

# UGNAYAN SA POBLACION

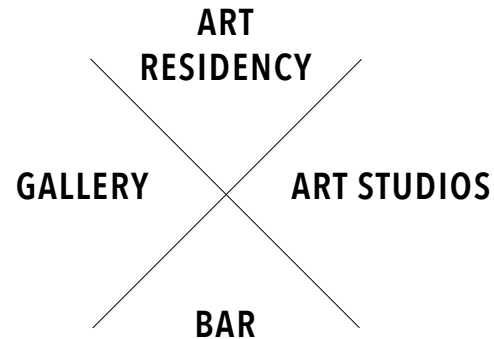
---

## THE POWER OF ART IN COMMUNITY DEVELOPMENT



A PROJECT BY TAVERNE GUTENBERG

## ABOUT TAVERNE GUTENBERG



Taverne Gutenberg is a creative hub created by **Maïa d'Aboville** (interactive designer) & **Henri Lamy** (international artist) in September 2015. What used to be an abandoned three storey-high apartment building is now transformed into a space of **creative exchanges and encounters**. It is located in the city-center of Lyon (second biggest city of France).

Since September, the team has quickly grown and now counts **17 000 members**, over **400 participating artists**, **15 resident artists** and a team of young volunteers, passionate about making a difference through **art and culture**.

**The Taverne Gutenberg building** in the city-center of Lyon, 2017



© Photo de Yohann Valentin  
Birdy Kids (gauche), Chufy (droite), Henri Lamy (haut)



### Exhibits and art workshops at Taverne Gutenberg





## OVERVIEW

The French art center «Taverne Gutenberg» will bring four **international visual artists** from Lyon (France) to Manila, more specifically to Poblacion (Makati) where they will be offered accommodation and a working space open to the public by main sponsor Z Hostel. The artists will **work together** with several **local partner groups** involved with **street-children** (NGOs, foundations & museums such as Project Pearls, Museo Pambata & Stairway Foundation).

The artists' mission will be **to promote and share art** to make it accessible to Filipinos, more specifically **street-children**. Furthermore, this project aims to **reinforce ties between France and Philippines** and marks the 70th anniversary of diplomatic relations. From painting monumental outdoor murals, collaborative murals, to giving out free art workshops and working in public spaces.

An important part of the project will be the **20-minute documentary** which will be a collaboration between French film director Simon Dubreucq & Filipino Media Production Company Sine de Oro.

**Duration & dates** : 8 weeks, from October to November 2017

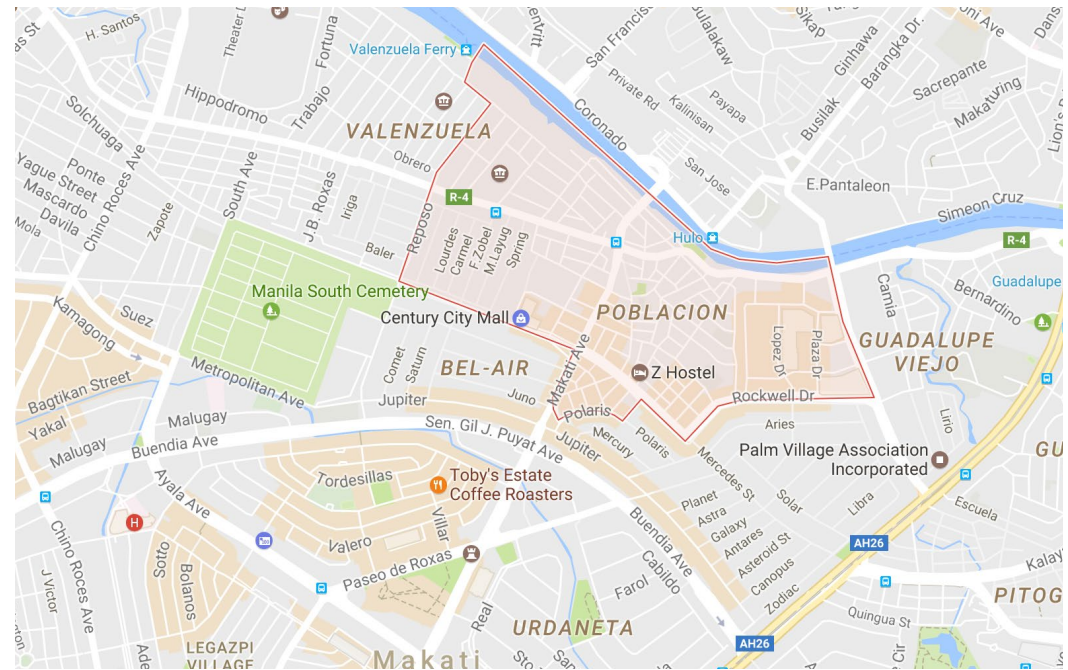
**Location** : Poblacion (Makati, Philippines), Intramuros (Manila) & Puerto Galera (Or. Mindoro)

