



# FILIPINAS HERITAGE LIBRARY

THE FILIPINAS HERITAGE LIBRARY PAID TRIBUTE TO THE ARTISTRY OF THE FILIPINO AS IT JOINED AYALA GROUP COMPANIES IN COMMEMORATING AYALA'S 170TH ANNIVERSARY.

**A**s part of the year-long celebrations, FHL organized several events honoring the talent of Filipinos in various forms of art. In partnership with Ayala Land Inc., the library staged *Living Out Loud: Poetry Reading Under the Stars* in Greenbelt 3. The event featured literary personalities such as Marjorie Evasco, Pete Lacaba, and Butch Dalisay Jr., as well as Ayala Foundation president Victoria Garchitorena.

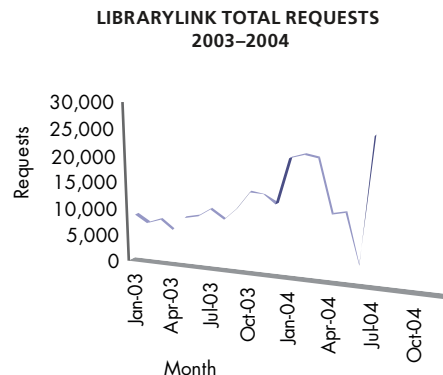
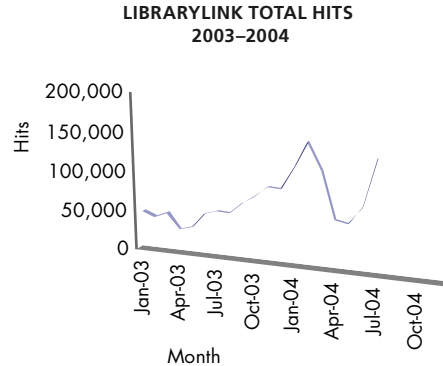
With Ayala Corporation as cosponsor, FHL also presented *Mga Kwento ni Lola Basyang*, a series of storytelling sessions on Filipino values, and *Noon at Ngayon*, a photography competition on the evolution of Filipino architecture.

FHL continued to offer business, creativity, and writing workshops as part of its commitment to educate the public. The library conducted business and creativity workshops for employees of the Department of Trade and Industry and Procter & Gamble Philippines as well as travel and business writing workshops that were open to all.

The Alcove, FHL's gallery dedicated to black-and-white photography, expanded the scope of its workshops by offering a new course, product photography, and by making digital photography classes more comprehensive. Alcove on the Road took participants to photo shoots in destinations including Puerto Galera in Oriental Mindoro, Lucban in Quezon for the Pahiyas festival, Bolinao in Pangasinan, and Enchanted Kingdom in Sta. Rosa, Laguna.

The Filipiniana library expanded its collection by acquiring more than 1,200 print and nonprint materials through purchases and donations from partners. The library reached out to school and public libraries in the provinces by donating various books and serials. Children in Mindoro were among the beneficiaries of the storybooks given out by the library.

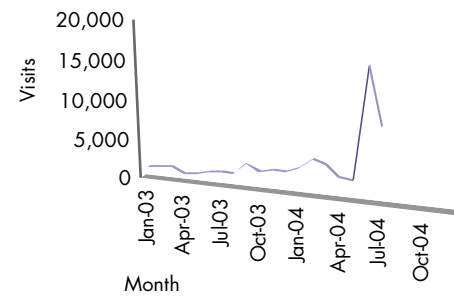
The library's collection of World War II materials was enhanced by the acquisition of the war issues of *The Tribune* newspaper, which chronicled the events of the Japanese occupation. The introduction of a new





Editors and correspondents of *Ayala Now*, the Anvil Award-winning newsletter of the Ayala group companies

LIBRARYLINK TOTAL VISITS  
2003-2004



version of Katalogo, FHL's online catalog, improved access to the library's collection. There are now over 178,000 searchable records in the LibraryLink, FHL's online search engine for Filipiniana resources.

The library also provided technical assistance to a proposed Filipino library in Toronto, Canada by helping prepare a collection development policy.

The network welcomed four new institutional members in 2004 and recorded increased Web site visits throughout the year.

FHL continues to provide information and documentation services to the companies within the Ayala group.

*Ayala Now*, the official publication of the Ayala group, is produced and

managed by the library in partnership with correspondents representing the different companies in the group. Each issue is distributed to about 12,000 Ayala executives, employees, partners, and clients, a number that rivals the circulation of some daily newspapers.

Through the FHL News Service, the library has continued providing media monitoring services to the executives and employees of Ayala Corporation, Ayala Land Inc., Globe Telecom, and Ayala Foundation. The project helps the companies keep track of their media exposure, information disclosure, and public perception and expectations.



The Filipinas Heritage Library's Filipiniana collection houses over 17,000 titles.