



Learning and loving art. (Left) The NES MAPEH teachers are all smiles after a day of art instruction lessons. (Right) Boysen PIChe chapter members share their artistic skills in painting one of the murals in the school.

Boysen kicks off Brigada Eskwela 2015 with Colors for Classrooms initiative

Nangka Elementary School, Marikina becomes the second recipient of the company's collaborative arts program

by Ramil Mendoza

"Ang aming paaralan ay laging bukas sa mga nangangailangan."

These are the reassuring words from Mrs. Teresita J. Cervantes, school principal of Nangka Elementary School, Marikina (NES). After all, the school is no stranger to welcoming strangers in need of succor. The school compound has housed hundreds of displaced Marikina residents every typhoon season, mostly worried and weary flood victims.

That's why it's only fitting to return the favor and extend help to the school. This time, the teachers and students will be the ones at the receiving end of a public-private sector led initiative.

Last May 9, the school opened its gates to receive Boysen, Philippine Business for Social Progress (PBSP), University of the Philippines Association of Visual Communicators (UP-AVCOM) and the Philippine Institute of Chemical Engineers (PIChe) Boysen chapter for a colorful day of learning and sharing.

For the second straight year, Boysen has commissioned the painting of two educational murals and with the help of UP-AVCOM, spearheaded a day-long arts workshop for instructional purposes for all the Music, Arts, Physical Education, Health (MAPEH) teachers of Nangka Elementary School.

The murals refer to the "Learning and Story Walls" designed to help integrate colors to the school's arts curricula. The Learning Wall is a creative illustration of basic color concepts like the color wheel, primary and secondary colors and color combinations. The Story Wall, which has an accompanying storybook, depicts the local folklore "Ang Alamang ng Bahaghari" providing the school with a large format visual aid for reading and storytelling.

"We welcome all forms of aid to make the public school system better," says Cervantes. "Learning art not only fosters creativity but also helps shape our pupils to have good values," the school head adds.

Integration requires collaboration, research, alignment and practical application on behalf of the teachers who take on this challenge. A lot of support comes from private business but putting these into proper use is the challenge that persists. PBSP has worked hard with Boysen to make sure that concepts are woven together to create an applicable art module for the school.

"Boysen has been a steadfast supporter of the Department of Education's (DepEd) Brigada Eskwela program for many years now and having this added value to a simple altruistic cause has certainly made our participation more meaningful," says Engr. Romeo G. Bautista, Boysen vice president for Technical Service and Project Management. "Our PIChe Boysen chapter volunteers are also here to give their support by painting the murals, aside from having a big hand in producing the paints which we are using today," adds Bautista who's on double-duty that day to represent both company management and the local PIChe chapter.

DepEd's annual Brigada Eskwela program was developed to prepare public school classrooms for the opening of classes. Schools are cleaned, repaired, and repainted to create a better learning environment for schoolchildren.

After a day of learning new art lessons and activities to be used and taught in class, one male teacher, no longer wanting in confidence when it comes to colors, says "I'm ready for the school year!"

For another year, Boysen's Colors for Classrooms initiative has helped teachers to be ready for their students when they go back to school. In the same way Boysen has prepared old and decrepit classrooms to be able to spring back to life.

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Trees' company. PTT Philippines employees in one of the company's many environmental initiatives. This file photo is from their "BakaJuan: Back to the Mangroves" project.

PTT Philippines strives to improve environment, community

by Charis Uyecio

Climate change is fast becoming a rising phenomenon across the globe. Just this year, we really did not feel the Manila summer heat until April. We need to remember that this increasing and troublesome global phenomenon is not caused simply by the forces of nature. All of us have our fair share of contributing to this alarming worldwide phenomenon.

"While we need energy, we must use this efficiently and that it is our responsibility to encourage people to fight the effects of pollution, reduce it, especially in metropolis," says Vittaya "Bob" Viboonterawud, Corporate Communications Manager of PTT Philippines Corporation (PTTPC), the local subsidiary of Thailand's largest oil company, PTT Public Co. Ltd.

Part of PTT culture, guided by its parent company in Thailand, is the promotion of environmental protection and preservation. In Thailand, PTT is a known mover of environmental projects, particularly reforestation. The company is also adopting the same campaign in the Philippines as part of its sustainability program.

