

SAMA-SAMA SA KULTURA

*Join the Cultural Program of Spain
in the Philippines 2016*



+ YOU = US





Luis Antonio Calvo Castaño

*Ambassador of Spain
in the Philippines*

I am pleased to present the sponsorship brochure of SPAIN arts & culture, an initiative which will certainly generate interest among those companies that wish to join in fostering the cultural agenda of Spain in the Philippines in 2016.

For the very first time, the Embassy of Spain and the Instituto Cervantes de Manila are laying out a structured way how to collaborate in the cultural activities that have been programmed for the entire year. We thus want to draw up a document, in a transparent and dynamic way, to encourage all those companies operating in the Philippines to seize the opportunity of sponsoring the promotion of one of Spain's flagships: its culture.

As you will find out in the brochure, 2016 offers a very attractive menu of projects which will certainly have outstanding visibility and great impact. It is our intention to organize a wide range of cultural activities in all disciplines based on two key criteria: excellence and diversity. The cultural agenda will therefore concentrate on two compelling moments of the year, at around the months of April and October. Among many other projects, we will face the new challenge of launching Spanish culture in Philippine mass media through radio and television programs; we will produce several fantastic exhibitions with major partners such as the Prado Museum or the state corporation AC/E; some paramount figures of the performing arts of Spain will be coming to the Philippines; we will celebrate the 15th edition of the best Spanish film festival in Asia: Pelíkula; and we will pay tribute to Miguel de Cervantes on the four hundredth anniversary of his death.

In short, I have the honor to offer you the possibility of joining our program as a sponsor in various forms: platinum sponsorship for the entire 2016 calendar as well as gold or silver sponsorship in case you may be more interested in patronizing certain individual activities.

I am convinced that you will find our SPAIN arts & culture proposal very attractive, so please allow me to encourage you to join us in this year's adventurous cultural journey and commit yourself to one of our best assets: culture, an area in which Spain and Philippines share tradition, modernity and great potential in the future development of their cultural endeavors.

Thank you.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'Luis Calvo', written over a horizontal line. The signature is fluid and cursive.

ANOTHER SPANISH HALLMARK SHARING CULTURE

Spain's cultural endeavors overseas

Spain holds the unique position of making its culture as one of the backbones of its presence in the world. The second country with the largest number of assets declared as World Heritage Sites by UNESCO, Spain combines rich heritage with a plural culture, powerfully innovative and diverse which has shaped its image in the international community.

The scale of our cultural heritage is also manifested in the global dimension with which the Spanish language is spoken, with more than 559 million speakers and used as a second language for international communication.

Culture is, after all, one of the essential elements of the country-brand of Spain. We have an outstanding network of institutions and agencies to project its image abroad. They include the Instituto Cervantes, which is of course present in Manila and in 76 other cities in 44 countries around the world. Spain has also a network of 18 cultural centres in Latin America and Africa under the auspices of the Spanish Cooperation and a web of over 100 Embassies which act as agents of Spanish culture abroad. Both entities, together with the state corporation Acción Cultural Española (AC/E) and the agencies under the Ministry of Culture and the rest of Spanish public organisms, contribute to the cultural projection of Spain abroad, with a huge number of artists, creators and Spanish private agents who have been active for many years in the world's main cultural fora taking the lead role.

Year after year, the cultural activities organized by the embassies of Spain and cultural centres abroad have grown significantly, reaching up to 10,000 activities held annually around the world and attended by hundreds of thousands of people on the five continents. Literature, music, theatre, visual arts, cinema, heritage protection, emerging art, photography, science, history, architecture and urban planning are part of these cultural activities, often featuring Spanish and Latin American creators and always open to other nationalities in a strong spirit of cultural cooperation.

Join this wonderful company to spread SPAIN arts & culture in the Philippines!



TWO COUNTRIES TWINED BY CULTURE

Spain and the Philippines revisited

Spain cannot speak of Asia without thinking of the Philippines and the history shared by the two countries over more than three hundred years. Our two countries possess a common cultural heritage in the fields of architecture, art and literature. Moreover, Spain and the Philippines share a common feature: both nations enjoy a rich and diverse cultural heritage, made up of distinctive and plural identities. Our cities are models of respect for diversity, based on citizen integration and interculturalism.

It is our mission to watch over this legacy so that both countries are enlightened.

Although in the past few years the cultural programme presented by the Spanish Embassy and the Instituto Cervantes de Manila mainly highlighted Spain's historical heritage in the Philippines, by way of exhibitions, films and conferences, it has nevertheless always intended to be much broader in scope. Our cultural agenda, SPAIN arts&culture 2016, is a good token of our goal to tackle the contemporary without forgetting our traditions.

Following our spirit of cultural cooperation, we will keep on setting up exchange projects between Spanish and Filipino citizens, including artists' residences and university seminars on the main subjects of interest to civil society. We shall be promoting international communication and cooperation, providing training in the sphere of the arts and stimulating artistic creation in both countries.

Supporting mutual assistance to create a stable network of contacts and activities is one of the priorities of the Spanish cultural action in the Philippines, for Spanish cooperation can help to increase the projection of the Philippines in Europe and Latin America, just as Philippine collaboration can promote and spread Spanish culture in Asia and the Pacific region.

And of course, we will have gorgeous cultural shows in the coming months: share with us some revisited and new ambitious projects dedicated to the art, history, cultural and social reality of Spain and the Philippines today, bringing together prominent artists and experts from both countries.

Let the show begin!



NEW CHALLENGES

A YEAR FULL OF INSPIRING PROJECTS

SPAIN arts & culture 2016 Program

The Embassy of Spain in the Philippines and the Instituto Cervantes de Manila have designed a spectacular program of activities for the entire year. Quality exhibits, shows, music and films will make the Filipino public enjoy SPAIN arts & culture LIVE.



