



Pulo Project 2019's Second Installations Unveil in Downtown LA



Left Photo L-R: Deputy Consul General Ambrosio Brian F. Enciso III, Zacarias 1925 Creative Director Ms. Rita Nazareno, ABS-CBN North America Bureau Chief, Mr. TJ Manotoc, PDNE Owner Mr. Emmanuel Renoird, Vice Consul Dyan Miranda-Pastrana and Cultural Officer Ms. Maria Dolores Sales. (rightmost)

10 July 2019, Los Angeles - The Philippine Consulate General in Los Angeles, led by Deputy Consul General Ambrosio Brian F. Enciso III, together with the Consulate General's Cultural and Information Sections attended the launch of PULO Project 2019's Second Installations at *The Lab* and *The Flagship* branches of Please Do Not Enter (PDNE), an art and retail concept shop located in downtown Los Angeles, on 09 July 2019.

Following the resounding success of the first installation of PULO Project 2019 launched on 07 May 2019, the second installation showcases contemporary works born from and inspired by Philippine culture.

PDNE's *The Flagship* debuted **Carlyle Nuera's Panit**. *Panit*, which is the *Waray* word for skin, features a collection of five *Terno* blouses in shades of skin-tone-colored organza.



Photo: PDNE's *The Flagship* feature a collection of five *Terno* blouses in shades of skin tone colored organza by Carlyle Nuera and MAAARI banga pots made exclusively by Kalinga women. (Photo Credit: Ms. Michelle Aquino).

According to Carlyle, who is the lead designer for Barbie Signature at toy manufacturing giant Mattel, his collection represents the range of skin tones that Filipinos possess, a range that is seldom represented in the media.

Also featured in *The Flagship* is Filipino-American brand, **MAAARI**, which is run by three Fil-Am women exhibition designers – Samantha Roxas, Jeanette Sawyer and Ivy Ocampo. by Los Angeles-based exhibition designer and jeweler, Jeanette Sawyer. The collection includes a selection of adornments, hand-crafted jewelry and banga pots made exclusively by Kalinga women.



Right: Guests were fascinated by Ms. Jeanette Sawyer's jewelry line, which fuses contemporary sensibility, metal smithing methods and traditional techniques to create uniquely Fil-Am handcrafted jewelry.

A collaboration between Filipino artists and designers **Dex Fernandez** (aka Garapata) and **Rita Nazareno**, invaded PDNE's *The Lab* with a special installation of limited edition ZACARAPATA art, objects and bags.



According to Dex and Rita, ZACARAPATA represents the global infestation and coupling of art, design and fashion world commercialization.

Works of Dex had been part of numerous local and international exhibitions such as the UP Vargas Mueum, Cultural Center of the Philippines, Palais de Tokyo in Paris, Primo Gallery in Italy, among others.

Rita, on the other hand, is the Creative Director of ZACARIAS 1925, a brand which places a contemporary thrust in the traditional craft of hand-weaving. Her fashion and home

accessories brand pushes a contemporary thrust in the traditional craft of hand-weaving. The products are intricately woven in a workshop called, S.C. Vizcarra, her grandmother founded in Manila in 1925. Her works have been shown at The Artling at ArtStage Singapore, Watari Museum's On Sundays, Maison et Objet Paris, and other exhibitions abroad.

Aromatic curators **Barratt Riley & Co.** enhanced the experience at The Lab with a botanical scent installation, representing a fragrant blend of the diverse Philippine landscapes and flora. Within the exhibition, patrons were invited to learn about the selected botanicals along with their aromatic properties and geo-cultural significance. Featured scents were *Pulo* (ylang ylnag, jasmine sambac and green herbs), *Manila* (palmarosa, labdanum, cedarwood), *Kalamansi* (citrus, basil, elemi) and *Sampaguita* (jasminum sambac, honeysuckle, white musk).



The artisan brand, created by Phoenix psychologist Dr. Tyler Barratt and Beverly Hills beauty guru Christian Fitzgerald Riley, features a collection of handcrafted botanical aromas made of premium ingredients sourced ethnically from around the globe.



PULO Project 2019 is curated and founded by Filipino-American Store Director of PDNE, Ms. Michelle Aquino. It is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events. The project's second installation will run at PDNE's two locations until 04 August 2019. END

Photo: PULO Project's director and curator, Ms. Michelle Aquino with Deputy Consul General Enciso and Vice Consul Pastrana.