



January 14, 2015

DIVISION MEMORANDUM  
No. 027 s. 2015

**“IBONG ADARNA: THE PINOY ADVENTURE”**

To: Assistant Superintendent  
Education Supervisors/Coordinators  
District Supervisors/OICs  
Elementary and Secondary School Heads  
Heads, Private Elementary Schools

1. Attached is a letter from Ms. Folla Alcantara, Marketing Officer of Paglaum Shows and Events in cooperation with Gurion Entertainment, Inc., inviting School Heads, teachers, students and all DepEd personnel to watch the film entitled, “Ibong Adarna: The Pinoy Adventure”.
2. Attendance of those who wish to watch the film is purely voluntary and no government funds should be involved.
3. School Heads must ensure that DepEd Order no. 9, s. 2005, entitled “Instituting Measures to Increase Engaged Time-on-Task for teachers and students” must be adhered to.
4. Wide dissemination of this Memorandum is desired.

**ARDEND MONISIT, ED. D.**  
Schools Division Superintendent

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January 5, 2015

**Dr. Arden D. Monisit**  
Schools Division Superintendent  
DepEd Division of Cebu Province  
Lahug, Cebu City

Dear Sir:

Paglaum Shows & Events in cooperation with Gurion Entertainment, Inc., presents for special screening the fourth film version of the 18<sup>th</sup> century epic about the magical bird with a voice that heals all ailments – **"IBONG ADARNA: THE PINOY ADVENTURE"**. It was first made into film in 1939 with Victor Salumbides at the helm. In 1955, Manuel Conde remade it in color and it featured Fred Cortes and Mila del Sol. Another version was released in 1972 and directed by Pablo Santiago, featuring the "Comedy King" - Dolphy and Rosanna Ortiz.

The showing of this film aims to entertain students and for them to appreciate Filipino tradition and good basic values like love for the family, others and environment.




The film will be shown in SM Cinemas- City Cebu & Consolacion. In this regard, we would like to invite your students to watch the film. Our general admission is pesos: Eighty Only (Php80.00).

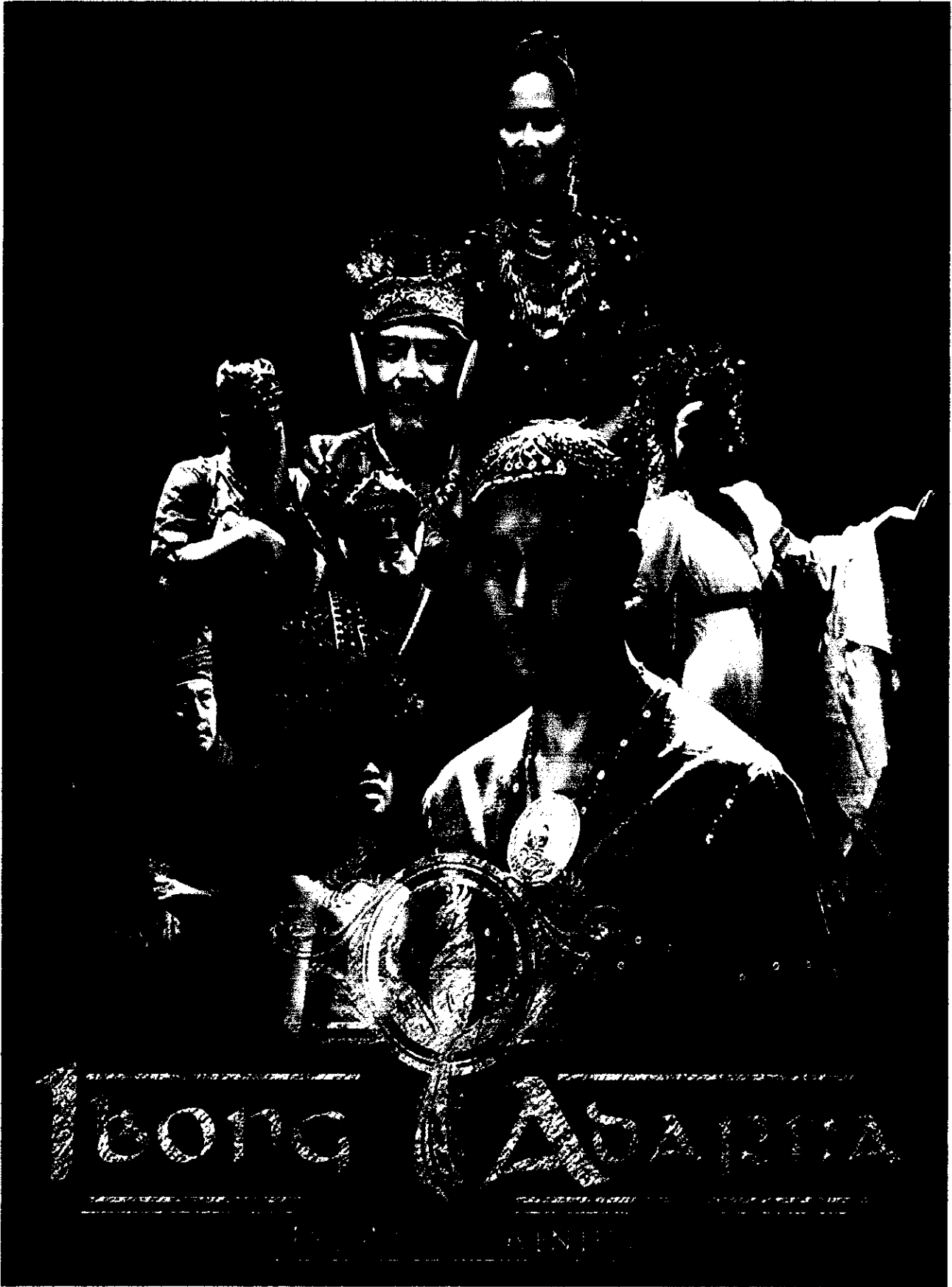
Administrators, School Heads, Faculty/Teachers and DepEd personnel will be admitted for free, their ID's shall serve as their complimentary pass.

