	November 16-27, 2009
Phase 3	:	National Selection	December 1-6, 2009

5. The guidelines and mechanics of the competition are enclosed.

6. For more information, please contact Mr. Marcos S. Rodil and Ms. Cecilia R. Mendiola, National Secretariat, CAO-DepED Central Office, Meralco Avenue, Pasig City at tel. no.: (02) 635-2456 or the Regional Culture and Arts Coordinators nationwide as Focal Persons (list enclosed) or Ms. Sue G. Morales, Head for the Operations, JNBM Amazing Arts Philippines, Inc., at telefax no.: (02) 838-4301 local 3132, direct lines: (02) 496-8849, (02) 496-9100, e-mail address: jnbmartcafe@yahoo.com.ph. or visit at Stall 131, Bldg., 1, Mangosteen Road, FTI Complex, Taguig City.

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

R. C. Bacani
RAMON C. BACANI
 Undersecretary
 Officer-in-Charge

Encls.:

As stated

Reference:

N o n e

Allotment: 1—(50-97)

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

CONTESTS
PUPILS
STUDENTS

Madel:Paper Art Competition
9-15-09



JNBM
Amazing Arts
Phil., Inc.

and

"Have a Heart for the
Child Foundation"

present

in cooperation with



HUSAYANG BATANG PINOY 2009

Theme:

"Ako para sa
KALIKASAN"

A PaperClay Art
Competition

JNBM Amazing Arts Phils., Inc.
and
“Have a Heart for the Child Foundation”
in cooperation with the
Department of Education
present
“Husay ng Batang Pinoy 2009”
A Paper Clay Art Competition

The Objectives: “Husay ng Batang Pinoy” aims to produce World Class Paper Clay Art Masterpieces that will showcase to the World the talents and skills of the young Filipino Artists.

To create a National Paper Clay Art Competition as a yearly event of the Department of Education.

The Theme: “Ako para sa Kalikasan.”

It aims to promote environmental awareness among children and youth on what they can do to help in the protection and conservation of our natural environment.

Through this indigenous product -Paper Clay, these young people can creatively express themselves on how they can bring a fresh perspective, energy, drive, and a sense of what is possible to preserve the environment for the benefit of present and future generations.

Special Objective: To set a World record as the:
“Largest Paper Clay Art Competition participated by the young Filipino artists.”

Guinness World Records Ltd shall be invited to authenticate and certify the Record Attempt under this category. Through this, the talents and skills of these young Filipino artists will be showcased to the World.

Why Paper Clay Art?

1. Because of the detailed techniques of Paper Clay Art, it helps develop the students:
 - a) Motor skills, patience and discipline.
 - b) Creativity and resourcefulness.
 - c) Cognitive skills through color perception and recognition.
 - d) Creative way of self-expression.
 - e) Self confidence and Self-worth.
2. Provides an avenue for Values Education.
3. Paper Clay Art fosters family bonding
3. Paper Clay Art is a proudly Gawang-Pinoy Product.
4. Paper Clay Art is clean, eco-friendly and safe for children (non-toxic).
5. Paper Clay Art can be explored and designed together with any kind of art medium.
6. Paper Clay Art is a textured art and can be created in a 3-dimensional effect.

The Guidelines:

1. Paper Clay Art Competition is open to all High School and Elementary students (Public and Private) enrolled in school year 2009-2010.
2. This is an Annual National Visual Art Competition.
3. The competition has three (3) phases:
Phase 1) Selection of Winners per DepEd Division,
Phase 2) DepEd Regional Selection
Phase 2) National Selection

Phase 1: Selection of Winners per DepEd Division (October 12 – November 13, 2009)

1. The competition field is divided into the number of Divisions per Region (Total of 148 DepEd Division).
2. Each DepEd Division will have its independent Competition. All artworks must be submitted to the designated DepEd Division's Office for judging. Top three (3) winners will be chosen from both the High School and Elementary Level. Only the Top 1 winner from both levels will represent the DepEd Division for the Regional Selection.
3. All entries must be authenticated by the Principal / Coach Trainer and certified by the DepEd Division Head / Regional Culture and Arts Coordinator. Both signatures must be affixed at the back of all the artworks. Entry without signature and/or incomplete signatures shall automatically be disqualified.
4. Prizes for the Top 3 Division Winners:

	High School	Elementary
1 st	1,000.00	1,000.00
2 nd	750.00	750.00
3 rd	500.00	500.00

5. All non-winning artworks shall be exhibited at the designated area (preferably the Capitol Building) and shall be open to the public for sale. These artworks will be sold from P2,000 – P5,000 per Art Piece. Proceeds of the sales shall be for the following:
 - a. 50% for the Artist/Student
 - b. 20% for the student's coach
 - c. 20% for "Have a Heart for the Child Foundation"
 - d. 10% for the promotion and marketing materials
6. Paper Clay Art Exhibit will be until December 20, 2009 only and all unsold artworks must be sent to JNBM's main office.
7. Judges will be composed of Local Government Official/s, Representative from Have a Heart for The Child Foundation and JNBM Officials.