**Taverne Gutenberg participants** : 4 artists + 1 film director + 1 coordinator from Taverne Gutenberg

→ [www.taverne-gutenberg.com](http://www.taverne-gutenberg.com)



### MAIN LOCATION: Poblacion, Makati, Philippines



## **PROGRAM OCT-NOV 2017**

### **Free art workshops for street-children**

*(Virianie Foundation, Stairway Foundation, Project Pearls, ACAY, & more TBA)*

### **Exhibitions**

*(Pineapple Lab, Casa de Memoria, Qube (Cebu), ManilArt, Alliance française, & more TBA)*

### **Artists' meet & greet (visiting local artist studios)**

*(Agnes Arellano, Leeroy New, Gus Albor, BenCab, Orlina, Dex Fernandez, Gus Albor, Grace Katigbak, Emmanuel Cordova, Dee Jae Pa'este, Max Balatbat, & more TBA)*

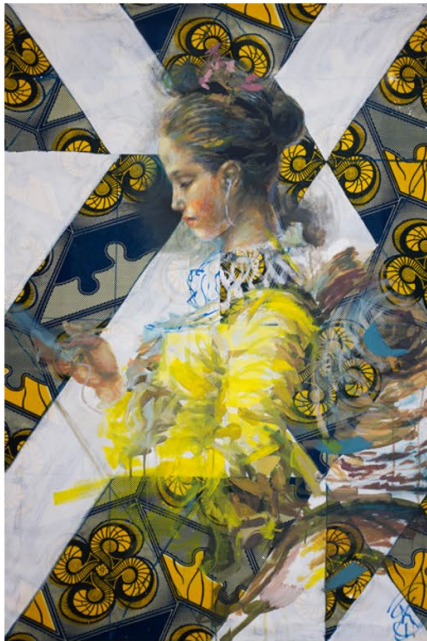
### **Artist studio open to the public**

