



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON



15 August 2025




Regional Memorandum
No. 615 s. 2025

**AGORA: CROSSROADS OF CREATIVITY,
CULTURE, AND IDEAS**

To: **Schools Division Superintendents**

1. In reference to NCCA-DepEd Memorandum and the letter from Pambansang Komisyon para sa Kultura at mga Sining dated June 9, 2025, announces the conduct of the AGORA: Crossroads of Creativity, Culture, and Ideas on December 6-7, 2025 in SM North, Quezon City.
2. The objectives of the activity are to ensure the proliferation of the cultural education effort and the promotion of cultural education in the country as the core of teaching and learning and governance towards inclusive growth and sustainability.
3. Enclosures such as the letter from the Pambansang Komisyon para sa Kultura at mga Sining and AGORA Crossroads of Creativity, Culture, and Ideas Program Design are attached for reference.
4. Travel, accommodation, and other incidental expenses shall be charged against local funds/MOOE and other available sources, subject to usual accounting and auditing rules and regulations.
5. Participation from public and private schools shall be purely voluntary and shall not hamper instructional time in compliance with the provision of DO 9, s. 2005 titled Instituting Measures of Increase Engaged Time-On-Task and ensuring compliance therewith, and the Policy on off-campus activities stated in DO 66, s. 2017.
6. For inquiries regarding the details of the contest, you may contact pcep@ncca.gov.ph (02) 8527-2192 loc.529.

7. Immediate dissemination of the Memorandum is desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
 Regional Director 

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PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

9 June 2025

ATTY. ALBERTO T. ESCOBARTE, CESO II

Regional Director

DepEd RO, Gate 2, Karangalan ES, Karangalan Village, Cainta Rizal

region4a@deped.gov.ph; alberto.escobarte@deped.gov.ph

ATTENTION: **MR. LOWIESITO O. ERNI**

Regional Coordinator

clmd.calabarzon@deped.gov.ph

Greetings from the National Commission for Culture and the Arts (NCCA)-Philippine Cultural Education Program (PCEP)!

The Philippine Cultural Education Program (PCEP), in partnership with the Department of Education (DepEd), will conduct **AGORA: CROSSROADS OF CREATIVITY, CULTURE, AND IDEAS**. The Marketfair and Competitions are set on **December 6-7, 2025** in **SM North EDSA, Quezon City**. In connection with this, we would like to request a DepEd Regional Memo/Advisory to formally announce the program to the Regional Coordinators, Schools Division, City Superintendents, Heads of Public Elementary and Secondary Schools, and interested participants.

AGORA is a venue that will provide community engagement by showcasing talents, research, products, local cultural icons, and people. The general public shall be invited to have access to and be connected to PCEP's education institutions. This event will be in partnership with different LGUs to ensure the proliferation of the cultural education effort and the promotion of cultural education in the country as the core of teaching and learning and governance towards inclusive growth and sustainable development.

Attached herewith are the program design and poster(s) for your perusal. If you have further questions regarding the matter, please don't hesitate to email us at pcep@ncca.gov.ph.

We are hoping for your favourable and immediate response. Thank you very

much. Truly Yours,


JOSEPH J. CRISTOBAL

Director, Philippine Cultural Educational Program

Attachment/s:

-  [2025 AGORA Program Design](#)
-  [2025 AGORATula at Pagtatanghal Competition Poster](#)
-  [2025 AGORA Dularawan Competition Poster](#)

Reference:

[NCCA-DepEd Memorandum of Agreement](#)



AGORA: Crossroads of Creativity, Culture, and Ideas

Component #2

DULARAWAN 4: Dance-Musical-Drama Production

Agora is the Cultural Education central public space and venue for our partner Higher educational institutions, DepEd local schools (SPA), LGUs, National Association of Cultural Educators and Scholars (NACES) to showcase their talents, research, products, local cultural icons, and their people in one creative marketplace.

DULARAWAN 4: Dance-Musical-Drama Production

A Dance-Musical-Drama competition showcasing local cultural icons in their community. It is open to student-artists from public and private schools with a Special Program in the Arts (SPA).

All interested participants must comply with the following requirements:

- Each group may have a maximum of 8-10 members, including technical staff.
- The production must be original and should highlight local cultural icons from the community where the participating school is located.
- A minimum of two combined art disciplines must be presented.
- The entry must have a minimalist (symbolic representation) set, be an original work of the group, and be free from copyright issues.
- A basic or standard sound system will be provided by the proponent's technical staff.
- The performance must not exceed fifteen (15) minutes, including the intro and outro.
- Interested groups must register online at <https://tinyurl.com/mr2dk6vr> or scan the QR code on or before **October 1, 2025**.

The Performance competition will be held on **December 7, 2025** at SM North Edsa. PCEP will award prizes to the Top 3 best performers.

Winners will receive the following cash prize:

Grand Winner – **Php 20,000.00**
1st Runner-Up – **Php 15,000.00**
2nd Runner-Up – **Php 10,000.00**

Judging Criteria:

a. Theme and Storytelling	20%
b. Performance and Acting	20%
c. Dance Execution and Choreography	20%
d. Music and Vocal Performance	20%
e. Production Design	20%

The decision of the judges is final and cannot be contested.

For inquiries, please contact:

PCEP SECRETARIAT

Tel: (02) 8527-2192 loc. 529

Email: pcep.application@gmail.com

Facebook: [@pcepoofficial](https://www.facebook.com/pcepoofficial)





AGORA: Crossroads of Creativity, Culture, and Ideas

Component #1

Tula at Pagtatanghal

Agora is the Cultural Education central public space and venue for our partner Higher educational institutions, DepEd local schools (SPA), LGUs, National Association of Cultural Educators and Scholars (NACES) to showcase their talents, research, products, local cultural icons, and their people in one creative marketplace.

Tula at Pagtatanghal

Showcase of Literary works by National Artists through a poetry reading with dramatic interpretation.

Community-based performing artists (amateur or professional) are invited to participate. All participants must comply with the following requirements:

- Each group may consist of a maximum of 4-5 members, including technical staff.
- The selected literary piece must be an original work by a National Artist.
- The dramatic interpretation, along with the poetry reading, must be limited to theatrical, dance, or musical interpretations.
- A basic or standard sound system will be provided by the proponent's technical staff.
- The performance must not exceed seven (7) minutes, including the intro and outro.
- The selected literary piece must be submitted on or before **October 1, 2025**, to avoid duplication of the poems to be performed.
- Submit entries through the link <https://tinyurl.com/dth2f86c> or by scanning the QR code.

The Performance will be held on **December 6, 2025** at SM North EDSA. PCEP will award prizes to the Top 3 best performers.

Winners will receive the following cash prize:

Grand Winner – **Php 15,000.00**

1st Runner-Up – **Php 10,000.00**

2nd Runner-Up – **Php 5,000.00**

All entries shall be judged according to the following criteria:

- | | |
|-----------------------------------|------------|
| a. Interpretation and Clarity | 40% |
| b. Intonation, Diction, and Poise | 30% |
| c. Creativity and Delivery | 30% |

The decision of the Board of Judges shall be final and unappealable.

For inquiries, please contact:

PCEP SECRETARIAT

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