

# EDSA street art on a grand scale:

## Artists attack EDSA: Street art on a grand scale

by EARL VICTOR ROSERO, GMA News



The actual artwork done by Jose Tence Ruiz along the section of Brgy. San Lorenzo wall at Edsa-Magallanes. (Photography by Mark Joel V. Dyoco)

Mid-morning on Saturday was an unusual time for traffic along Epifanio de los Santos Avenue (EDSA). Metro Manila's major thoroughfare is usually uncongested at the time.

But as commuters and motorists on the southbound lane of EDSA got to the San Lorenzo Village gate, the path ahead of them narrowed as traffic enforcers and security personnel blocked off two lanes of the highway, where a small crowd had gathered.

And right there, in the center of the commotion, was a mural as tall as a two-storey house painted right on the sidewalk wall. But this was no ordinary street art.

Among the admiring crowd were no less than Vice President Jejomar Binay and Metro Manila Development Authority (MMDA) chairman Francis Tolentino, accompanied by a coterie of Filipino artists from around the world.

It was street art on a grand scale —literally and figuratively.

The mural itself was the creation of Jose Tence Ruiz, the social realist painter.

His work, entitled "Ganap" ("Consummation"), is a harmonious interplay of tangent motifs: the ordered chaos of natural evolution, on the one hand,

and the logical unfolding of mechanical progress, on the other.

Ruiz painted a lush landscape of wild flowers, lobsters, squids and jellyfish emerging, fractal-like, from the whitewashed stone wall. And amidst this panorama of 'fractalized' flora and fauna, the artist chose to paint a computer keyboard's 'ENTER' key.

Ruiz is just one of eleven artists commissioned for the **Everyone Deserves Safe Air (EDSA)** Project, a collaboration with the MMDA and paint manufacturer Pacific Paint (**BOYSEN**) Philippines, Inc.

The **EDSA Project** artists proclaim their collective masterpiece as the first curated public art initiative in the country.

The murals will also serve an environmental function. It is also the first urban renewal project to use an air-cleaning paint, which Boysen claims is able to eliminate nitrous oxide and nitrogen dioxide from the air it gets in contact with.

Lead curator Marian Pastor Roces said, "The considerable size of the artworks will embody the hard science verifying that every square meter painted with **KNOxOUT** eliminates the exhaust of 10 cars."

Eight murals, each 1,000 square meters in size, will be painted along the length of



MMDA General Manager **Corazon Tecson-Jimenez**, Vice-President of the Philippines - **Jejomar Binay** and Boysen's Vice-President - **Mr. Johnson Ongking** at the site of the **Boysen® KNOxOUT™ Project:EDSA**.

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EDSA — one of the most polluted roads in Asia, according to the Department of Environment and Natural Resources — on a variety of structures: walls, pylons, and other urban structures.

Roces explained that the team “chose locations that have the highest commuter and pedestrian density, and the EDSA segments at key intersections that have staggering air pollution levels.”

In particular, the southern terminal of the commuter rail line on EDSA will be a challenging canvas. Roces said, “The artist working on this site will be tackling the rail terminal building as well as more than a dozen massive circular posts that serve as elevated railway pylons.” — TJD/HS, GMA News 



## Our Warmest Congratulations!

We would like to congratulate **Dra. Shella Marie R. Ong**, daughter of **Ernesto Ong**, our Maintenance Manager and **Mrs. Wilma R. Ong** for being the 9th placer in the 2011 Physician Licensure Exam.

**Dra. Ong** finished her Medical Studies in Our Lady of Fatima University in Valenzuela in 2009 and had already took her oath before the Board of Medicine last March 2011 at the Philippine International Convention Center (PICC).

**Dra. Ong** finished her Elementary and Secondary Education at the Philippine Cultural High School (Annex). She took her Chemical Engineering degree in Adamson University.

**Dra. Ong** said that she decided to take up Chemical Engineering because she came from a family of Engineers so she also took that path. *“I did an average effort thinking that’s my best. I never really knew my potential until I went to Med School. I guess sometimes taking risk is the only way to find out your real self!”*

When asked about her plans after passing the board, **Dra. Ong** said *“I want to become a Cardiologist. I am planning to train in the field of Internal Medicine in a good institution so hopefully I can get into one, here or abroad.”*

Again, **Congratulations** to **Dra. Shella Marie R. Ong** and to her parents – **Mr. Ernesto Ong** and **Mrs. Wilma R. Ong**. 