Phase 2: DepEd Regional Selection of Winners (November 16 - 27, 2009)

1. All Top 1 DepEd Division winners must be submitted to the DepEd Regional Office on or before November 16, 2009 for judging.
2. Prizes for the Top 3 Regional Winners:

	High School	Elementary
1 st	5,000.00	5,000.00
2 nd	3,000.00	3,000.00
3 rd	2,000.00	2,000.00

3. DepEd Regional Winners shall be announced on or before November 27, 2009.
4. All the Top 3 DepEd Regional Winners MUST be in frame and shall be sent to JNBM's Main Office (Stall 131 Bldg 1 Mangosteen Road, FTI Complex, Taguig City. All these entries shall be send via LBC through the account of JNBM.
5. Judges will be composed of Local Government Official/s, Representative from Have a Heart for The Child Foundation and JNBM Officials.

Phase 3: National Selection (December 1-6, 2010)

1. All the Top 3 Regional Winners shall be exhibited during the Grand Exhibit at SM Mall of Asia.
2. Only the Top 1 Regional Winners will be judged for the National Selection of Winners.
3. 5 National Winners from High School and Elementary will be chosen from the Top 1 Regional Winners.
4. Prizes for the 5 National Winners are as follows:

Rank	National Winners	
	High School	Elementary
1 st	50,000.00	50,000.00
2 nd	30,000.00	30,000.00
3 rd	20,000.00	20,000.00
4 th	15,000.00	15,000.00
5 th	10,000.00	10,000.00

5. 5 Paper Clay Artworks shall be chosen as the Juror's Choice (from the Top 1 Regional Winners) and shall be given a cash prize of P5, 000.00 each.
6. All the Top 3 Regional Winners shall receive special prizes from the Sponsors.
7. Grand Awarding Ceremony will be held on December 6, 2009 at the SM Mall of Asia (tentative)
8. Judges will be composed of Local Government Official/s, Representative from Have a Heart for The Child Foundation, Showbiz Personalities, DepEd's Culture and Arts Officials and JNBM Officials.
9. Judges decisions are final.

The Mechanics:

	High School Level	Elementary Level
Art Category	Paper Clay Art in 3D	Paper Clay Art in Mixed Media
	Paper Clay MUST be the main medium.	
Theme	“Ako para sa Kalikasan!”	
Paper Clay Art Competition Kit	12 x 15 size of Plain board with 8 colors of Paper Clay in 40 ml cups 2 pcs. Plastic sticks	10 x 12 size Plain Board with 6 colors of Paper Clay in 40 ml cups 2 pcs. Plastic sticks
Acceptable Art Medium (not included in the competition Kit)	1. Poster paint 2. acrylic paint 3. water color 4. pastel color 5. colored pen and pencils 6. other recycled materials.	1. Poster paint 2. acrylic paint 3. water color 4. pastel color/crayons 5. colored pen and pencils 6. glitters
Competition Proper per Division	October 12 – November 13, 2009	
Regional Selection	November 16-27, 2009	
National selection	December 01 -06, 2009	
Grand Awarding Ceremony	December 06, 2009 (SM Mall of Asia)	

**** All Grand Prize Winners will be published in the newspapers.
All participants and DepEd's Officials will receive a certificate of participation.**

The Judging:

The criteria for judging for are as follows:

Criteria		Percentage
Adherence to the Theme		30%
Originality	Freshness, Novelty and Inventiveness	25%
Creativity	New forms, Imaginative interpretation	20%
Composition	Arrangement of Combination of elements	15%
Visual Impact		10%
		100%

Other Provisions:

1. All Entries/Artworks will automatically become properties of JNBM and will be included in all its Paper Clay Art Nationwide Exhibit and Gallery.
2. JNBM reserves the right to use the name of the artist and his/her entry for free in any broadcast, or print medium. The artist also grants JNBM the right to exhibit the entries as deemed fit. JNBM reserves the right to decide which of the entries will be displayed in its other exhibits.
3. All possible care will be taken for the entries submitted. However, JNBM assumes no responsibility for any loss or damage to the entries before, during and/or after the competition.
4. All employees of JNBM, the judging committee and their relatives up to the 2nd degree of consanguinity or affinity are not allowed to join this competition.

Republic of the Philippines
DEPARTMENT OF EDUCATION
CULTURE AND THE ARTS OFFICE
Meralco Ave., Pasig City

DIRECTORY OF REGIONAL CULTURE AND THE ARTS COORDINATORS

REGION	LAST NAME	FIRST NAME	M.I.	NICK-NAME	POSITION	OFFICE	OFFICE TEL.	FAX	CELL PHONE	EMAIL
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