

# Why Museums Matter

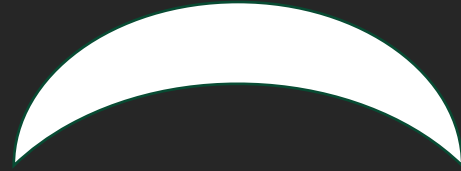
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**Ayala**MUSEUM **50**

For a great many people the art museum is a place of consequence because it offers through its collections, exhibitions, and programs; its physical presence and accessibility; and its community – opportunities for exploration, personal enrichment, fellowship, inspiration, pleasure, and, with accumulated experience, memories.

Daniel Weiss  
Former President  
Metropolitan Museum, New York City



Fascination

Transformation

The Stories We Tell

An Elevated Museum Experience

Community Engagement

# The Stories We Tell



Founded on research, scholarship & insight,  
we strive to tell stories that enable revisiting  
our history & culture with fresh eyes .




Ayala MUSEUM WITH THE COOPERATION OF León Gallery

# SPLENDOR

JUAN LUNA: PAINTER AS HERO

CO-PRESENTED BY  Ayala  AyalaLand  InLife

WITH THE MAJOR SUPPORT OF  BPI  smeg

OPEN FROM JUNE 12 TO DECEMBER 30, 2023

## Heed gov't warnings – PBBM

As Mayon continues to act up, ₱119-M funds, aid assured for affected residents



PHILIPINE ARTISTS' ASSOCIATION (PAA) members gathered to view the masterpieces of Juan Luna and other Filipino artists at the Ayala Museum. The painting shown is 'The Death of General Luna' by Juan Luna.

### Ayala Museum unveils long-lost Juan Luna masterpiece

The Ayala Museum unveiled a long-lost masterpiece by Juan Luna, 'The Death of General Luna', which depicts the hero's final moments during the Philippine Revolution. The painting, which was believed to be destroyed, was rediscovered in a private collection in the United States. It is now on display at the Ayala Museum as part of a special exhibition.

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### Marcos eyes stronger PH-China bilateral ties

President Marcos has called for stronger bilateral ties between the Philippines and China, emphasizing the need for mutual respect and cooperation in various fields.

#### SPORTS

Baseball: The Philippines national team is preparing for the upcoming Asian Cup tournament.

#### BUSINESS

Trade: The Philippines is seeking to expand trade relations with the United Kingdom.

#### LIFESTYLE

Fashion: The latest trends in fashion are being showcased in a new collection.

#### ENTERTAINMENT

TV: A new television series is set to premiere on a major network.



Participants of the June 12 job fair, which was held at the Ayala Museum, posing for a group photo.

### Trump took secret documents, put nat'l security at risk – indictment

A federal grand jury has indicted Donald Trump on charges of stealing, destroying, and covering up classified documents, including those related to national security.

### Over 11,700 overseas jobs available in June 12 job fair

The June 12 job fair, held at the Ayala Museum, attracted over 11,700 job seekers and offered a wide range of employment opportunities from various international companies.

### Pope thanks well-wishers, resumes work from hospital

Pope Francis has thanked his supporters for their prayers and wishes, and has resumed his work from the hospital where he is recovering from a recent illness.

### NLEX TOLL INCREASE STARTS JUNE 15

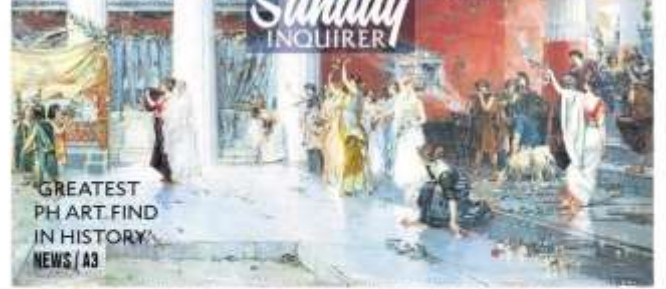
The National Expressway Corporation (NLEX) has announced a toll increase starting on June 15, which is expected to generate additional revenue for infrastructure projects.

### Victorian City Mayor: 'I'm proud to be a Filipino'

The Mayor of the City of Victoria, British Columbia, expressed his pride in his Filipino heritage and his commitment to fostering stronger ties between the two cities.

