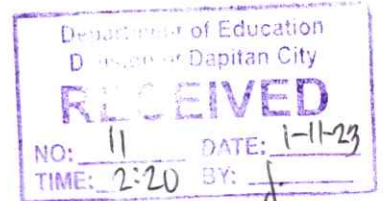




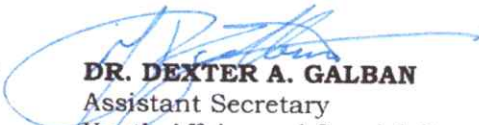
Republic of the Philippines
Department of Education

OFFICE OF THE ASSISTANT SECRETARY FOR
YOUTH AFFAIRS AND SPECIAL CONCERNS



MEMORANDUM

TO : **ALL REGIONAL DIRECTORS**

FROM : 
DR. DEXTER A. GALBAN
Assistant Secretary
Youth Affairs and Special Concerns

SUBJECT : **REQUEST FOR DISSEMINATION OF INFORMATION TO ALL REGIONAL DIRECTORS REGARDING INTERACTIVE EDUCATIONAL AND TOURIST ATTRACTIONS OF PHILIPPINE AMUSEMENT AND ENTERTAINMENT CORPORATION (PAEC)**

DATE : **January 09, 2023**

This is in reference to the letter from the Philippine Amusement and Entertainment Corporation (PAEC) dated December 09, 2022 requesting ASec. Dexter A. Galban for the endorsement of PAEC's different interactive educational and tourist attractions housed at the premium malls of Ayala Center and Megaworld Mall.

In this regard, we are respectfully requesting your esteemed office to disseminate this information on the following indoor attractions that promote our country's heritage, culture, arts, tourism and entrepreneurship:

Indoor Attraction	Location
Food Wanderer x Lakbay Museo	Ayala Malls Manila Bay, Parañaque City
Tales of Illumina	Ever Commonwealth, Quezon City
Dream Lab	Ayala Malls Circuit, Makati City
Museum of Emotions	Ayala Center Cebu, Cebu City
Whimsical Wonderland	Eastwood Mall, Quezon City
Multiverse Museum	Glorietta, Ayala Center, Makati City

It is hereby reiterated that strict adherence to minimum health standards and existing DepEd memoranda must be observed.

For your reference and appropriate action. If you have questions or clarifications, please email at oasyasc@deped.gov.ph or contact us through tel 8632-1368 .

December 9, 2022

Hon. Dr. Dexter A. Galban, RN, RBP, MD, MBA, MPM
Assistant Secretary for Youth Affairs and Special Concerns
DEPARTMENT OF EDUCATION

Dear Dr. Galban,

Philippine Amusement and Entertainment Corporation (PAEC) is the biggest attraction and entertainment company in the Philippines who conceptualize, create and manages fun uniquely interactive artistic simulation attractions that contribute to the educational learning of its guests.

All of our attractions and educational venues aim to help advance the mindset of our countrymen and promote the different K-12 tracks that are being offered in schools. We also like to serve our mission to be a catalyst of mind shift among Filipinos with regards to promoting entrepreneurship among our guests as showcased in one of our newest concepts, DREAM LAB. This last quarter of 2022 we will be launching five interactive educational and tourist attractions housed at the premium malls of Ayala Center and Megaworld Mall.

Below is the list of the indoor attractions that promote our country's heritage, culture, arts, tourism and entrepreneurship:

FOOD WANDERER x Lakbay Museo: is the country's biggest food art display museum that showcases the heritage of the Philippines through the country's gastronomy. With over 600 aesthetic food art replicating Filipino dishes, this museum gives you a better understanding of the food inheritance of the 17 regions of the Philippines. Discover interesting cooking methods and tastes of the different regions through its 3,000 square meter gallery of detailed tangible replicas of Filipino dishes while enjoying and understanding of the famous foods of the country. All food art is on display with scenic tourist Philippine destinations as its background made through art installations.