# BOYSEN Honors Top Ten New Architects, January 2011 Batch Architects

March 21, 2011 | Shangri-la Hotel Makati



The PRC Board of Architecture, **Boysen Paints**, and distinguished professionals of the practice assembled to welcome the top ten board passers of the recent licensure examinations for architects. Listed below are the recipients of the award.

- 1st Architect Benedict Bautista Bautista  
University of the Philippines-Diliman
- 2nd Architect Emmeline Abugan Cot  
Mapua Institute of Technology
- 2nd Architect Renee Dayo Lauresta  
University of the Philippines-Diliman
- 2nd Architect Luis Rafael Pineda Medina III  
University of Santo Tomas
- 3rd Architect Nicoy Castro Delos Reyes  
Mapua Institute of Technology
- 4th Architect Joanne Robles Navarro  
University of the Philippines-Diliman
- 5th Architect Louie Abigail Navarro Esguerra  
University of the Philippines-Diliman
- 5th Architect Marian Faith Francisco Sta. Teresa  
University of the Philippines-Diliman
- 6th Architect Jose Maria Antonio Crisostomo Salamanca  
University of the Philippines-Diliman
- 7th Architect Ritchel Oliver Ellorin Calay  
University of Santo Tomas
- 7th Architect Luzter Tibunsay Lagon  
Saint Louis University
- 8th Louie Manchete Sacdalan  
University of the Philippines (Diliman)
- 9th Mia Roselle Samaniego De Guzman  
University of the Philippines (Diliman)
- 9th Antonio Maria Campos Mercado  
University of Santo Tomas
- 10th Neil John Clarence Echavez Esteves  
University of Santo Tomas

This season's inspirational message came from **Mr. Francis J. Kong**, PRC Commissioner, **Hon. Alfredo Y. Po** was the guest of honor. 🖌️



## ABS-CBN Helps Clean the Air

Stepping up to the call for cleaner air, ABS-CBN, one of the country's giant broadcasting network, has been recently added to the growing number of responsible companies which include Wilcon Builder's Depot, SM Malls, Robinsons Malls, and the College of Saint Benilde, just to name a few. Their basement car park walls were covered with the first commercially available air cleaning paint in the world, **Boysen® KNOxOUT™**, which makes use of photo-catalyzed nanotechnology titanium dioxide to rid fossil fuel fumes of its deadly NOx and SOx gases. 🖌️

## 3rd Batch of Boysen – Metrobank Scholars Lauded



May 5, 2011 – The recent batch of B.S. Architecture Scholars of **Boysen®** and Metrobank were honored in a lunch gathering held at Annabelle's Restaurant. They are listed alphabetically as follows: Joeffrey J. Catapang, Deborah Claire F. Celebre, Emmarie Rose V. Cruz, Eudesa U. Flores, Ruel M. Mendoza, Jankirk M. Roa, Gerald F. Sotto, and John Patrick L. Sy, all from the University of Santo Tomas.

The occasion was led by our Vice President **Mr. Johnson D. Ongking** alongside Ms. Irene D. Labitad, Senior Program Manager of the Education Unit for Metrobank Foundation, Inc. Managers from the various market areas were also present to assist the event. 🖌️

# Boysen Fire Brigade 2011

**Pacific Paint (Boysen) Philippines, Inc. Emergency Response Team** was judged as the **Overall Champion**, competing with companies including the likes of West of Ayala Condominium Corporation, Century Properties Management Inc. and 10 other companies, for the 7th National High Rise Building Fire Brigade Category. **Boysen** also emerged as Event Winner for the Fire Whiz Category and **Engr. Joanne C. Ysrael** was the event's **Miss High Rise Building Fire Safety 2011**.



*"Fire safety preparedness is a very important part of our operations and I'd like to congratulate all the members of our Fire Brigade for this milestone accomplishment."* said **Mr. Johnson Ongking**, vice-president.

*"Our fire brigade is a very good example that when we fully apply our values- commitment, excellence, one family and safety to a given situation, exceptional results can be achieved. The members of the fire brigade were very disciplined and worked hard together as a team, and we're very proud of them."* **Mr. Ongking** added.