**NEW NORMAL PROTOCOLS: LET US KEEP EVERYONE SAFE AND HEALTHY**

- WEAR A MASK
- MAINTAIN APPROPRIATE SOCIAL DISTANCING
- ALWAYS WASH YOUR HANDS



### GREATEST PH ART FIND IN HISTORY

A long-lost masterpiece by Juan Luna, 'The Death of General Luna', has been rediscovered in a private collection in the United States. The painting, which was believed to be destroyed, is now on display at the Ayala Museum.

### AFGHAN REFUGEE PLAN STILL FOR REVIEW-ENVOY

The United States has announced a plan to accept a large number of Afghan refugees, but the plan is still under review by the State Department. The plan is expected to be finalized in the coming months.

### CATANDUANES ABACA FARMERS DEFY ODDS

Abaca farmers in Catanduanes are defying the odds and continuing to grow abaca despite the challenges posed by the pandemic and other factors.

### 7 YEARS SOBER: ARTIST EMERGES FROM LIFE'S 'TRAP'

A talented artist has emerged from a seven-year period of sobriety, sharing his journey and the challenges he faced during that time.

### TVJ OBTAINED TO KEEP 'EAT BULAGA' BRAND

The TVJ network has obtained the rights to the 'Eat Bulaga' brand, ensuring its continued presence on television.

### Victorian City Mayor: 'I'm proud to be a Filipino'

The Mayor of the City of Victoria, British Columbia, expressed his pride in his Filipino heritage and his commitment to fostering stronger ties between the two cities.

TRUTH SHALL PREVAIL

### BBM asks residents to follow evac orders

Barangay Business Management (BBM) officials have urged residents to strictly follow evacuation orders as the situation in Mayon remains volatile.

### Outage outrage: Enrile wants all airport execs fired

Senator Enrile has expressed his outrage over a power outage at an airport and has demanded that all airport executives be fired.

### Free train rides, new routes hared for June 12

The Department of Transportation has announced free train rides and new routes for the June 12 holiday.

### Shorter school year sought to allow return to old school calendar

Education officials are seeking a shorter school year to allow for a return to the traditional school calendar.

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Kapuso Mo, Jessica Soho (One at Heart, Jessica Soho) [Follow](#) · June 12 at 11:30 AM · 🌐

[Overview](#) [Comments](#)

TINAGURIANG "HOLY GRAIL OF PHILIPPINE ART" NA GAWA NG PINTOR NA SI JUAN LUNA, NAHANAP NA AT NAIWI SA PILIPINAS MAKALIPAS ANG MAHIGIT 100 TAON!

Ang dakilang pintor na si Juan Luna, mayroon pa raw isang obra maestra na sinasabing hinigitan ang Spoli... [See more](#)

Most relevant ▾

Alfonsa Adlawan  
I love The work and History of this so memorable.

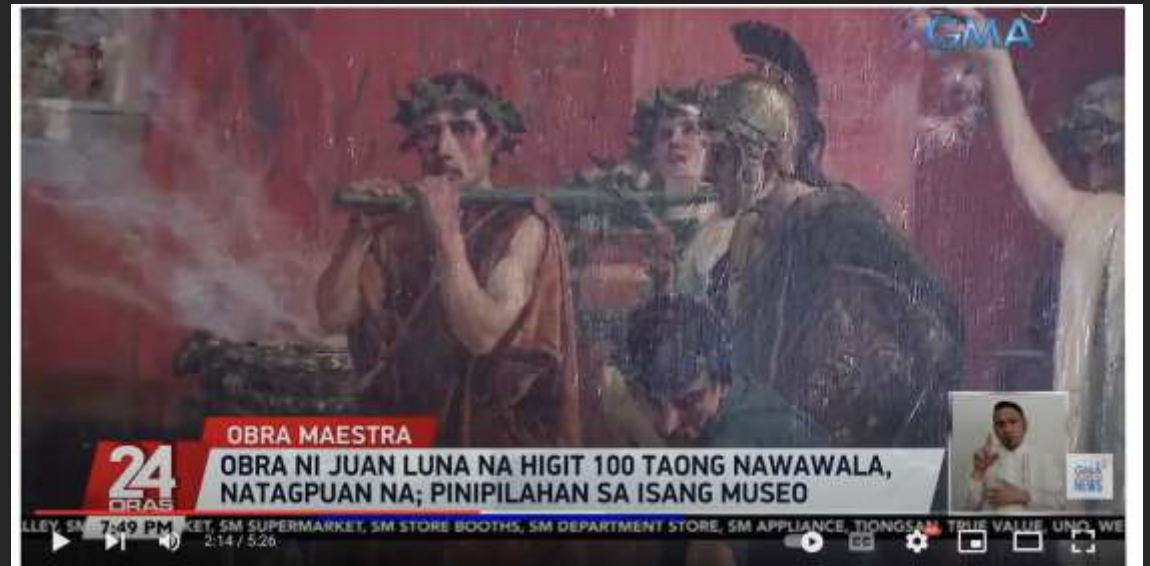
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👇 2 Replies

Write a comment...

