



sinekultura
i n c o r p o r a t e d

company profile

Sinekultura was incorporated on September 5, 2008. It started out with the coming together of three propitious minds with a common passion for arts and culture. Having been exposed since birth to Filipino ways, these three individuals gleam with pride when it comes to their heritage. Film and the performing arts hold a special place in their hearts as they themselves have been immersed in them.

The company is fresh and inventive and will delve into production and events management... one that is dedicated to the promotion and advocacy of Filipino talent, artistry and creativity. Its founders want to take the Filipino one step further in the world of arts and culture through mass communication. They want the world to know what the Filipino is all about.

Sinekultura aims to tell the stories of the Philippines and its people through the magic and narration of film, the gestures and expressions of stage and the melody and composition of music. All of which evoke emotion and consciousness from the world.

Sinekultura. Experience the global Filipino.

mission

Sinekultura, Inc. is dedicated to the promotion and advocacy of Filipino talent, artistry and creativity. The company intends to deploy a multi-media strategy for its projects to create awareness, substance and success. The primary goal is to juxtapose the arts with modern living... alongside innovation, modernization and globalization for a more balanced way of life.

vision

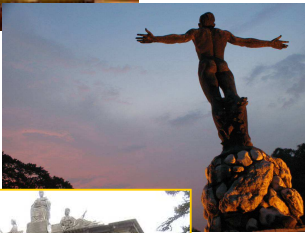
Sinekultura, Inc. has one vision: the elevation of the Filipino onto a global stage where arts and culture is front and center. By tapping the rich heritage of the country and its people, it will allow for a dynamic synergy of talent, artistry and creativity that will evoke both emotion and consciousness from the world.



the founders

Having a common passion for the performing arts, these three individuals came together one night and planned a film festival that will showcase Filipino independent films. From that fateful night, the idea was born for Sinekultura and a new bond was formed between Arvee, Liza and Rex.

Arvee and Rex were college friends. Both have a degree in Bachelor of Arts Major in Communication Arts from the prestigious University of Santo Tomas in Manila, Philippines. The two were part of a core group of event planners and managers specifically handpicked by the college's course administrator. They were responsible for two of the most successful university-wide pageants of their time. While Arvee concentrated on project management which included budget planning and venue scouting, Rex worked on the technical side of things playing the role of overall Technical Director overseeing lighting design and score selection.



After graduating from the course, the two went their separate but similar ways, Arvee staying in touch with the production world through various part-time positions which included working as a production assistant up to production manager. Rex, on the other hand, went on to putting up his own events management company. His first project enabled him to post a 33% capital growth within the company's first month of operation, which he invested in other projects

Meanwhile, on the other side of town, Liza was making waves in the University of the Philippines' Theater Department. She had worked with a lot of the institution's well-known media personalities. She also played pivotal roles in various stage plays that toured the country and further went on to appear in television. Undoubtedly, her

training in the performing arts has widened her scope of vision and deepened her love for the trade.

Fast forward 10 years later and in an entirely different country, the three got to know each other through common friends and became fast friends themselves through a shared interest: a deeply rooted love for their heritage and its culture.

The rich history of the Philippines makes for an expansive plethora of color, texture, flavor, music and stories. Hardened times molded its people into resourceful and hard working individuals. Talk to any Filipino and you will hear stories of success from struggles and adversities, no matter how minute, both in the homeland and even in a foreign country.

Due in part to love, perseverance and faith, the basic Filipino story of migrating to another country to provide a better life for loved ones is a common one. But assimilating in a new environment with entirely new practices and culture sometimes makes one's own identity fade in lieu of his new surroundings.

Being Filipino-Americans themselves, Arvee, Liza and Rex want to slow down the erosion that is happening in today's Filipino-Americans. They think it is important for every generation to know their roots and who they are as a people. By putting together events that promote gathering as a community while advocating Filipino talent, these three minds hope to instill pride and love for anything Filipino, that Filipino arts and culture is worth paying attention to and making it a part of our lives in America and that it lives on with future generations, that the Filipino is no longer confined in its homeland's more than 7,000 islands but is a citizen of the world.

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