March 05, 2011 at Quezon City Memorial Circle.  
(L-R): **Remar Bene, Jay-R Jacobe, Alden Alcazar, Khasey Haluber, Karen Janapin, Ronald Giray, Jerry Eliang, Salvador Valdez, Joanne Ysrael, Sanny Cristobal, Moriel Estela, Elmer Ong.**  
(Lower Left): **Brigido Salvador, Rico Zilabbo, Dexter Trasmer, Alvin Chiong.**

The Six-in-One National Fire Brigade Competition was organized by the Safety Organization of the Philippines (SOPI) last March 05, 2011 at the Quezon City Memorial Circle, Quezon City, as part of their annual celebration of the Fire Prevention Month.

The 23rd National Industrial Fire Brigade, the 7th National High Rise Building Fire Brigade, the 4th National Hospital Fire Brigade, the 5th National Inter-Village Fire Brigade, the 20th National Barangay Fire Brigade and the Search for Ambassador of Fire Safety were among the competitions conducted during this event. 🛠️

## Leading at the Speed of Trust

by Vergel V. Dyoco  
February 23, 2011  
Makati Shangri-la Hotel

Representatives from **Atlantic Coatings, Inc.** and yours truly were privileged to attend a 3-hour

presentation made by the popular author himself, **Mr. Stephen M. R. Covey**. The topic, *"Leading at the Speed of Trust"*, is an executive forum on the key leadership competency in the global economy which complements his New York Times Bestseller book entitled *"The Speed of Trust"*.

The event was organized by the **Center for Leadership and Change, Inc.** (CLCI) in partnership with FranklinCovey. Mr. Wilfred Steven Uytensu, Jr. (CEO, Alaska) and Mr. Bill Schultz (CEO, CCBPI) was chosen as reactors and helped Mr. Covey field questions from the jam-packed audience composed of representatives from different local companies. 🛠️



## PSCLF Continues to Support Bantay Bata 163

**Philippine Soong Ching Ling Foundation** (PSCLF), established in 2004, continues to support Bantay Bata 163 as it donates **Php800,000.00** annually for almost seven years now to the efforts of **Bantay Bata (BB) 163**.

**President Pilar Ongking** of **PSCLF**, together with **Henry Ong** and **Jameson Ong**, both Secretary Generals, recently turned over part of the donation to **Ms. Tina Palma**, Program Director of Bantay Bata last March 2011. The donation is allotted for medical and dental missions, community and educational programs, and outreach projects of the foundation. 🛠️



## Profound Affection for New Things

Architect Ricardo “Ricky” M. Ibay is one of the company’s cherished clients that has consistently specified the latest product offerings in all of his projects, which includes **Boysen® KNOxOUT™**, **Boysen® Healthy Home™**, **Virtuoso™ Silk Touch**, **Decore™ Classic**, **Decore™ Suede**, and **Decore™ Perlescente**, just to name a few.

The most recent one is the La Piazza Hotel and Convention Center in Legaspi City, Albay. The picture inset shows the reception counter accented with **Boysen® Marmorino™**, the Italian marble finish exuding the beauty and elegance that matches the exquisite taste of the artist. 🛠️



Architect **Ricardo M. Ibay**, UAP

## Developing a Culture of Personal Excellence

March 7, 2011  
MI Building Function Hall

Companywide representatives came to a daylong intimate speaking engagement with one of the country’s most popular author and speaker, **Mr. Francis J. Kong** (FJK).

The talk, entitled “*Developing a Culture of Personal Excellence*” was an initiative spearheaded by our President, **Mr. Willy Ong**. The lecture lasted from 9am to 5pm and focused on **7 Personal Excellence** points, namely:

1. Excellent Awareness: See the abundance life can offer.
2. Excellent Worth: Know your true value and worth.
3. Excellent Control: Be responsible. Make things happen.
4. Excellent Integrity: Be truthful, honest, and transparent.
5. Excellent Discipline: Work for long-term gains.
6. Excellent Expectancies: Become a life-long learner.
7. Excellent Dimension: See yourself in its totality – your purpose, significance, and meaning.

The delegates were wowed by **FJK**’s injection of wit and humor as he discussed in-depth each of the points’ merits. Towards the end, he indulged a book signing session and gaily posed with the group for photo ops. 🛠️



**HABIT III:  
PUT FIRST THINGS FIRST**

Do you always find yourself wishing that you have more than 24 hours a day or more than 7 days a week just so you could be able to do all the things that you need to do? More often than not, we feel frustrated for not being able to do the things that we ought to do and for doing things which we ought not to have done.

