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PIL-EKULTURA
Innovative Cultural Center of Traditional Visual and Performing Arts
"Philippines' Modern-Interactive Culture and Arts Complex"

ABSTRACT

By 2022, Filipinos will be having a greater awareness of our culture and values. There will be significant progress towards inculcating it for the common good, cultivating creativity, and strengthening culture-sensitive governance and development. One of the priorities of BBB program is to accelerate infrastructure spending and develop industries that will yield robust growth, create jobs and improve the lives of Filipinos.

The province of Pampanga is known as the business and financial core of the Central and Northern Luzon regions, according to the development of Pampanga, the place will be categorized into four metropolitan clusters which has been called "Pampanga Megalopolis" which is one of the envisioned clusters of this is the "Ecopolis" wherein, this cluster is the center for environmental tourism and education. Therefore, to help the province establish a unique brand for itself and improve its market potentials in attracting tourists and visitors and yet to give an opportunity for Filipino workers. Tourism circuits and setting up of tourism information are the priorities of Ecopolis plan. Hence, it will be great to provide an innovative cultural center in Angeles that will include backgrounds, education particularly to kapampangan's cultural traditions, language and heritage and occupations regarding to the project, also because here, some places are the most visited tourist spots like SM City Clark. Air force City park and Nayong Pilipino Clark. So, it is quite good to create a new spot for everybody where at least three major tourist spots are in the same city and it stand as informative building. This could be more convenient not only for local tourists but especially to foreign tourists that will benefit to its eco-tourism cause on its good-looking places and can possibly attract investment and utilize edifices in this place.

The traditional visual and performing arts are separated from each other. In traditional visual Includes crafts, sculpture, drawings, paintings and photography while performing arts has music, dance, films, theater and opera but generally, the project's components are consisting of: Atelier, Entertainment facilities, Cultural and Historical attractions, Preservation shop Center, Knowledge Development Center, Museum, Library, Organizations and other supporting facilities that will help, contribute and improve the society's growth and development.

Whereas, the main purpose of this project is to help the country maximize its potential in developing culture and arts, so that it can help increase the economics' status and showcase country's dedication on giving importance to Filipino's culture and values. Thus, the project endeavors to be the first cultural center with modern architectural approach and to be a world-class showcase which includes goals such as: Encourage and inspire the community to participate in the arts and sustainable ecological living; develop and cultivate the talents of students dedicated to the performing and traditional visual arts; to give freedom for everybody to share what is in their heart and to preserve traditional culture through art, history and ecology.