



AASC-045- 2019

Philcongen Supports Pulo Project in Los Angeles

17 May 2019, Los Angeles – The Philippine Consulate General participated in the launch of the PULO Project 2019 on 07 May 2019 at The Lab and Flagship branches of Please Do Not Enter (PDNE), an art and retail concept shop located in downtown Los Angeles.



Left: The Flagship features renowned Filipino industrial designer, Kenneth Cobonpue and Luisa Robinson's Conch Light Installation and limited edition collections by designers Carlyle Nuera, Zacarias 1925 and PDNE's artistic director and Pulo Project curator, Michelle Aquino.

Right: Leeroy New's works invade The Lab branch with his site-specific installation. Designers Ken Samudio, Neil Felipp and Susanne Verallo accent Leroy's installation with a selection of their works (Photo Credit: Adrian Martin)

The PULO Project, curated and founded by Filipino-American designer Michelle Aquino, was organized with the support of the Consulate General together with LA Design Festival, NoMad Los Angeles, ROW DTLA and PDNE. It is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events and will take place in two PDNE locations in downtown Los Angeles until 04 August 2019.

The opening night, which attracted more than 500 attendees from mainstream media, art and culture advocates, community members and Filipino-American community leaders, featured a feast of the artistic beauty of contemporary Filipino design.

The exhibits were simultaneously launched in the two PDNE locations and began at 6:00 in the evening, culminating with a performance called *Aliens of Manila* that presented the sculptural nature of Leeroy New's colorful costumes, as they moved through an abstract performance choreographed by Heidi Duckler Dance with music by Gaberial King, at the

NoMad Los Angeles rooftop. Beverages by the Filipino brand, Don Papa Rhum, were served to the visitors.

Post's personnel, wearing modern Filipiniana wraps, guided the visitors to both exhibits during the opening night and encouraged everyone to visit and explore the two locations. Each branch was designed to showcase varying moods from vibrant, neon and synthetic to rustic, structured and organic.

The Flagship branch of PDNE featured the Conch Light Installation of renowned Filipino industrial designer Kenneth Cobonpue aided by Luisa Robinson, who used the traditional Filipino steaming techniques to form the lamps in an organic shell shape. Limited edition collections by designers Carlyle Nuera, Zacarias 1925 and Michelle Aquino complemented the unique installation.

The Lab branch at the NoMad Hotel, on the other hand, showcased the site-specific installation of Leeroy New's works and the intricate and beautiful accessories of designers Ken Samudio, Neil Felipp and Susanne Verallo.

Mr. Nicolas Libert, one of the owners of the PDNE shop, remarked in an interview that, "In LA, we learn a lot about Filipinos through the food and for many that was the first contact people have with the culture and tradition of the Philippines. We built something as a second layer with these artists and designers".

Consul General Adelio Angelito S. Cruz and Madame Catherine A. Cruz graced the opening night. Consul General Cruz expressed appreciation to the Filipino-American curator Michelle Aquino for creating the vision for the show.

Post was also represented by Vice Consul Dyan Kristine Miranda-Pastrana, Ms. Dolores Sales, Ms. Judelyn Cuaresma, Ms. Mari Santera, Ms. Aurea Bahjin, Ms. Ellenor Tolentino and Ms. Mary Grace Leaño.

The event was very well received, so much so that the collection almost sold out at the end of the opening night, particularly the accessories line. The exhibits sparked more interest in Filipino art, fashion and design and created a lot of excitement in the Phase II and Phase III of the Pulo Project.

Filipino artists and designers Garapata and Zacarias 1925 will have a special installation of ZACARPATA art, objects and bags at The Lab from 09 July to 04 August 2019. Aromatic curators Barratt Riley & Co. and landscape architect Josh Rosen of Airplantman will enhance the experience with a botanical scent installation, representing a fragrant blend of the diverse Philippine landscapes and flora. **END**



17 May 2019, Los Angeles – Consul General Adelio Angelito S. Cruz and Madame Catherine A. Cruz with Ms. Michelle Aquino, the curator of Pulo Project at the Please Do Not Enter Flagship store on 07 May 2019. Behind them is the Conch Light Installation of renowned Filipino industrial designer, Kenneth Cobonpue, one of the featured designers in the exhibit. The Pulo Project is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events and will run until 04 August 2019. (Photo credit: Adrian Martin)



17 May 2019, Los Angeles –Ms. Michelle Aquino, the curator of Pulo Project being interviewed by ABS-CBN reporter Steve Angeles during the opening night on 07 May 2019. The Pulo Project is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events and will run until 04 August 2019. (Photo credit: Issac Alavarez)



17 May 2019, Los Angeles – Mr. Leeroy New (wearing printed shirt on the left) is one of the featured designers at The Lab location of Please Do Not Enter store at the NoMad Hotel in downtown Los Angeles during the opening night on 07 May 2019. Photo shows guests taking a look at Mr. New's whimsical and colorful creations. The Pulo Project is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events and will run until 04 August 2019. (Photo credit: Adrian Martin)



17 May 2019, Los Angeles – Photo shows Mr. Nicolas Libert (center), one of the owners of Please Do Not Enter (PDNE) stores conversing with Consul General Adelio Angelito S. Cruz, Vice Consul Dyan Kristine Miranda-Pastrana, Ms. Mari Santera and Ms. Aurea Bahjin at the NoMad Hotel in downtown Los Angeles during the opening night of the Pulo Project on 07 May 2019. The Pulo Project is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events and will run until 04 August 2019. (Photo credit: Adrian Martin)



17 May 2019, Los Angeles –Photo shows guests taking a look at Mr. Kenneth Conbonpue’s creation during the opening night on 07 May 2019 at the Please Do Not Enter Flagship (PDNE) store located in downtown Los Angeles. The Pulo Project is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events and will run until 04 August 2019 in two PDNE locations. (Photo credit: Issac Alavarez)



17 May 2019, Los Angeles –Photo shows guests taking a look at the installations of Mr. Leeroy New’s (above) and Mr. Ken Samudio’s creations (below) during the opening night on 07 May 2019 at the Please Do Not Enter (PDNE) The Lab store located at the NoMad Hotel in downtown Los Angeles. (Photo credit: Michelle Aquino and Adrian Martin)



17 May 2019, Los Angeles –Photo shows guests waiting for the performance called *Aliens of Manila*, which is inspired by the sculptural nature of Leeroy New’s colorful costumes, during the opening night of the Pulo Project on 07 May 2019 at the NoMad Hotel rooftop in downtown Los Angeles. The performance was choreographed by Heidi Duckler Dance with music by Gaberial King, The Pulo Project is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion, design and multisensory events and will run until 04 August 2019 in two PDNE locations. (Photo credit: Issac Alavarez)



17 May 2019, Los Angeles –Pulo Project curator Michelle Aquino (center) with Vice Consul Dyan Kristine Miranda-Pastrana (right) and Cultural Officer Dolores Sales (left) after the performance at the NoMad Hotel rooftop during the opening night of the Pulo Project on 07 May 2019. The Pulo Project is a series of installations and experiences dedicated to the art and culture of the Philippines through contemporary fashion. (Photo credit: Adrian Martin)