



MEDIA INFORMATION SHEET

RIZALizing the Future ***June 3 – October 29, 2011***

***In celebration of the 150th Birth Anniversary of Dr. Jose P. Rizal
and the 100th Anniversary of the Yuchengco Group of Companies (YGC)***

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HOURS

Monday – Saturday, 10:00 a.m. to 6:00 p.m.
Closed on Sundays and holidays

ADMISSION

Adults	P100
Students 15 and above with ID	50
Children and senior citizens	25
Media pass holders	Free

ABOUT YUCHENGC MUSEUM

Since 2005, the Yuchengco Museum has been dedicated to fostering a greater public appreciation of the finest in Filipino and Sino Filipino visual arts and creativity. Located in Manila's bustling financial district of Makati, the museum offers exhibitions, programs, and publications focusing on three themes—*Sino Filipino Expressions, Design as Art/Art as Design, and Bridging Cultures*.

RIZALizing the Future

RIZALizing, verb. a continuing process of imbibing, becoming, and carrying out the essence of Rizal.

Rizal was the greatest product of the Philippine and his coming to the world was like the appearance of a rare comet, whose rare brilliance appears only every other century.

– Ferdinand Blumentritt
Philippinologist and Rizal's best friend, in his book *Biography of Rizal*,
translated from German by Howard Bray (1898)

National hero Dr. Jose P. Rizal is present in the Filipino psyche, with his iconic image and enduring spirit experienced in all aspects of our culture, landscape, and industries that move our economy and our daily life. Rizal is an example that the Filipino race has given birth to an individual endowed with the highest attributes that could be considered an honor to humanity.

RIZALizing the Future the exhibition presents the challenge to cultivate all our good qualities in order to perfect ourselves and, together, build a race proud and strong. Through his writings, Rizal offers a visionary look at what we Filipinos and our country can become.

The exhibition at the Yuchengco Museum presents Rizal in popular format, surveying the various trends, industries, brands, movements, and directions that have pointed to Rizal as the root of inspiration.

Using a wide variety of paintings, memorabilia, popular icons, books, illustrations, contemporary artwork, archival photographs, and costumes and fashion, the exhibit is envisioned to bring Rizal closer to a general audience.

The question that *RIZALizing the Future* raises to all Filipinos is “Have we lived up to the vision our national hero set out for us?”

RIZAL STANDS FOR CHANGE

Rizal constantly repeated his mantra of nationalism, love for country, and peaceful change through institutional reforms. His wish list of values for the Filipino challenges each of us to look at ourselves and aspire for the nobility of character. His message was all about change and transformation.

Change, a very personal process, begins in each and every one of us through the choices we make every day. It is not so much Rizal's supreme sacrifice of martyrdom that is important to our daily lives, but the way he did **ordinary things extraordinarily well**.

The exhibition includes an installation as a walking circular meditation. Visitors are urged to walk around it and to reflect on each of Rizal's words, to imbibe them and to live them.

1. Live a life of honor and integrity.
2. Have the passion to excel.
3. Go for the achievement of your Dreams and aspirations.
4. Respect and love your parents.
5. Use your God-given talents.
6. Have love and pride for the Filipino race.

RIZAL IS POPULAR

Rizal's presence in popular culture has been demystified, hero-worshipped, taken at face value, boxed up, and branded—all with the informal consensus of mainstream society, allowing his presence to transform through time. Theater, dance, visual arts, graphic design, animation...our creative arts reflect a multitude of perspectives and images of this icon. Can this prevailing trend of JPR in pop culture be the Pinoy's unconscious way of saying he or she is embracing history, connecting to the roots of values that strive for the ideal, and the embodiment to help fulfill the promise of the race?

RIZAL AND THE YGC

The Yuchengco Group of Companies (YGC) also celebrates its 100th anniversary, highlighting its root of inspiration: Rizal the Great Malayan, as seen through the naming of Rizal Commercial Banking Corporation (RCBC) and Malayan Insurance.

The **YGC's Buhay Rizal Values Campaign** celebrates the greatness of Rizal. This corporate social responsibility (CSR) campaign embraces the following activities.

1. **Rizalian Pride** Program – the renovation of selected Rizal shrines all over the country

2. **Rizalian Books** Program – in partnership with the Department of Education. The YGC donates copies of Rizal’s first novel, *Noli Me Tangere*, to public high schools in Metro Manila, and soon in the provinces. The YGC is partnering with 22 public schools in Metro Manila for the donation of more than 20,000 *Noli Me Tangere* books.
3. **Public Education** Program – the presentation of Rizal’s values through outdoor billboards, school billboards, banners, e-mail and SMS campaigns, posters, press releases, and advertorials
4. **Public Engagement** Program - sharing Rizal’s values through employee and customer involvement

NIGHTS OF RIZAL EVENTS

A variety of public programs and events accompany the exhibit, including historical lectures, a performance art tour, late night chillouts, gala dinners, and a fashion show. The exhibit and related events are featured on the museum’s website at www.yuchengcomuseum.org.

Tweetup

June 2, Thursday, 7:00 p.m.

A social networking event with bloggers and @yuchengcomuseum Twitter followers

Exhibit Opening

June 3, Friday, 6:30 p.m.

Opening of *RIZALizing the Future* for museum guests and VIPs

Courtyard Party and Bazaar

June 3, Friday, 8:00 p.m.

The *RIZALizing the Future* exhibit opening is followed by the launch of the *Nights of Rizal* events series with a party and bazaar at the RCBC Plaza Courtyard. Join us for a night of DJ music, images, wine, cuisine inspired by *Noli Me Tangere*, and a Rizaliana book and merchandise fair. In partnership with Bed, Miami Vice, Pia y Damaso, Ilustrado, Anvil Publishing, and Philippine Coffee Board, among others.

Astrology Talk

July 23, Saturday, 3:00 p.m.

An astrological talk on Jose Rizal’s birth chart by astrologer Resti Santiago

Other events presently being planned [Details to be announced]

- **Rizaleats: Chillout nights and fundraising dinners** with music, wine and spirits, and special tapas and cuisine of the period in partnership with Pinoy Eats World
- **Storytelling and lectures** on Rizal
- **Rizal Loved the Swiss Alps!** event in collaboration with the Swiss Embassy
- ***Ferdinand Blumentritt: An Austrian Life for the Philippines*** book launch in partnership with the Austrian Embassy
- ***Noli Me Tangere: The Musical*** events in partnership with Tanghalang Pilipino
- **Performance Art Tour** of the museum
- **Bench fashion show** of contemporary apparel inspired by Rizal

Subscribe to the Yuchengco Museum's mailing list for updates and press releases on all our upcoming *RIZALizing* events and programs:

<http://yuchengcomuseum.wufoo.com/forms/join-our-mailing-list/>

MUSEUM SHOP MERCHANDISE

The Yuchengco Museum's Books & Gifts Corner will be offering Rizal pop merchandise and books to compliment the exhibit. The museum shop range will include books, notecards, t-shirts, personal accessories, 19th century-inspired gold jewelry from Camarines Norte, and a special RIZALizing the Future coffee blend.