### **Murals**

### **20 to 50-minute documentary**

*by Sine de Oro & Simon Dubreucq (French film director)*

## INTERNATIONAL ARTISTS



**HENRI LAMY**  
Project initiator



**ALEXANDRE BERETTA**  
Muralist



**CHUFY**  
Street-artist



**ABDOUL KHADRE SECK**  
Painter



**PROJECT AMBASSADORS**



**AGNES ARELLANO**

Sculptor

**BILLY BONNEVIE**

Artist & Musician

**OLIVIA D'ABVILLE**

Designer & sculptor

## **PHILIPPINE ARTISTS (meet-and-greets)**



**LEEROY NEW**  
Artist-designer



**DEX FERNANDEZ**  
Interdisciplinary artist



**GUS ALBOR**  
Painter & sculptor



**BENCAB**  
Painter



**MAX BALATBAT**  
Painter



**RAMON ORLINA**  
Sculptor



**EMMANUEL CORDOVA**  
Painter



**DEE JAE PA'ESTE**  
Street-art



**ANINA RUBIO**  
Muralist

**& MORE TBA**

## TEAM



**HENRI LAMY**

Project initiator & artist



**MAÏA D'ABOVILLE**

Project Director



**SIMON DUBREUCQ**

Film director



**SINE DE ORO**

Film & Video production house



**LIONEL RAULT**

Photographer



## **CALENDAR OCT-NOV 2017**

*More events to be announced soon*

### **OCT.**

**10/12: Art event n°1 – Artist talk at the Metropolitan Museum of Manila**

**10/13: Art event n°2 – Live painting performance at ManilArt (national art fair)**

**10/14: Art workshop n°1 – Project Pearls, Tondo**

**10/16: Artist meet & greet n°1 – Max Balatbat**

**10/21: Art workshop n°2 – Virlanie Foundation, Makati**

**Date TBC : Art event n°3 – Live art auction at Casa de Memoria**

**10/25: Press conference at Pineapple Lab**

**10/25: Art event n°4: Live art performance & group exhibit at Pineapple Lab**

**in collaboration with Agnes Arellano & Billy Bonnevie**

**10/30: Artist meet & greet n°2 – Leeroy New**

### **NOV.**

**11/04: Art workshop n°3 – Project Pearls Collaborative mural**

**11/06: Artist meet & greet n°3 – Agnes Arellano & Billy Bonnevie**

**11/07: Art workshop n°4 – Orphanage Workshop**

**11/09: Art workshop n°5 – Stairway Foundation in collaboration with Olivia d'Aboville**

**11/11: Artist meet & greet n°4 – Gus Albor & Grace Katigbak, Tagaytay**

**11/12: Art event n°5 – San Lorenzo « Ugnayan Art Fest »**

**11/16: Art event n°6 – Henri Lamy solo show (+ collab) at Qube Gallery, Cebu**

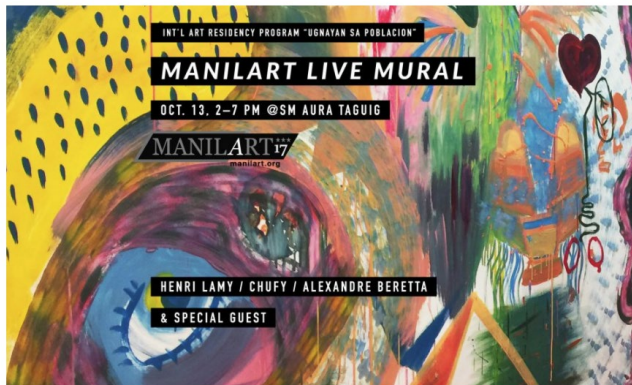
**11/18: Art workshop n°6 – ACAY Workshop**

**11/22: Art event n°7 – Group exhibition at Alliance française, Makati**

**Dates TBA: Artist meet & greet with Dee Jae Paeste, Ramon Orlina, BenCab, Ling Quisumbing, & more**

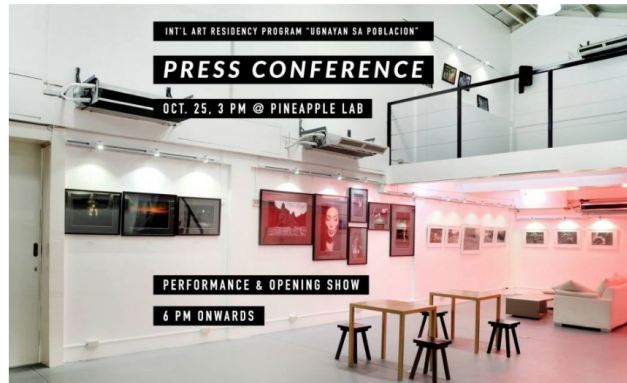
**End November: Departure of the artists**

