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UNITED ARCHITECTS OF THE PHILIPPINES  
The Integrated and Accredited Professional Organization of Architects (IAPOA)

MEMORANDUM CIRCULAR NO.17, S. 2018  
Fiscal Year 2018-2019

October 27, 2018

TO : AREA VICE PRESIDENTS, REGIONAL DISTRICT DIRECTORS, & CHAPTER PRESIDENTS

RE : INVITATION TO SUPPORT THE VALUE OF AN ARCHITECT Year 2.0 GLOBAL VID CLIP AND POSTER AD CONTEST IN SUPPORT OF #GetAnArchitect CAMPAIGN

With reference to the Memorandum of Understanding signed by the United Architects of the Philippines, the Philippine Institute of Architects (PIA), and the Professional Regulatory Board of Architecture (PRB-Arch) held last March 25, 2017 during the United Architects of the Philippines (UAP)'s 42<sup>nd</sup> Founding Anniversary held at the UAP National Headquarters, the VALUE OF AN ARCHITECT advocacy dissemination was launched, alongside with the renewal of RA 9266 and CODE OF ETHICS Comic Strip Series from UAP MAGS Chapter.

The said VALUE OF A FILIPINO ARCHITECT advocacy dissemination will be best achieved by enjoining UAP Regional Districts and Chapters in participating for the VALUE OF A FILIPINO ARCHITECT Year 2.0 Global Vid Clip and Poster Ad Campaign Competition. The said contest was formally launched (after announcement of Year 1.0 winners) last October 1, 2018 during the celebration of World Architecture Day (WAD) held at Puerta Real Gardens, Intramuros, City of Manila. This contest expanded its partnership with UAP Special Committee on Illegal Practices FY17-18/18-19 together with the support of UAP Committee on Competitions FY18-19 and UAP Media and Public Relations FY18-19, and UAP Chapters – San Juan-Mandaluyong (SJM), Singapore and KSA-Riyadh Chapters FY17-18.

There are two main categories open for entries submission – the Poster Ad and the 60-second Video clip Ad separately for each of the two groups – one for architects and another for aspirants (non-licensed BS Architecture graduates and Students). Winning entries for architects shall receive Php20,000.00 while Php10,000.00 for aspirants for each entry. In-kind prizes from MICROCADD, and additional incoming sponsors will also be given to the top winners and also to the second and third best finishers for each category.

The criteria for judging are as follows:

Clarity of Message the Filipino Public	15%
Creativity of Expression	20%
Strong Impression to the General Filipino Public	30%
Social Media Impact (No. of Facebook/IG/Twitter shares/reactions)	30%
Technical Quality (layout, organization, neatness, other related attributes):	20%

Note: The Year 1.0 winning video entry can be found in this link:

<https://www.facebook.com/1150697488321929/videos/184930682393880/>

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2009 Father Neri Satur Award for Environmental Heroism



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Relative to this, all Area Vice Presidents, Regional District Directors, and Chapter Presidents are hereby encouraged to extend financial support in making the aforesaid activity possible by sending your commitment directly to the UAP Balangksan Committee Chairman, Arch. Sylvester Shaun D. Seño through email address at: [uapbalangksan@gmail.com](mailto:uapbalangksan@gmail.com) and [uapreportillegalpractice@gmail.com](mailto:uapreportillegalpractice@gmail.com). Partner Area, District, and or Chapter Logo shall appear in the plaques of recognition and all subsequent event collaterals. A clear accounting report shall be made available upon request to the said committee. Deadline for formal pledges/commitment is until November 30, 2018.

Your support to this endeavor will be greatly appreciated. Thank you.

AR. BENJAMIN K. PANGANIBAN, JR., FUAP, APEC AR, AA, FRIA  
UAP National President

By the President:

AR. RONNIE R. YUMANG, UAP, PIEP, AA  
UAP Secretary General

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