



MEDIA PRIMER

Festival Name: ***“ENTAcool...
2018 Baguio Creative Festival”***

Proponents/Partners:

- City Government of Baguio
- Department of Tourism – CAR
- Tourism Promotions Board
- Department of Trade & Industry – CAR
- University of the Philippines Baguio
- Baguio Arts and Creative Council, Inc.

Rationale:

- Baguio City was designated as a UNESCO Creative City in October 2017. Still, there is a need to raise public awareness as to the reasons, as well as the implications behind the designation – what and who made Baguio a creative city – the culture, the crafts and arts, the artists and artisans, and the creative community.
- Baguio City has to ensure that the designation by UNESCO is sustained by committing to its mandate as follows:
 - Work and partner with the creative and cultural community in promoting excellence and leadership in craftsmanship and creative endeavors towards greater productivity and sustainable development.
 - Celebrate local culture and talent as a driver for creativity and urban development and sustain a venue for this purpose through an annual creative festival, that will be recognized and included in the international creative festivals calendar of UNESCO.
 - Provide and sustain avenues of inclusive growth for the creative sector and the youth in terms of educational, immersion and entrepreneurial opportunities in the creative industry.

About the theme *ENTAcool*

- *“Entaku”* – Cordillera indigenous term for “let’s all go”
- *“Cool”* – what Baguio has been known for, a cool place with cool people,.
- *“ENTAcool”* – Let’s all go and celebrate the cool culture and creativity of Baguio

About the logo

- a play of the different local crafts: woodcarving, metalcraft, bambocraft, and weaving to spell out the word “COOL”
- the text has a font characteristic of local tattoo

Objectives of the Festival:

- Build the “Creative Baguio” image through expositions, exhibits, forums, showcase galleries and shops of artists and artisans during the festival and sustain such promotion

through the “Creative Crawl Map” with sites that can be visited beyond the festival and through an active online portal, e.g. website and social media.

- Galvanize a unified cultural and creative community among diverse and unique endeavors, through a collaborative effort in contributing to the success of the festival and collectively taking ownership of the vision for “Creative Baguio”.
- Lay the foundation for the city’s establishments of creative hubs and spaces, where the aim of promoting creative endeavors as a driver for sustainable urban development can be institutionalized as a city long-term program.

Participants:

- The organizing working committees are coming from the city local government, DOT – CAR, DTI – CAR, and the newly formed private organization representing the creative sector of the city, Baguio Arts and Creatives Collective, Inc.
- The festival will feature local artists, artisans, performers, crafts and artworks as identified and curated by BACCI.
- The target audience and visitors are local, out-of-town and international community, particularly the youth, students, buyers, sellers, UNESCO network partners, and regular and new tourists; with the maximum coverage of local and foreign media.

Festival Calendar of Activities:

Date / Time Venue	Activity	Synopsis / Highlights
Nov 3, 4PM Main Gallery Tam-awan Village	“Uma ART eh 2” Art Exhibit Opening	Formal opening ceremonies for the Art Exhibit at Tam-awan Village
Nov 4 – 18 Main Gallery Tam-awan Village	“Uma ART eh 2” Art Exhibit	A benefit art exhibit for the NTU Foundation, with participating artists: Margie Dela Cruz-Gomez, Ella Picazo-Pinder and Melody Arellano, with cultural shows and live portrait sketching every Saturdays (Nov 3, 10 and 17)
Nov 8, 2PM OTOP Philippines Hub	Baguio Crafts Gallery Opening	Formal opening ceremonies for the Baguio Crafts Gallery (RSVP)
Nov 8 – 18 OTOP Philippines Hub	Baguio Crafts Gallery	Showcase and exhibition of local crafts featuring weaving and metalcrafts.
Nov 10 – 18 Teatro Amianan, UP Baguio	Talastasan Series on Art and Creativity	Conversations on culture, arts and creativity by distinguished professors and researches
Nov 10 – 18 Tam-awan Village	Cultural Exhibits and Art Demo	Weeklong showcase and exhibition of cultural arts and crafts featuring the renowned solar painting by Jordan Mangosan
Nov 10, 5PM Dominican Hill & Retreat House	ENTAcool Festival and “Kulay ng Siglo” Opening Ceremonies	Formal opening ceremonies of the festival (RSVP)
Nov 11 – 18	ENTAcool “Kulay ng Siglo” Visual Arts Gallery & Exhibits	Weeklong public visual arts gallery and installation exhibits display by local artists

Dominican Hill & Retreat House		
Nov 11, 9AM Yellow Trail, John Hay	Forest Bathing Grand Launching	Launching of the DOT-initiated Forest Bathing: a personal retreat with nature to immerse in the forest atmosphere for unwinding and health improvement
Nov 11, 4PM Bell House, John Hay	Opening of the Bell House Photo & Visual Arts Gallery	Opening of the Bell House Photo & Visual Arts Gallery (RSVP)
Nov 11-12, 14-18 Malcolm Square	Latag Handicrafts Market and Fair	An offering of small to medium-scale handicraft enterprises and Cordilleran inspired streetfood by local artisans
Nov 11 – 18 Pilak Silvercrafts	Experiencing Silver and Metal Crafts Making	Demo and workshop on silver and metalcrafts with local artisans
Nov 12, 9AM Cultural Quad, UP Baguio	“Mentor Me on Wheels” Creative Entrepreneurship	A national Go Negosyo program featuring 1-on-1 mentorship by experienced entrepreneurs with the local art and creative start-ups
Nov 12 – 18 Bell House, John Hay	Bell House Photo & Visual Arts Gallery	A weeklong exhibit of “old Baguio” photos and artworks of national artist BenCab
Nov 12 – 18 Balanghay ni Ikeng at Ili Likha	“Ay Apo!.. May Shooting sa Baguio” Film Festival	Public viewing of featured local independent films, with an immersion of the creative space of Ili Likha by Kidlat Tahimik
Nov 12 – 18 Narda’s Handicrafts	Tie Dye Exhibit & Workshop by Narda’s	Open demo and workshop on tie dying with local fabric artisans
Nov 12 – 18 Easter Weaving	Weaving Exhibits & Workshop by Easter	Open demo and workshop on Cordilleran weaving with local weavers
Nov 12 – 18 Villa Romana	Tinatik Art Exhibit & Workshop	Demonstration and workshop of the homegrown and unique artform of tinatik by Maela Jose (workshop fees apply)
Nov 13, 6PM Malcolm Square	Cordillera Weave Fashion Show	Local weavers meet local fashion designers, featuring indigenous fabric in contemporary wear
Nov 16, 6PM Dominican Hill & Retreat House	Anido Artists’ Night	A culminating fellowship night among local artists with recognition of some featured budding artists (RSVP)
Nov 17, 9AM Main Gallery Tam-awan Village	“Harnessing the Power of the Sun”	A Solar Drawing demonstration and exhibition Mr. Jordan Mang-osan
Nov 18, 5PM Malcolm Square	Culminating Show	A cultural concert featuring local bands and performers giving tribute to the local artists and creatives