## PUBLIC EVENTS



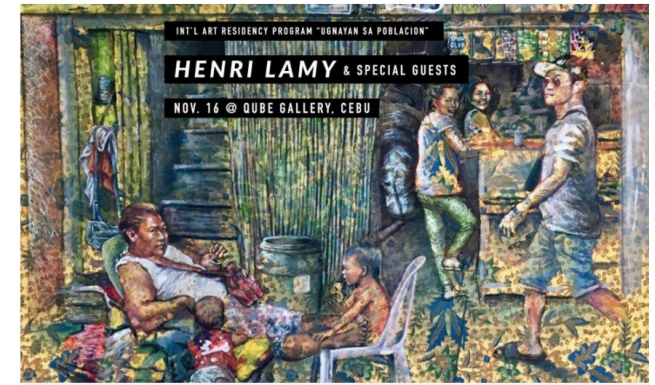
### « Ugnayan » — ManilArt live mural (10/13)

International residency program (Philippines) « Ugnayan sa Poblacion » ManilArt, National Art fair SM Aura, Convention center, 8 McKinley Pkwy, Taguig, Metro Manila October 13th, 2017, 2-7 pm Silent auction at 5 pm. For the launching of its residency program, our first 3 international artists will be creating a live mural together with a Filipino artist. The mural will be painted on



### « Ugnayan » — Press conference (10/25)

International residency program (Philippines) « Ugnayan sa Poblacion » Pineapple Lab, Makati, Philippines October 25th, 2017 3pm — Press conference 6pm — Opening show & live performance The press conference will be followed by an art performance and exhibit by International artists: Henri Lamy, Chufy, Alexandre Beretta, Abdoul K. Seck, in collaboration with Filipino artists Agnes Arellano & Billy Bonnevie. → Press



### « Ugnayan » — Henri Lamy, solo show (11/16)

International residency program (Philippines) « Ugnayan sa Poblacion » Qube Gallery, Crossroads, Banilad, Cebu City, Philippines November 16th, 2017 Time TBA — Opening show Solo exhibition of « Ugnayan sa Poblacion » project's initiator Henri Lamy. This show which was booked over a year ago was the starting point of the program. The exhibition will showcase one collaborative artwork by the three other resident artists Chufy, Alexandre



### « Ugnayan » — Group exhibition (11/22)

International residency program (Philippines) « Ugnayan sa Poblacion » Alliance française, Makati, Philippines November 22nd, 2017 6pm — Opening show End of exhibition: Feb. 01, 2018 Exhibition by international artists: Henri Lamy, Chufy, Alexandre Beretta, Abdoul K. Seck This group show will mark the end of the two-month residency program curated by Taverne Gutenberg (Lyon, France) in the Philippines.



### « Ugnayan » — Bata exhibition (11/29)

International residency program (Philippines) « Ugnayan sa Poblacion » Museo Pambata, Roxas Boulevard cor. South Drive, Manila November 29th, 2017 Opening show — Time and duration of exhibition TBA Exhibition of all of the children's artworks which will be made during our workshops. 50% of the proceeds will go directly to the Foundation whose child is the author of the sold artwork.