1 KNOCKING ON PINOY HOMES

Radio & TV projects

For the first time in our Cultural Program, we want to reach Filipino homes and workplaces through television and radio. Help us attract a wider audience!

Projects in the making:

- » *Classical Music of Spain* Radio Program
- » *Pop-Rock-Folk of Spain* Radio Program
- » *Spanish Film Festival* on TV

2 A WINDOW TO THE STARS

Cinema

Cinema and audio-visual arts have always been a ticket to attract the Filipino audience. We shall bring again this year the very best of our celluloid!!!

Projects in the making:

- » 15th edition of *Pelikula*, most important Spanish Film Festival in Asia
- » *From Doodles to Pixels*, Festival of the History of Spanish Animation
- » Premier of *¿Dónde estabas tú?*, Maria Trenor's animation movie project
- » *Espacio femenino*
- » *10th Manila Silent Film Festival*
- » *Phil Santos' False Friends*, animation project

3 THE SHOW MUST GO ON!

Performing Arts

Spanish music, theatre and dance are probably our cultural flagship. From flamenco to liturgical music to contemporary theatre scene, Spain is known for the quality and diversity of the spectrum of its performing arts.

We share common cultural expressions with the Philippines which we aim to preserve and at the same time create new ones. Let's have an unending curtain call!

Projects in the making:

- » *Spanish Bands, Filipino Covers*, a major rock endeavor!
- » *María Pages Flamenco Show*
- » *IV Edition of September Flamenco Show*
- » *Tribute to Enrique Granados Piano Concert*
- » *Pop-rock-folk-jazz concerts*, feel the music!
- » *New Plays from Spain*, the best new Spanish playwrights by the best young Filipino theater companies.



María Pagés
Photo by: David Ruano



Día del libro

4 WORDS IN COMMON

Literature

Echoes of the Spanish language can still be heard in the Philippines; above all, we share many words with Filipinos. We want to preserve these roots not only to connect us but also to build bridges to other Latin American cultures.

Let's put all our common words in black and white and create new ones!

Projects in the making:

- » *Miguel de Cervantes 400 years Tribute*
- » *Perro Berde*, Philippine-Spanish culture magazine. A new era for the next top art&culture South-East Asia magazine!!!
- » *Cuadernos Hispanoamericanos*, special issue on contemporary Philippine literature
- » *Día del Libro*, April 23rd will bring together wonderful activities. Let's read!
- » *Literary Encounters*, a view to literature in Spanish all throughout the year (great authors expected!)

5 (NET)WORK IN PROGRESS

Capacity building

Spain is in the vanguard of networks in cooperation, culture, development and training of professionals. We wish to discuss with our colleagues how urban planning, the cultural industry and art sector of the country affect them.

Projects in the making:

- » *AuthentiCity*, workshop on mapping Manila
- » *Manila Traffic: Qualitative and Inspirational Research Seminar*
- » *Videogame*, literature workshop
- » Creation of a database of the Philippine cultural sector

6 A PLATEFUL OF SPANISH EXCELLENCY

Visual Arts

Once again, we are pleased to share in Manila travelling exhibitions from Spain that showcase Spanish painting, design and food under the curatorship of our most distinguished professionals.

These exhibits will be held in the most prestigious museums of Manila. Want to have a piece of it?

Projects in the making:

- » *Flavors that Sail across the Seas*, exhibition at the National Museum
- » *Tapas: Spanish Design for Food*, exhibition at the Metropolitan Museum
- » *Prado in the Streets*, outdoor exhibition



7 GREEN CULTURE, GREEN FUTURE

Science and Environment

Spain and the Philippines have always been committed to the preservation of nature. We want to raise awareness about the need to protect our environment through exhibits and lectures. Go green!!!

Projects in mind:

- » *Trashlation*, exhibition by Basurama
- » *Royal Botanical Gardens of Madrid*, an exhibit of its collection related to Philippine flora
- » *Science and Environment*: lectures by scientists, researchers and entrepreneurs

WE WANT YOU TO BE PART OF US

More than just a sponsorship

You can make a difference by joining our great team of experts in cultural management in charge of the 2016 SPAIN arts & culture agenda. Be part of us and see how your company will immediately be associated with Spanish excellence in arts & culture. Artists, scientists and the general public attending our cultural activities will benefit from your support. We need you because we believe that your contribution will be essential in developing all our projects to their full potential.

iGracias!



ONE YEAR JOURNEY

Platinum Sponsor

Annual sponsorship - 1,000,000 php

Permanent recognition in all 2016 cultural activities

A full-page advertisement in all SPAIN arts & culture brochures

Logo presence on our website with a hotlink to your organization's website

A special corporate booth in the exhibitions

Availability of the Official Residence of the Embassy for social and corporate receptions

Opportunity to distribute corporate information in the events.

A LONG GATEWAY

Gold Sponsor

Sponsor one of our 7 fields - 500,000 php

Recognition in all activities of the sponsored area

A half-page advertisement in all SPAIN arts & culture brochures

A special corporate booth at the venues

Possibility of distributing corporate information in the events.

A SHORT GATEWAY

Silver Sponsor

One-activity-based sponsorship - Up to 250,000 php

Recognition in the sponsored activities

A quarter-page advertisement in one SPAIN arts & culture brochure

Possibility of distributing corporate information in the events.

THEY DID IT BEFORE

Some of our fellow sponsors in the past were...



GET IN TOUCH WITH US

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We made it!

This brochure has been conceived to be distributed among a limited number of possible sponsors of the Spanish Cultural Program in the Philippines. The program is tentative and subject to changes.

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Iñigo Cerdán

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DE ESPAÑA
EN FILIPINAS



cooperación
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