

Headline	Zero In multi museum show opens with a bang		
MediaTitle	Philippine Daily Inquirer		
Date	10 Oct 2011	Color	Full Color
Section	Life Style	Circulation	245,520
Page No	D2	Readership	2,455,200
Language	English	ArticleSize	296 cm ²
Journalist	N/A	AdValue	PHP 56,802
Frequency	Daily	PR Value	PHP 170,407



Zero-In multi-museum show opens with a bang

ZERO-IN'S "Open Call" art festival literally transformed SM Mall of Asia into a dynamic space last September.

"Open Call" is the 10th anniversary offering of Zero-In, the annual project of five of Manila's most highly regarded private museums—Ateneo Art Gallery, Ayala Museum, Bahay Tsinoy, Lopez Memorial Museum and Museo Pambata. The objective for this year's Zero-In project is to break barriers by literally bringing art closer to the public through a mall exhibit, and showing how art, in its different forms, can be engaging and relevant to all Filipinos.

"Open Call" featured a gigantic X panel where items from the five participating museums were displayed: a TV

and tablet computer for the Ateneo Art Gallery's Crafty Critters game, a *kulintang* and costume from Ramon Obusan Folkloric Group for Museo Pambata's space. There was also a painting reminiscent of Pacita Abad's work which was a result of the interaction of artists Baldwin Kho and Con Cabrera with audiences for Bahay Tsinoy, images from the manga exhibition of Ayala Museum, and a speaker which echoed the sound produced by benches that had been wired by artists to sound off.

Museum representatives—Mercedes Lopez-Vargas of Lopez Museum, Nina Lim-Yuson of Museo Pambata, Ramon Lerma of the Ateneo Art Gallery, Wilma Zapata of Ayala Foundation Inc. and

Meah See of Bahay Tsinoy, together with Steven Tan, VP of Premier Malls, kicked off the festival.

Exciting drumming by Escola de Samba de Manila, a performance of a Mozart composition by pianist Carelle Balendres and the infectious moves of Nyko Maca and Museo Pambata Kids advocacy group Gumboots gave a festive feel to the event, reiterating the idea of celebrating 10 years of partnership to provide more audiences with accessible museum experiences.

Catch the individual exhibits at the Zero-In member-museums. For more information, call Fanny at (02) 6312417 or visit www.zeroinmuseums.org.



CLARO Ramirez Jr., Ricarda Kuenzel of Museum Volunteers of the Philippines, and Eileen Legaspi-Ramirez



MITOS Santisteban and Carla Pacis

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MUSEO Pambata president Nina Lim-Yuson and SM Premier Malls VP Steven Tan



REPRESENTATIVES of Zero-In consortium: Ayala Museum's Ditas Samson; Museo Pambata's Nina Lim-Yuson; Bahay Tsinoy's Meah See; Ateneo Art Gallery's Ramon Lerma; Lopez Museum's Mercedes Vargas and Eileen Legaspi-Ramirez; Museo Pambata's Maricel Montero and Joseph de Vera; and Ateneo Art Gallery's Yael Buencamino-Borromeo

VALUATOR

Company(Brand)	Mention	Tone	ROI
Ayala Foundation (Ayala Foundation)	1	0	PHP
Ayala Museum (Ayala Museum)	1	0	PHP
Bahay Tsinoy (Bahay Tsinoy)	1	0	PHP
Eugenio Lopez Foundation (Lopez Memorial Museum)	1	0	PHP
Museo Pambata (Museo Pambata)	1	0	PHP
SM Mart Inc (SM Mall of Asia (SM MOA))	1	0	PHP

GIST(ENGLISH)

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