### « Ugnayan » — Family event (11/12)

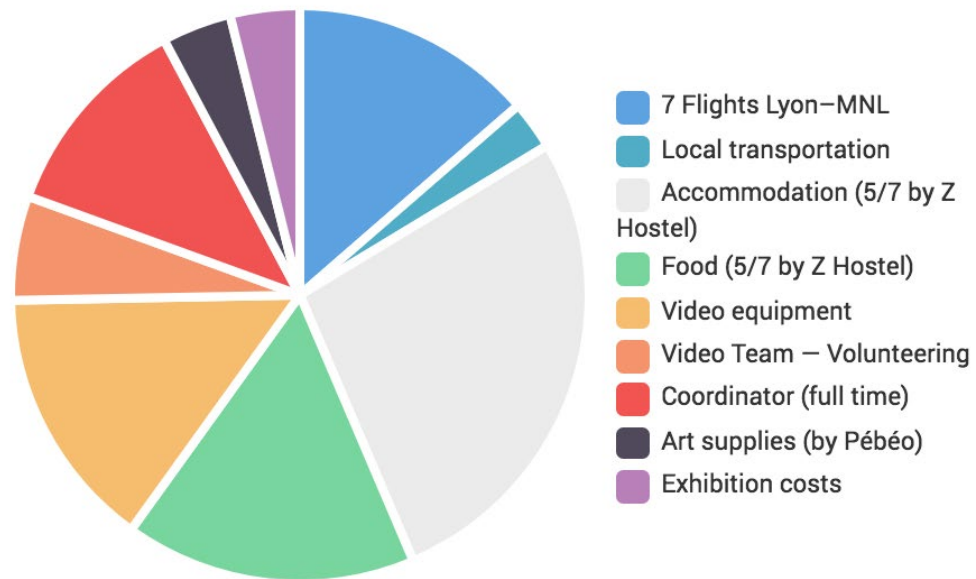
Sunday, November 12th, 2017 from 2:30 pm to 5:30 pm at San Lorenzo covered court, San Lorenzo Village, Makati Committee on education, culture and the arts in partnership with Taverne Gutenberg and San Lorenzo Barangay A family event with live painting battles, an exhibition and fun art activities for kids! Visual artists: — Henri Lamy — Chufy — Alexandre Beretta — Maïa

## PROGRAM COSTS



### Help fund this project – total of 25,700 €

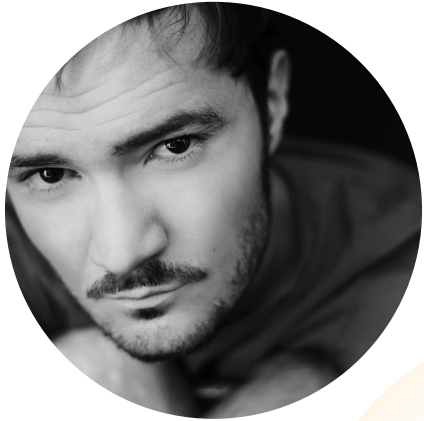
Initially, the budget was of 37,400 €, but the video team has generously offered to volunteer for this project



**80% of 25,700 € was funded thanks to your donations**

*(as of October 15, 2017)*





## **DOCUMENTARY BRIEF & BUDGET**

A collaboration between French film director **Simon Dubreucq** & Filipino Media Production Company **Sine de Oro**.

A Character-driven documentary

Target Running Time: 20 min

Web-documentary format : 10 x 2-minute episodes

Shooting Date/s: OCT - NOV 2017

Screening Date: Feb 2 2018 at Alliance française de Manille

Documentary Objectives

- To recognize the Transformative power of Art for street-children
- To highlight the collaborative ties between emerging Filipino and French artists
- To reshape Manila's image (specifically Poblacion) to an enjoyable artistic, cultural environment

## PARTNERS

### SPONSORS



### PARTNERS



### MEDIA PARTNERS



### BENEFICIARIES





*Photo: The Ruins © Z Hostel*

## **MAIN PARTNER: Z HOSTEL**

**Overview:** «Hostel is part of a new breed of hostels opening around the world that combines a higher standard of accommodation with a fun, social atmosphere.»

[www.zhostel.com](http://www.zhostel.com)

The idea of bringing art to Poblacion came from a conversation between Taverne Gutenberg founders and the Z Hostel team, and a joint vision they had to create an ephemeral artist studio which will be open to the public and create several art workshops with partnering Foundations ; Making art accessible to all.



**WWW.TAVERNE-GUTENBERG.COM**

---

**WWW.HENRILAMY.FR**

