

Company: Ayala Malls Centrio Cagayan de Oro City

Company Description: Ayala Malls Centrio is the Northern Mindanao's gateway to an elevated and vibrant lifestyle. An intimate and familiar oasis to adventure seekers. A nurturing haven to growing communities. A forefront in unboxing connectivity and bringing people together on an experiential customer journey. Home to the best shopping, dining and entertainment in the region.

Nomination Category: Event Categories

Nomination Sub Category: Art, Entertainment & Public - Music Event

Nomination Title: Ayala Malls Centrio Sonata: Where Local Artists Take Center Stage

1. 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 510 words used.

The local music industry is facing significant competition from global music trends with streaming platforms often highlighting international hits, which frequently overshadow local artists in the music landscape. Cagayan de Oro (CDO) is home to many local musicians who have contributed to the Philippine Music Industry. However, there is still a scarcity of platforms and opportunities for local talents to showcase their musical prowess since CDO is distant from the Philippines' main capital, where artists have greater opportunities to promote their music.

Throughout the years, Ayala Malls Centrio has been consistent in supporting various communities of artists and promoting the rich culture of Cagayan de Oro with the various talents of the Kagay-anons (residents of the city). Being the mall of choice for entertainment and community events among residents and visitors, Ayala Malls Centrio produced Sonata: Bisaya Music Festival to address the scarcity of avenue and opportunities for rising artists in the local music scene and showcase talents from Visayas and Mindanao.

Sonata: Bisaya Music Festival was a three-day event with a curated lineup of Bisaya bands and musicians, featuring various music genres such as Classic, Pinoy-POP (Filipino Pop), and traditional folk music. The festival featured live performances from both popular and rising local musicians. It kicked off with "Alab ng Himig," a competition that celebrated the exceptional vocal talents of solo artists with 19 participants, followed by "Hinugyaw sa Musika", which spotlighted 16 local bands and their vibrant performances. With its mix of powerful performances and a celebration of regional talent, the festival truly embodied the spirit of Bisaya music and shone the spotlight on local talents. Sonata concluded with dynamic sets from Urbandub and OH! CARAGA, two highly popular Filipino bands from the Visayas and Mindanao, adding excitement to the festival's final day.

Sonata received positive feedback from the Kagayanons and the online community for its support of local artists and the exceptional experience for attendees. Responses from attendees highlighted that the festival was a pleasant surprise since it was the first of its kind in the malls of Cagayan de Oro, and the local music line-up was applauded for. Attendees expressed strong intent to support future events, with requests for more music-related activities at Ayala Malls Centrio. Sonata achieved impressive social media engagement, reaching 356,023 people, with 198,308 post engagements, and 482,532 impressions. It also boosted mall foot traffic, averaging 78,195 visitors in 2024, a 12.15% increase from 2023.

Building on its success, the Sonata Bisaya Music Festival has been adopted by Ayala Malls Centrio's sister malls across Visayas and Mindanao: Ayala Malls Capitol Central, Ayala Center Cebu, Ayala Malls Central Bloc, and Abreeza Davao each hosted their versions of the festival, spotlighting local talents from the Visayas and Mindanao.

The local music industry has a way of bringing people and communities together. Through this event, Ayala Malls Centrio has amplified the voices of local artists and the vibrant harmony of the Visayas and Mindanao. Sonata has provided a spotlight in elevating local artists to the forefront of the music scene.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:
3. 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
4. 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:

Attachments/Videos/Links:

[Ayala Malls Centrio Sonata: Where Local Artists Take Center Stage](#)



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