Like Comment Share 🎉👍👏 Monica Araneta Tinsajo and 34K others · 1.2K comments · 989K views

Tinaguriang "Holy Grail of Philippine Art" na gawa ng pintor na si Juan Lun... [...](#)



GMA

**OBRA MAESTRA**

**OBRA NI JUAN LUNA NA HIGIT 100 TAONG NAWAWALA, NATAGPUAN NA; PINIPILAHAN SA ISANG MUSEO**

24 ORAS

7:49 PM 2:14 / 5:26

OBRA NI JUAN LUNA NA HIGIT 100 taong nawala, natagpuan na; pinipilahan sa isang museo | 24 Oras

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Magandang regalo sa mga Pilipino ngayong araw ng kasarinlan ang pagkakataong makita ang isang obra ni Juan Luna na higit 100 taon ding nawala. Kanina lang 'yan binuksan sa publiko.

[Show more](#)

# The Elevated Museum Experience

The use of thoughtful & innovative design concepts is a hallmark of the Ayala Museum experience.









Ayala MUSEUM

INFORMATION



# Community Engagement

Community engagement is about finding a role for the museum in the lives of the community we serve.

## Falk's Visitor Models



### **Experience Seekers**

Want to see the most renowned pieces and make memories.



### **Explorers**

Want to learn new information and understand new concepts.



### **Facilitators**

Want to ensure their companions meet their visit goals.



### **Hobbyists & Professionals**

Want to see and study specific pieces or exhibits.



### **Rechargers**

Want to relax in a peaceful atmosphere.



FREE DAYS



Ayala MUSEUM



**TEENS  
CIRCLE**  
Hangout

FREE AND  
EXCLUSIVE TO  
TEENS CIRCLE  
MEMBERS

Audience  
Development



**MUSEUM MEME  
CREATIVE JOURNAL**  
WITH NICA CO  
  
JULY 13, 2024  
2:00 PM - 5:00

PHOTO: [unreadable]  
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Ayala Foundation and Ayala MUSEUM

together with

**Avida**

present

Isang

# Dekada ng Musika

10th Anniversary of Uplifting Music at Ayala Museum

featuring

**RUSH HOUR**

MANILA SYMPHONY ORCHESTRA

THE 10TH ANNIVERSARY CONCERT:  
BEST OF RUSH HOUR

November 16, 2023 | 7 PM



CHRISTMAS TREE LIGHTING  
CONCERT

November 23, 2023 | 7 PM

### ADMISSION RATES

**P2000**  
Both Concerts

**P1500**  
One Concert Only

Includes four of the lectures, wine and canapés and souvenir item.  
Senior Citizen and PWD discounts apply to these eligible.

[ayalamuseum.org/concerts](http://ayalamuseum.org/concerts)

**Ayala MUSEUM 50**

10TH YEAR OF  
**HISTORY COMES ALIVE**  
WITH PROF. **AMDETH OCAMPO**  
**IS GOING ONLINE!**

**ACCESS RATE PER LECTURE**

<b>P1000 Regular</b>	<b>SEPT. 18 PANDEMIC</b>
<b>P700 Discounted*</b>	<b>OCT. 2 FAKE NEWS</b>
<b>P2700 Virtual Pass**</b>	<b>5PM-5:40PM   ZOOM</b>

\*Seniors, PWD, Members, Students, Teachers, AGC  
\*\*includes access to (2) HCA lectures and (1) RHC Online

Proceeds will go to Ayala Foundation's Student Online Access Program that provides internet access to students for one year

[virtualevents@ayalamuseum.org](mailto:virtualevents@ayalamuseum.org)

GET ACCESS  
Ayala MUSEUM  
**Virtual Pass**  
GIVE ACCESS

REGULAR PROGRAMMING



SUMMER  
ART  
WORK  
FOR  
ALL  
AGES





Thank you!