For film bookings and inquiries, please text or call our Marketing Officers:  
Ms. Helen – 09174766878      Mr. AJ- 09065140908

Please find herewith are reading materials, DepEd Memo and other film details.

Daghang Salamat!

  
Folla Alcantara  
Marketing Officer  
#09159397888



**Prinsipe Sigasig  
(Rocco Nacino)**

**Cast**

**Sultan  
Mabait  
(Joel Torre)**



**Sultana  
Mabunyi  
(Angel Aquino)**



**Dulangkaw  
(Ronnie Lazaro)**



**Fairy  
(Pat Fernandez)**

**Sipsipayo  
(Benjie Paras)**



**Datu Maimbot  
(Leo Martinez)**



**DepEd Advisory No. 221, s. 2014**

**May 28, 2014**

**In compliance with DepEd Order No. 8, s. 2013  
this Advisory is issued for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph).)**

***IBONG ADARNA: THE PINOY ADVENTURE***

**The Gurion Entertainment, Inc. will stage its *Ibong Adarna: The Pinoy Adventure* movie in various schools and theater venues nationwide.**

**The showing of this film aims to entertain students and for them to appreciate Filipino tradition and good basic values like love for family, others and the environment.**

**The target viewers are elementary pupils, secondary students, teachers and administrators from both public and private elementary and secondary schools.**

**Participation of both public and private schools shall be subject to the *no-disruption-of-classes policy* as stipulated in DepEd Order No. 9, s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.**

## **Synopsis**

"Ibong Adarna," the 18th-century epic about a magical bird, is given "a Filipino cultural flavor" in this Jun Urbano film.

It starts off with the covetous and greedy Datu Maimbot (Leo Martinez) hatching a plan to snatch the throne from his half-brother, Sultan Mabait (Joel Torre). He asks the Witch (Lilia Cuntapay) to cast a spell on the sultan that leaves the latter too weak to lead his people.

Through an earthly being called nuno sa punso (Gary Lising), who also serves as the Guardian of the Tribe, the datu later discovers the existence of the only remedy to the ruler's malady. To keep the cure from reaching his brother, the datu volunteers to accompany the sultan's son, Prinsipe Sigasig (Rocco Nacino), who embarks on a journey to search for it.

Datu Maimbot brings along his dull-brained sidekick Sipsipayo (Benjie Paras). The prince leaves the sultan to the care of his mother, Sultana Mabunyi (Angel Aquino).

The three ride the karakoa, a sleek Filipino warship said to be swifter than the Spanish galleons, from the Land of the Noble in Mindanao to Mountain Province in Luzon to look for the magical creature called Adarna. It is believed that only the bird's marvelous singing voice can restore the sultan's health.

In their journey, they meet interesting characters like the man-eating giant (Kuhol); the fierce chieftain of the mountain people, Dulangkaw (Ronnie Lazaro); and the old beggar who turns into a beautiful fairy (Pat Fernandez) who eventually helps the prince reach the Adarna.

The story concludes with Sultan Mabait's health restored and Prinsipe Sigasig meeting the woman who will eventually be his queen (Karen Gallman).