Tales of Illumina: is the biggest magical indoor attraction in the Philippines displays 36 mesmerizing art installations that transposes your imagination into different feels of the mythical experience that Tales of Illumina offers. Based on the imagination of a seven year old girl named Hiraya, who along her imaginative travel met different characters and Philippine legends representing various life adventures. All chapters of IBONG ADARNA and FLORANTE AT LAURA are on life-size diorama display.



Tell.: (02) 8645 1611



525 Padre Faura Street, Ermita, Manila 1000



www.amusements.global



**FOOD
WANDERER**

TALES OF
ILLUMINA



**SELPIE
LIQUOUS**

**WHIMSICAL
Wonderland**

dream

MOE
MUSEUM OF ENTERTAINMENT

**M
MULTIVERSE**

Dream Lab: is the biggest business simulation indoor attraction in the world. Housed in a 4,000 SQM Ayala Malls Circuit with installations of different government agencies needed in running a business and mockup art installations of different community enterprises to create an inter- active experience among its guests.

Designed with an advocacy to promote entrepreneurship among the new Filipino generation by introducing to the concept of "BE YOUR OWN BOSS", the newest indoor attraction will showcase the step-by-step procedure in building your own business empire. From conceptualization to securing necessary permits to production and marketing your brand and products. This new concept envisions the future Filipino generation of accepting entrepreneurship as a way of future-forward thinking through the introduction of business ownership at a very young age.

Museum of Emotions is a 2,500 square meter interactive attraction that promotes the understanding of emotions through its colorful art displays. Situated in the Queen City of the South, Cebu, this experiential museum allows its guests to appreciate and recognize the different emotional states a human can feel. With over 30+ colorful and eye-catching art installations, this interactive place of emotions offers a one-of-a-kind experience with different activities that exercises their various emotions. Also, more than eight Instagramable spots are curated to promote the definition of emotions through art. The inspiration came from trying to understand the different facets of emotion and how it affects our day to day life. I am fascinated at the display of various reactions over a single situation. The purpose of the museum is to educate its guests that everyone's emotions matter and to create a space where their feelings are understood. Through MOE we hope to enlighten communities and individuals that *each differs based on their emotion that sometimes create divide, but by understanding each other unity can never be far from the horizon in creating peace in the world that we live in.*

Whimsical Wonderland: A spin off from Tales of Illumina where more Philippine mythical characters are presented to help the younger generation not to forget our country's heritage and culture. Draped with Filipino values, the multi-room art installation aims to promote the deeper meaning of being a Filipino.

Multiverse Museum: All original colossal collection toys that will already be the biggest in the Philippines. Designed to inspire its guests to be better human beings of this planet thru the accomplishments of the toy characters and super heroes in vie to promote the 17UNSDG as core component of all developments of each and every organization in the community and the Philippines as a whole.

Enhanced with Science and Mathematics background aligned with stories of the characters to help the guests better grasp the concepts for educational strand STEM.

Philippine Amusement and Entertainment Corporation (PAEC) brought together different interactive-simulation concepts to promote the Philippines and love for our country while enhancing our learning experience in the process. We hope that thru our indoor attractions,

Tel.: (02) 8645 1611

525 Padre Faura Street, Ermita, Manila 1000

www.amusements.global



we can help our country push forward our educational system with focus on the different academic strands as well as entrepreneurship.

It is in this regard that we would like to request for the endorsement of your good office in the Department of Education for the educational venues that we have mentioned in this letter.

Thank you very much and rest assured that we are one with you in promoting the advancement of the educational system of our country.

Respectfully,

Lawrence Li Tan President and CEO



Tell.: (02) 8645 1611



525 Padre Faura Street, Ermita, Manila 1000



www.amusements.global



FOOD WANDERER

ILLUMINA



WHIMSICAL Wonderland

dream

MOE

MULTIVERSE