



KALINAWA ART FOUNDATION

The Logo Competition for the *Kalinawa Art Foundation*

As the *Kalinawa Art Foundation* or any organization takes on more substance, a distinctive representative symbol, a logo, is desirable, even necessary to make an institution quickly and easily recognizable. What better way to show what the *Kalinawa Art Foundation* is all about than to have a competition among artists to produce the logo? Artwork from the students of Susan Sales-Tupas on display at the 8th annual Pagdiwata Arts Festival held at the Kamarikutan Kape at Galeri in Puerto Princessa City was the seed from which this idea grew. She had her students use colours and forms from the flag of the Philippines to create their own works of art.

Mr. David Gilinsky, founder of the *Kalinawa Art Foundation* and CEO of Knight Capital, liked the idea enough to provide the funding for prizes and expenses for the logo competition. Dinggot Conde-Prieto, of the Kamarikutan Kape at Galeri in Puerto Princessa City, and Susan Sales-Tupas drew up the outline and rules of the competition. These were approved by and then announced by Mr. Gilinsky at an awards ceremony for the first Kalinawa Art Show held in Puerto Princessa on the 6th of April 2006.

The rules limited the competition to 20 artists, but multiple entries by an artist were allowed. Each entry was accompanied by a statement from the artist about the piece. Each artist received pesos 500 toward their expenses for the competition. The only guidelines provided were that the artwork should contain the colours of the Philippine flag and be an expression of the primary goal of the Foundation, which is to assist in building the Indigenous Peoples' visual arts industry in the Philippines.

More than 40 different submissions by 13 artists were received at the Kamarikutan Kape at Galeri by the May 2nd deadline. (See Appendix 1 for a list of these artists.) Despite his intention to do so, Mr. Gilinsky was unable to return to Palawan to make the selection and award, but a representative from Knight Capital accepted this responsibility instead. Selecting the winner was not easy since the submissions were all exceptional, reflecting not only the artists' many talents, but also the substantial thought that went into each of the pieces.

With the advice of Dinggot Conde-Prieto and Margarita Garcia, a Fulbright scholar teaching a class on art at the gallery, the winning piece finally was chosen and announced at a reception for the artists and others at the Kamarikutan Gallery on the 6th of May 2006. The piece titled "Birth" by **Mario Lubrico** was selected as the official logo of the *Kalinawa Art Foundation*. He accompanied his piece with the following statement:

"Strong colors of red, blue, yellow and white comfort the heart of the mother land. Green and branches of Indigenous People, reaching out to tell the stories about their cultures, art and beliefs. The birth of unified relationship and respect."

As the official logo for the *Kalinawa Art Foundation*, "Birth" will be used initially on the *Foundation's* website and as a watermark on *Foundation* correspondence and selected other documents. For a larger image, please see <http://www.kalinawa.com/UserFiles/File/Birth%20r1.doc>.

While "Birth" was the winner of the competition, the works of two other artists, **Frances Mary Mendoza Esa** and **Zaldy Jumawan**, were also selected for recognition: Both pieces are very striking visually and highly imaginative. Frances Mary Mendoza Esa noted that she fashioned "each letter from the word "*Kalinawa*" using the basic stuffs often used by Indigenous People to create art, such as bamboo, bones, vines, clay, leaves, capiz etc.". For his part, Zaldy Jumawan's overall design was to constitute the letter 'K' using various parts as representational elements of life. For example, the banca used as the bottom leg of the 'K' represents "comfort, culture, livelihood, traditional and spiritual journey." It is anticipated that the *Kalinawa Art Foundation* will be able to use these pieces for future applications.

Mr. Gilinsky was extremely satisfied with the final selection of the logo and the two additional pieces for the *Kalinawa Art Foundation*. He noted that the idea of a logo competition could be used as a model for other organizations and that facilitating this process would be one of the activities of the Foundation as it builds relationships with the Indigenous Peoples' visual arts community. Mr. Gilinsky pointed out that such logo competitions would encourage greater visibility of artists and their talents .

Appendix 1: Artists Entering the *Kalinawa Art Foundation* Logo Competition

Robert Bagalay

Atilano Buenavista, Jr.

Jose Danilo M. Cruz

Frances Mary M. Esa

Zaldy Jumawan

Mario Lubrico

Pat S. Marques

Kaye B. Marques

Susan Sales-Tupas

MC Gredor Venturillo

John Yayen

Joseph Yayen

James Yayen

NOTE: Further details on some of these artists can be found on the Kalinawa website at: <http://www.kalinawa.com/artists.php?pagename=The%20Artists>