# Press Release

Jun Urbano: "Ibong Adarna" is a cut above the rest"

"We want to offer something new to the Filipino audience—a film that's entertaining yet substantial. It's a cut above the rest in many aspects," said Jun Urbano, director of the epic "Ibong Adarna: The Pinoy Adventures."

Urbano said he was proud to have created the fourth film version of the 18th century epic about the magical bird with a voice that heals all ailments. "It's an honest-to-goodness and sincere film. It's worth viewers' hard-earned money. I hope that its audience, especially the students, would feel like they are watching the Hollywood adventure movie 'Indiana Jones.'"

"Ibong Adarna" was first made into film in 1939 with Victor Salumbides at the helm. Urbano's late father, Manuel Conde, was its technical supervisor. The movie featured Fred Cortes and Mila del Sol. In 1955, Conde remade it in color. Another version was released in 1972 and directed by Pablo Santiago. It featured Dolphy and Rosanna Ortiz.

## DepEd Endorsement

Urbano would like "Ibong Adarna: The Pinoy Adventure," which recently received the endorsement of the Department of Education, to tour schools and universities around the country starting August. It will be shown in select theaters nationwide starting [October 1].

Urbano said the script, which he co-wrote with Angelo Hernandez, was made "very Pinoy" so today's Filipino youth could relate to it. "Instead of a king, it has a sultan. It also has the nuno sa punso, the aswang and the Haribon, or Philippine eagle, and other popular local characters," he explained.

GMA 7 artist Rocco Nacino plays Prince Sigasig, who tries to save his ailing father, Sultan Mabait (Joel Torre), by bringing the Adarna bird to sing to the latter.

Leo Martinez plays the sultan's greedy and covetous half-brother, Datu Maimbot, who asks the Witch (Lilia Cuntapay) to cast a spell on the sultan. Benjie Paras is his dull-brained sidekick Sipsipayo; Angel Aquino, the sultan's wife Sultana Mabunyi; Ronnie Lazaro, the fierce chieftain Dulangkaw; and Gary Lising, the nuno sa punso. Binibining Pilipinas 2012 candidate Karen Gallman plays the Adarna.

Urbano said finding the perfect backdrop for the film that is set before the Spanish occupation was a major challenge. "We needed a place that hadn't been featured in any other period movie," he said, adding that he used the area surrounding Lake Pandi in San Pablo, Laguna, as the sultan's residence.

"The place is very colorful," he beamed. "We also shot at the Banawe Rice Terraces, which in itself is beautiful. The beach scenes were filmed in Calatagan, Batangas." Other sets were located in Tanay, Rizal and Quezon Province.

Creating computer graphic images and animated scenes was another difficulty that Urbano's team had to hurdle. "It took us six months to complete the animated Haribon, the giant, and nuno sa punso," the director said. Kohol, the sidekick to Urbano's alter-ego Mr. Shooli in "Mongolian Barbecue," plays the man-eating giant in the film. "From the photos we took of Kohol with different facial expressions we animated him and transformed him into a giant."

## Authentic Costumes

Urbano said he was especially proud of the costumes used in the movie. "They are all authentic. Most of the materials were bought in Mindanao. We patterned them after the colorful costumes worn by the T'boli people in South Cotabato," said Urbano, adding that he tapped multi-awarded production designer Joey Luna to work on the film.

"Ibong Adarna: The Pinoy Adventure" is Urbano's answer to what he perceives as a clamor for sensible film projects. "People just need to know there's such a film," he pointed out.

# PAGSUSURI NG PELIKULA

Pangalan: \_\_\_\_\_ Petsa: \_\_\_\_\_  
Taon at Seksyon: \_\_\_\_\_



## I. Paksa / Paksang Diwa: \_\_\_\_\_

Halimbawa:

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|---------------------------|--------------------------------|
| a. suliranin pampamilya   | e. digmaan                     |
| b. pag ibig sa kapwa      | g. pag ibig sa bayan           |
| k. pangkabuhayan          | h. impluwensya ng kapwa        |
| d. matatandand paniniwala | i. karupukan ng puso at iba pa |

## II. Aral / Mensaheng ibig ihatid sa mga manonood:

Magbigay ng tatlong aral o mensaheng mula sa pelikula:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## III. Tauhan:

a. Sino (sinu-sino) ang (ang mga) pangunahing tauhan? Ano ang kanyang papel na ginagampanan at ilarawan / ibigay ang mga katangian.

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b. Sinu-sino ang mga pantulong na mga tauhan at ilarawan ang bawat isa:

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c. Mainam ba ang ginawang pagpili ng mga tauhan? Patunayan ang sagot.

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## IV. Tagpuan:

Malinaw, kapani-paniwala at kaakit-akit ba ang ginawang pagpili ng mga tagpuan? Patunayan ang sagot.

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