If we stop for a moment and evaluate our situation, is it really extra time that we need or is it because we do not prioritize?

In the 1960s, Charles Hummel published a little booklet called *Tyranny of the Urgent*, where Hummel argues that there is a regular tension between things that are urgent and things that are important — and far too often, the urgent wins. Urgent things are activities that you or others feel require immediate attention. Important things are activities that you find valuable and that contribute to your mission, values and high-priority goals. It is called “Tyranny of the Urgent” because urgent things robs us of the important things in our life-relationships, time, productivity, quality of life, health, wealth and resources. Covey has another term for it, the -- time leadership/ time management matrix, which is also, called the Eisenhower matrix since some authors say that Eisenhower is the real inventor. But whatever name we call it, Covey asks us to Put First Things First (Habit 3).

If Habit 1 tells us we have to do it, and Habit 2 asks us to imagine it (first creation), Habit 3 is getting things done. How do we know what first things are? We go back to what we wrote in Habit 2—our Personal Mission Statement, our life map that guides us in our day-to-day decisions to achieve what is truly important to us. If I identified being a good spouse as one of my long-term goals, my schedule should show specific blocks of time dedicated to spending time with my spouse. We should focus on the things we really care about — the important.

**The time-leadership matrix**

The time-leadership matrix combines importance and urgency into a matrix to make up four (4) quadrants:

**Q1: the stress quadrant /necessity quadrant**

- This is the important and urgent quadrant.
- This is where you find the crises, projects close to their deadlines, urgent problems and so on.
- The strategy: Do Now!
- It needs to be done, and it needs to be done fast!

**Q2: the value /effectiveness quadrant**

- This is important, but not urgent.
- This is where you find education, working on your vision, investing in people and so on.
- The strategy: Schedule time.
- It needs to be done, plan time to do it before it gets urgent.

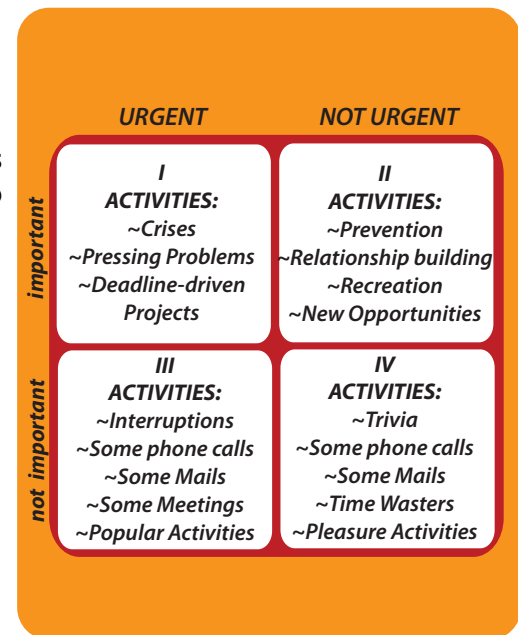
**Q3: the deception quadrant**

- It is urgent, but not important.
- This is where you find most interruptions, some meetings, other people’s chores.
- The strategy: Delegate.
- It needs to be done fast, but are you the one that needs to do it?

**Q4: the regret/waste quadrant**

- It neither important nor urgent
- This is where you find pass-times, some phone calls (you know them), the “too much” activities (too much television, too much internet).
- The strategy: Eliminate, Delete all, Send to trash bin.
- And why were you doing this again?

The things in Q1, asks us to act now, to deal with what is urgent. The challenge is for us to invest in Q2 because the more we invest in Q2, the smaller the need for



urgency (Q1 and Q3).

As we learn to Put First Things First, let us think about our coming week. Let us refer back to our Mission Statement as we do our weekly and daily planning. Are there urgent things that we need to do? Check if these urgent things rob us of our resources and decide if we’d rather spend on something truly important.

As Covey emphasized, let us not prioritize our schedules, let us schedule our priorities.

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- Dale Carnegie Leadership Training for Managers Manual
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- Google.com

**Editor's Note** 

*For your comments, suggestions and contributions email us at [boysenbrush@gmail.com](mailto:boysenbrush@gmail.com)*

*Best of Cheers! Art and Vergel*