While PTT has been expanding its operations in the Philippines with 84 service stations in Luzon and Cebu, its corporate social responsibility (CSR) projects are focused on environmental protection campaigns.

Sustainability is a company ethos of PTT. The company is aware that while being a significant provider of energy, it is impossible to completely avoid the utilization of oil. Hence, PTT decided to focus their philosophy, instead, on reducing the impact of oil use and on improving the community. Thus, the oil firm's involvement with many ecological activities here in the Philippines is a clear indication of the company's firm commitment towards environmental protection.

PTT Philippines, in its earnest undertaking to care for the environment, has collaborated with Pacific Paint (Boysen) Philippines Inc. Both companies have envisioned the battle against air pollution through the OneWallOneWorld or OWOW, a private-sector-led initiative that utilizes Boysen KNOxOUT. With this initiative, just within one year alone, around 15 to 20 PTT stations in the Philippines will be painted with Boysen KNOxOUT, the world's first air-cleaning paint. This eco-driven initiative has a simultaneous environmental impact. While the customers of PTT stations are filling up on gas, the walls of PTT's "air cleaning stations" are also cleaning the cars' exhausts.

At present, PTT Philippines uses Boysen KNOxOUT for company-owned stations and encourages its dealers to follow the same. To date, four PTT stations in the country have been painted with Boysen KNOxOUT. The oil firm's company-owned stations in the country included but are not limited to its petrol stations situated in Lucena City, Quezon, Taytay, Rizal, and Clark, Pampanga.

In addition to its involvement with the OWOW initiative, PTT Philippines has considerably undertaken other projects in fulfilling its responsibility to the community and the environment. Such ventures include the "Gas up for a Tree" project, the "BakaJuan:

continued ...



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WORLDBEX 2015

by Robina Gicabao

The 20th Philippine Building and Construction Exposition, or WORLDBEX, was held last March 11-15 at the World Trade Center Manila with the theme "Building Visions in the Realm of ASEAN Integration."

Industry professionals, students, entrepreneurs, and homeowners alike were wowed with the massive scale of the expo, encompassing 30,000 square meters in exhibit area with over 500 participating organizations, both local and international.

This year, Boysen Paints highlights its Color Trend 2015, a palette consisting of 24 unique shades that will set the course for this year's most popular hues.



Veering away from the usual industrial-minimalist color scheme, the Boysen booth was given an extra splash of color using the different hues from the Color Trend 2015 palette.



Aside from the product panels placed inside the area, the booth itself became a medium to show visitors Boysen's numerous paint colors, textures, and finishes.



Visitors had fun taking pictures of and with the Boysen Color Trend 2015 artwork installation, posting their photos on different social media platforms such as Facebook, Twitter, and Instagram.



A product demonstration was held in front of the Boysen booth to show visitors how simple and easy it is to apply Boysen's decorative paint finishes like DECORe Perlescente and DECORe Sandino.



Boysen's Marketing and Technical Service Department grabbed the opportunity to reach out to current and future business partners.



Visitors were given the chance to experience Boysen's decorative paints line themselves with large product panels and product demos within the booth.

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Back to the Mangroves" project, and several product innovations. The "Gas up for a Tree" project is a reforestation project whose goal is to plant a total of 30,000 fruit bearing trees on a 50-hectare land in the Bataan Natural Park and within a three-year time frame.

The "BakaJuan: Back to the Mangroves" project is a replicate of projects accomplished by PTT Thailand. In this undertaking, PTT Philippines seeks to plant 50,000 mangrove propagules in the coastal towns of Kawit and Novelata in Cavite. Launching a massive mangrove-planting program in at least two coastal towns of Cavite helps significantly to minimize the effects of a storm surge. These towns have perennial flooding problems and by simply planting mangroves in the area can help protect the residents there. When Thailand was struck by a tsunami several years ago, mangrove trees helped mitigate the impact of strong storm surges to some coastal communities by absorbing the force of strong waves and wind. This project in the Philippines began in 2014 and just this March, PTT Philippines engaged again in this meaningful venture.

Moreover, PTT is also responsible for certain product innovations. The company is dedicated to creating "Green Products". The outcome of these so-called "Green Products" is that they aid with the cleaning of engines, making them work smoother and, therefore, resulting in better combustion and cleaner exhausts. A model example of such an eco-friendly product of PTT is their Friction Modifier. This particular product helps engines to work more efficiently and as a result, better combustion is derived, and with better combustion, comes the reduction or even the elimination of polluting residue.

