

**November 4, 1969**  
**CULTURAL CENTER OF THE PHILIPPINES**  
**Sanctuary of the Filipino Soul**

**CULTURAL CENTER OF THE PHILIPPINES  
 STAMPS  
 (November 4, 1969)**

A special issue of postage stamps depict the Cultural Center of the Philippines is being released today, November 4, 1969, by the Bureau of Posts.

The stamps appear in sheets of 50 in denominations of 10 and 30 sentimos, heliogravure processed in one color by the Government Printing Bureau of Tokyo, Japan. One million of each denominations have been printed. The designers of the stamps are Supervising Philatelic Artist Nemesio Dimanlig, Jr. and philatelic artist Angel Legaspi. The format is horizontal, measuring 31x42 mm, excluding perforation.

Captured on the stamp is the simple and elegant facade of the Cultural Center of the Philippines Building. On the left side of the stamp is shown the symbol of the CCP (Cultural Center of the Philippines), which is derived from the ancient Tagalog script to form a modern abstract symbol of the three letters "K". The three K's (Katotohanan, Kagandahan, Kabaitan) stand for truth, beauty, goodness, the motto of the Cultural Center. The "K" symbol also has historic significance as it was the emblematic element in the flag of the revolutionary forces, the Katipunan. The symbol exudes the spirit the Center embodies - that of stimulating new modern forms out of traditional ones.

On the right side appears the denomination and written below the picture of the Center are the words "Cultural Center of the Philippines."

The Center was but an idea, seemingly impossible but a great idea, some 20 years ago. The dream of building a national theater remained a far-fetched dream until in September 1965, at the height of the presidential campaign and in the midst of a proclamation rally in Cebu City, Imelda Romualdez Marcos, first voiced her desire to build what is now the monumental Cultural of the Philippines.

Few people at the time believed in the sincerity of purpose of Mrs. Marcos or that she would seriously work for the fulfillment of her plans for such a Center. When she did become First Lady, the four-year drama of effort, struggle, dedication, frustration and heartaches began.

While the President pressed forward to build the nation with his economic and infrastructure programmes, Mrs. Marcos worked at fever pitch to accomplish her welfare beautification and cultural projects.

Critics were harsh and skeptical. Her project was too grandiose and ambitious, they said and they quickly foresaw its failure. But her great capacity for work, her tenacity of purpose and unbridled determination was crowned by triumph unparalleled in the history of civic enterprise.

Thus the Cultural Center of the Philippines which was once a vision, became a reality when it opened its doors on September 8, 1969. It rises on a twenty-one hectare 8210.000 square meters) piece of reclaimed land jutting out into the



Manila Bay along Roxas Boulevard, one of the most beautiful sites of the country. The location is accessible to the great population of the Manila area and the surrounding cities and districts where it attracts the greatest number of foreign and provincial visitors.

The Center as designed is contemporary and functional in structure: simple and elegant in tone. Through its modern and technically adequate facilities, the Center aims to provide regular fine entertainment by local and foreign artists to the Filipino audience at reasonable admission prices. The facilities of the Center shall be available to serve as a center for the performing arts and a permanent exhibition house of artists, painters, sculpture, graphic designers, etc. and a depository of Filipino cultural artifacts. The public will be exposed to the high forms of art, will be kept aware of artistic currents and feel involved as spectator or participant in the development of their own culture.

The architectural complex consists of a theatre for the performing arts; a museum and art gallery to serve as a treasure house of cultural artifacts and works of art; an art and music library; an open amphitheatre for outdoor concerts, pageants and other artistic performances.

Just when the Center had become an incredible reality early this year, it was subject to political demagoguery and its legality was questioned. Far from being discouraged by her critics. The First Lady came out of the experience with an even more steel-hardly determination to complete the Center's offering that will reach people in all levels of society to participate in the enjoyment of the best in Philippine as well as foreign cultural shows.

As Mrs. Imelda Romualdez Marcos said: "When a man has no time for beauty, he is only half a man. When a people cannot sing or dance or act, when they cannot tell stories or paint pictures of what is in their hearts, they are doomed to isolation and loneliness. When men cannot share their dreams in buildings or in statues, they cannot understand each other. A nation must have a place for Art, or it remains a stranger sitting in the shadow, outside the sunlit circle of the human family."

"This building will help us discover what we have been and what we are - magnificent human, yet uniquely Filipino."