

Company: Megaworld Lifestyle Malls, Taguig City, NCR, Philippines
Company Description: Megaworld Lifestyle Malls is the retail and commercial development arm of Megaworld Corporation, one of the Philippines’ largest real estate companies. As the country’s premier developer of lifestyle destinations with exceptional designs, offerings and experiences, its mission is to make happiness and meaningful connections a lifestyle for its communities.
Nomination Category: Event Categories
Nomination Sub Category: Brand & Experiences - Launch Event
Nomination Title: The Launch of the REP Eastwood Theater: A New Stage for Philippine Arts



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

Supporting Video Link:
<https://www.youtube.com/watch?v=RxTky30zoHM>

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 446 words used.

The launch of the REP Eastwood Theater was conceived as a cultural milestone for Philippine performing arts—an event designed not only to celebrate a new venue but to shift public perception of where and how theater can thrive. Repertory Philippines (REP), one of the country’s most respected theater companies, partnered with Megaworld Lifestyle Malls to reimagine an urban performance space within Eastwood City, a vibrant commercial and residential district in Quezon City. The launch event served as both a symbolic opening and a strategic campaign to elevate theater into the mainstream.

The goal was clear: to create a high-impact event that would establish the REP Eastwood Theater as a new cultural landmark, reach untapped audiences, and position Eastwood City as a forward-looking destination for the arts. To achieve this, the launch was meticulously planned to blend artistic integrity with broad public engagement.

The event development was a collaborative effort between REP and Megaworld’s marketing, PR, and events teams. The space—a former cinema converted into a 500-seat modern theater—was unveiled through a day-long launch featuring immersive experiences. Guests were welcomed through a theatrical red-carpet entrance, with REP actors in costume providing live previews from their opening production. Inside, a curated exhibit walked guests through the legacy of REP and the journey behind the theater’s transformation. A ceremonial ribbon-cutting was held with Quezon City Mayor Joy Belmonte, REP leadership and Megaworld executives, followed by a preview performance that showcased the venue’s capabilities.

The guest list included media partners, theater supporters, content creators, and local government officials. Exclusive access was granted to press and influencers, encouraging real-time content generation and post-event amplification.

The results were powerful. The launch weekend drew [REDACTED FOR PUBLICATION] coverage from national media outlets including Manila Bulletin, Philippine Star, ABS-CBN, and GMA. Influencers and culture creators shared authentic, behind-the-scenes content, helping introduce live theater to younger audiences and digital-first communities.

Beyond numbers, the launch left a lasting cultural imprint. It reframed theater as a vital, accessible part of community life. Audiences who had never stepped into a black box or concert hall were suddenly drawn into an artistic experience without needing to leave the mall. The event redefined not just a venue, but the potential of arts integration within modern urban spaces.

The REP Eastwood Theater launch proved that when art is placed in the center of daily life, people respond—not just with applause, but with presence, curiosity, and connection. It marked the beginning of a new era, not only for REP, but for Philippine arts.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Attachments/Videos/Links:

[The Launch of the REP Eastwood Theater: A New Stage for Philippine Arts](#)

[REDACTED FOR PUBLICATION]