As for PTT's fuel, the company employs an additive that helps maintain the cleanliness of the engine. With a clean engine comes certain benefits like performance enhancement of the engine, the lowering of oil consumption, and the reduction in consumer spending. Cleaner engines lead to cleaner exhausts and the reduction in carbon footprint – and the environment which we all use and live in is better maintained and protected.



Air purifying station. Shown here is one of PTT's gas stations that has been painted with Boysen KINOxOUT. Fifteen to twenty PTT stations have been planned to use the air purifying paint within the year.

'Use Lead-safe Paints for Brigada Eskwela Renovations,' Organizers Told

Two weeks before classes resumed, an environmental watchdog has reminded Brigada Eskwela organizers and volunteers nationwide to observe lead-safe work practices as public elementary and secondary schools undergo repair and renovation.

"The annual Brigada Eskwela provides school communities a great opportunity of promoting lead-safety consciousness among the participants of various cleanup and makeover activities," said Jeiel Guarino, Lead Paint Elimination Campaigner, EcoWaste Coalition.

"The prevention of the toxic risk posed by lead in paint, dust, and soil should be prioritized in every Brigada Eskwela operation as it poses grave threat to the well-being of young children," he said.

"Oil-based enamel paints containing lead are still being sold in the market. Lead is a neurotoxin that damages children's mental, cognitive and behavioral development—and thus, must not be used at all in schools and other places frequented by children," he added.

Guarino also emphasized that improper removal of leaded paint in school classrooms and facilities should be prohibited in Brigada Eskwela activities as the lead dust that may be created from these renovation activities may cause serious health problems for all participants, with the children at highest risk of exposure through accidental ingestion due to their normal hand-to-mouth behavior.

The World Health Organization (WHO) has described exposure to lead through ingestion, inhalation and, sometimes, through skin absorption as being "irreversible" and "untreatable," and has listed lead as one of the "ten chemicals of major public health concern," estimating that childhood lead exposure contributes to about 600,000 new cases of children with intellectual disabilities every year.

Towards a lead-safe Brigada Eskwela, the EcoWaste Coalition recommends the following basic precautionary steps:

1. Use lead-safe paint for school interiors, exteriors, furniture and fixtures. Specify lead-safe paints for donations from individuals and institutions.
2. Keep children and pregnant women out of the work area, as lead

is very hazardous to unborn children.

3. Do not disturb lead painted surfaces in good condition.

4. Cover cracked or deteriorated surfaces with lead-safe paint. Do not dry sand or dry scrape painted surfaces.

5. Wet sand or wet scrape if desired or needed. Use a spray bottle or wet sponge to keep the surface damp and the airborne dust levels low.

6. Do not eat, drink, or smoke in the work area.

7. Work clean: create little dust as possible, clean up thoroughly and dispose of paint waste properly.

8. Thoroughly wash hands with soap and water after any repainting work.

9. After a repainting job, change clothes before going home, set aside in a sealed reusable bag and wash separately.



EcoWaste Coalition's Jeiel Guarino and Moresa Tolibas (holding sign) receive paints for Brigada Eskwela use. Boysen has been a steadfast partner of the coalition in promoting a safer and healthier learning environment by using lead-safe paints in schools and classrooms.



Preserving Philippine architecture through restoration

by Janelle Yap Ong

Infusing nationalism in architecture, Arch. Joel Rico, FPIA, in collaboration with the Philippine Institute of Architects (PIA) and Pacific Paint (Boysen) Philippines, Inc., has dedicated his time and energy in bringing pieces of architectural history back to life through the restoration and conservation of heritage sites. In an effort to maintain their authenticity, the various parties worked together in identifying the different layers and colors of the structures. To date, here are some of the restored Philippine Architectural Wonders.



Las Casas Filipinas de Acuzar

A heritage park in the province of Bataan, owned by Mr. and Mrs. Jose and Tess Acuzar, Las Casas Filipinas de Acuzar celebrates Filipino Heritage through a showcase of ancestral houses restored to their former glory. As you walk along cobblestone streets, step back in time and appreciate the architectural style of at least 27 houses dating from the 18th and 19th centuries.



