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'Zero In' at the Mall

Breaking barriers by literally bringing art closer to the public through a mall exhibit was the "Open Call" art festival, the 10th anniversary offering of Zero In, an annual project of five of Manila's highly-regarded private museums. The SM Mall of Asia was transformed into a dynamic

space featuring items from the five participating museums: images from the manga exhibit of Ayala Museum, a painting reminiscent of Pacita Abad's work for Bahay Tsinoy, a TV and tablet computer for the Ateneo Art Gallery, a *kulintang* and costume from Ramon Obusan Folkloric

Group for Museo Pambata and, from the Lopez Museum, a speaker which echoed the sound produced by benches that had been wired by artists to sound off. Museum representatives — Mercedes Lopez-Vargas, Wilma Zapata, Meah See, Ramon Lerma and Nina Lim-Yuson — together

with SM Premier Malls vice president **Steven Tan** were on hand to kick off the festival.



Representatives of the Zero In consortium: Ayala Museum's Ditas Samson, Museo Pambata president Nina Lim-Yuson, Bahay Tsinoy's Meah See, Ateneo Art Gallery's Ramon Lerma, Lopez Museum's Mercedes Lopez-Vargas and curatorial consultant Eileen Legaspi-Ramirez, Museo Pambata's Maricel Montero and Joseph de Vera, with Ateneo Art Gallery's Yael Buencamino-Borroмео



Ayala Museum's Jei Ente and Tenten Mina with Ayala Foundation's Wilma Zapata



Anna and Raymond Rufino with Carlo and Catherine Rufino



Mercedes Lopez-Vargas, Ditas Samson and Ramon Lerma



Lexi Schultze, Lopez Museum's Mary Ann Pernia and Yael Buencamino-Borroмео

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**Mitos Santisteban
and Carla Pacis**



**Eileen Legaspi-Ramirez
and artist Eric Ambata**



**Nina Lim-Yuson and SM
Premier Malls vice president
Steven Tan**



**Claro Ramirez Jr. and Museum
Volunteers of the Philippines'
Ricarda Kuenzel**