

Filipinas
Heritage
Library

OPERATIONAL HIGHLIGHTS



The year 2008 saw the Filipinas Heritage Library (FHL) strengthening its partnerships with educators and cultural workers; intensifying its promotion of Philippine history, arts, and culture; and implementing programs directed at providing improved services to researchers. All these efforts were in line with FHL's goal of reinforcing its position as a leading resource center for Philippine studies.

Researchers and tour participants remained an important presence at the library. By yearend, a total of 964 researchers and 658 tour participants visited FHL. In addition, 47 individuals became library members.

New ways to improve its services were also explored. In August, the library, in cooperation with Globe Broadband, started offering free WiFi access to its members. Also in August, the impact of extending library hours was studied. As a result, FHL decided to open its doors to researchers and visitors from 9 a.m. to 6 p.m., Tuesdays to Saturdays.

LibraryLink, the one-stop online Filipiniana resource center managed by FHL, had a total of 99 member-institutions as of December. In keeping with its efforts to strengthen the network of member-institutions, FHL hosted the first LibraryLink Conference in August. Carrying the theme, Connect to Evolve, the conference was attended by 47 library and information professionals from as far north as Tuguegarao to as far south as Zamboanga. LibraryLink was supported in part by the National Commission for Culture and the Arts and the National Book Development Board.

FHL launched the Trade Roots website in September. The site contains comprehensive modules, lecture videos, and PowerPoint presentations on how to teach Philippine history from the perspective of commerce and trade. The site aims to serve as a resource of materials for teachers of history as they integrate the Trade Roots approach to their curriculum.

2,394

songs
from the
Himig collection
were digitized

Digitizing FHL's Himig Collection, as well as making part of the collection available in a website, was actively pursued. More than 5,000 songs make up the Himig collection. As of December, 2,394 songs were digitized, of which 215 were cleaned and edited. Meanwhile, the team working on the Himig website identified 261 "gems of Philippine music," which will be made available online in 2009.



BRAVO FILIPINO

The Himig Collection was a central feature of Bravo Filipino, a festival of Philippine artistry and ingenuity that took place from February to April and was mounted with the support of Ayala Land's Ayala Malls Group. This festival paid tribute to the world-class talent of Filipinos in music, dance, fashion, and photography.

During the launch concert held on February 19 at Greenbelt in Makati City, veteran and up-and-coming musical and dance artists performed songs from the Himig Collection. Similarly, these songs were performed at pocket concerts held in Ayala malls in Metro Manila and Cebu.

The Ayala malls also served as venues for Bravo Filipino: A Traveling Exhibit on Philippine Music. From March to April, old records, music sheets, and photographs were displayed. Listening stations were also set up at the exhibit areas to give the public easy access to some of the country's best musical pieces.

FHL and the also hosted 9 Photographers, the works of nine coming Philippine exhibit ran from

261

"gems of Philippine music" were identified for the Himig website

Ayala Malls Group Shared Moods: which featured veteran and up-and-photographers. The March to April.

Bravo Filipino went on to win the Gold Award for Marketing Excellence in the International Council of Shopping Centers Awards in Macau, as well as the Award of Excellence for Communication Management at the Philippine Quill Awards.



12TH PHILIPPINE BOOK DEVELOPMENT MONTH

FHL partnered with the National Book Development Board (NBDB) in celebration of the 12th Philippine Book Development Month in November, which carried the theme, Read Pinoy. The NBDB and FHL hosted eight lectures in Metro Manila and one in Cebu. These lectures tackled such issues as content development, translation, publication marketing, and literary appreciation. The lecture held at the University of San Carlos in Cebu attracted over 100 participants from different universities and publishing firms from Visayas and Mindanao.

FHL also hosted a marathon reading of Rizal's *Noli* as translated by National Artist for Literature. Various actors, students, spent over 24 hours nonstop, this literary

9 lectures were hosted by FHL in partnership with NBDB

hosted the reading of Jose *Me Tángere*, Virgilio Almario, Literature. Various actors, students, spent over 24 hours nonstop, this literary

A daylong food and history tour of Bulacan and Pampanga was also organized by FHL and NBDB.

PUBLICATIONS

In partnership with Bea Zobel Jr., FHL produced and launched the book *Sukaran: The Domestic Architecture of the Towns of Loboc and Loay in Bohol*. Written by Marianito Luspo and Ino Manalo, the book documents various examples of Bohol's unique domestic architecture as a reference and resource material for designers, architects, and anyone interested in Philippine architecture and design.

FHL also helped produce two new titles for the NBDB—the *Catalogue of Award-Winning Titles*, which lists down the books that received awards from the Manila Critics' Circle and other book-award-giving organizations; and the *Directory of NBDB Stakeholders*, which enumerates the names of authors, publishers, and other organizations involved in book publishing in the Philippines. The books are scheduled for release in 2009.

Also scheduled for release is the *English-Filipino Dictionary* soft launch for the CD-ROM in celebration of the (National Language

The library continued office of *Ayala Now*, the of the Ayala group of times a year, *Ayala Now* with editorial consultants and correspondents from the various Ayala companies.

Aside from *Ayala Now*, the library also delivered the FHL Daily News Service. The News Service gathers news relevant to the Ayala group and makes it available to officers and staff within the group.

In May, Ayala Foundation Inc. received the Wilmer Shields Rich silver award for its 2006 annual report, which was produced by FHL. The "Wilmers" are given annually by the US-based Council of Foundations, which counts over 2,000 grant-making organizations and corporations as members.

3

new books were
released through
FHL

in the first half of 2009 is FHL's *for Young Adults* CD-ROM. A ROM was held in August Buwan ng Wikang Pambansa Month).

to serve as the editorial official news publication companies. Published six is produced in cooperation



LECTURES AND WORKSHOPS

FHL organized a number of lectures and workshops to promote Philippine art, culture, and history. The first phase of the League of Corporate Foundation's ArtConnection program, which consists of lectures on music, visual arts, literature, and Philippine history, was held at the library from April to June. As many as 950 public school teachers from the National Capital Region attended the lectures. The second phase of the lecture series started in October, when FHL hosted the lectures for 19 supervisors and coordinators from the Department of Education.

FHL also organized lectures on 17 topics for the Department of Trade and Industry's employee-training program. Among the topics discussed were Philippine trade history, technical writing, public speaking, events management, and others.

Writing workshops continued library for many aspiring workshops focused on topics: art, "chic lit" women's fiction, writing, and visual

to be held at the writers. The writing the following or contemporary biography, feature storytelling.

more than
50

lectures and
workshops were
conducted

Meanwhile, photo gallery, conducted a photography

four photography

also organized

related workshops and

exhibits held in other venues. These included lectures for corporate and government organizations and a photo trip to Chinatown, among others.

the library's

The Alcove,

total of 30

workshops and

exhibits. It

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