White Cross Children's Home

Located in San Juan, the shelter for children showcases the design of National Artist for Architecture, Arch. Pablo Antonio. With a façade shaped like a white cross, the Art Deco design is softened by images of playing children designed by Italian sculptor Francesco Monti.



Casa Gahol

While more popularly known as an art gallery and café, this structure is actually the ancestral home of famous Filipino glass sculptor artist, Ramon Gahol Orlina. The restored architectural style, plus the glimmer of the riverside, gives off an ambiance that is sure to bring you back to the simpler days.



Don Tomas Mapua Ancestral Home

Located within the heart of Pasay City, this home of the First Filipino Architect boasts of Art Deco Style Architecture and Design. Though now equipped with modern facilities, like electricity and devices, the structure nevertheless houses and preserves various design techniques that were used during the era - a memory and history worth preserving, indeed!



Jose Rizal Shrine

Apart from immortalizing the National Hero, Dr. Jose Rizal, with its museum and exhibits, this restoration project also showcases and preserves the architectural style during the Spanish Era. Modestly stabilized using modern techniques, the structure is a reconstruction of the old two-storey Spanish barracks, built in 1593, of brick stone masonry with clay tile roofing.



Capilla Dela Virgen Del Pozo

Erected in 1720, the church and its well is said to be a location of miracles for the Manileño. With the leadership of Dr. Jaime Laya, Project Proponent and Director, restoration efforts have been done, maintaining the church's status as a religious symbol, and an architectural wonder.

Naturist

Early this year, Boysen launched Color Trend 2015, introducing four color personalities - Naturist, Kinetic, Avant-Garde and Perfectionist. Each color theme, consisting of six colors, is curated by Boysen, based on the results of an annual color forecasting workshop in collaboration with NOVA Paint Club, an organization of global paint companies. Artist Benji Reyes embodies the Naturist theme.



Artist Benji Reyes started making furniture, or functional sculptures as he calls them, at age 21. When asked how he got into it, he answered, "Dahil sa matinding pangangailangan (Because of dire need)." The road has not been smooth but Benji says that he felt "guided" with his choices, especially his decision in college to switch from Architecture to Fine Arts. It is his exposure to both disciplines that provides the harmonious marriage of function and form in his works.



"No two woods are the same. So unlike other materials, there is no room for thinking that the artist is superior to the material because he can control it. With wood, you are called on to collaborate with it. Where will this grain of wood bring you? How will you combine the different species? As an artist, you are tasked with helping nature bring out the woods' natural beauty," Benji related, "and that's what I love".

Benji enjoys recognition not only in the Philippines but his pieces are also very much in demand abroad. From design inspiration, conception, to execution, Benji does it all with the help of nine highly-trained craftsmen, whom he considers family. Clients wait for as long as it takes for him to finish a commission. Target delivery dates are not something clients, or even he, can dictate because he has to wait for the right kind of reclaimed wood for each and every project.



It is not surprising that someone who works with wood, and reveres nature, also loves to spend time outdoors. His outdoor activities have taken him around the country, Asia, and Australia.



Today he is known as the main proponent in the Philippines for educating people on the value and use of reclaimed wood. After 35 years in the business, he estimates that he has helped save more than a million trees.



Benji is the epitome of a compassionate treehugger. He does not only love and respect wood, he knows them. He is the expert on Philippine hardwood, having learned the characteristics and strengths of the different species after working with them for more than three decades.



Engraved on Benji's sport ID bracelet are the following words, "Tell my 3 girls I love them." His wife Carina and two daughters, Eena and Keesha, are his blessings, his joy, his *raison d'être*. Many of his decisions in life have been made because of them. The four of them have expanded the family to include the people who work for them, and their own families. They stay in the same Antipolo property, which Benji calls home.



This is nature close to the equator - sunny, uplifting, approachable and drenched in light. The colors may contrast but they don't clash. Here, there is harmony where the world outside is brought inside, to provide you that grounded feeling of being at the center of life and at the same time, being home.



BOYSEN® COLOR TREND 2015 is available in two finishes: BOYSEN® Permacoat™ Semi-Gloss Latex Paint and Virtuoso® Silk Touch™ with Teflon® at various Mix & Match™ stations nationwide. WWW.BOYSENCOLORTRENDS.COM

* For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.