



The **UP Guitar Society**, a student organization under the College of Music, University of the Philippines, founded to support guitar students by systematizing recital roles, performer rotations, and backstage technical work to help address the academic and logistical challenges of student performances.

The UP Guitar Society is organizing **PLUCKado: A Plucked String Festival**, a year-long festival with a kickoff event to be held on **January 27–31, 2026 at the College of Music, University of the Philippines Diliman, Quezon City**. The festival aims to highlight the cultural and educational significance of plucked string instruments—such as the guitar, ukulele, and harp—through performances, workshops, masterclasses, and forums.

This month's event is a collaboration with ALAMA Guitars and the UP Strings and Chamber Music Department, which will feature performances and jam sessions with local indie artists like Johnoy Danao and Bernard Palanca, alongside student performers from the University of the Philippines. It will also include ALAMA Guitar's instrument exhibit and a luthiery forum focusing on guitar-making in the Philippines. Ending this weeklong event is a masterclass and concert of Duo Zaher, a prestigious classical guitar duo by Sara and Sanaz Zaher based in Vienna. They have performed on numerous renowned stages worldwide and have conducted masterclasses at leading guitar festivals and music academies.

Below is the schedule of activities for the festival:

Date	Time	Activities	Performers/Speakers	Venue (College of Music, UP Diliman)
January 27	4 to 5:30 pm	Opening Library Jam (Open mic)	Nicole Laurel Asencio Gabe Dandan Mike Bon Caleb Claro UP Guitar Society UP Music Circle	College of Music Library
January 27 - 31	1 to 7:30 pm (Jan 27, 1 - 4 pm)	ALAMA Guitars Display	Alama	Museum of Instruments Hallway/Lobby
January 28	4:30 to 6 pm	Jam Session 2	Bernard Palanca Benjie Tech Smudge UP Guitar Society UP Music Circle	College of Music Frontyard
January 29	4:30 to 6 pm	Jam Session 3	Johnoy Danao Delora Nova Ennio Reyes Ara Dizer UP Guitar Society UP Music Circle	College of Music Frontyard

UP GUITAR SOCIETY

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January 30	1 to 5 pm	Guitar Clinic Consultation	ALAMA Guitars	AH 211
	3 pm	Duo Zaher Masterclass	Duo Zaher	Mini Hall
January 31	1pm to 4pm	<i>Forum</i> Guitar-Making in the Philippines: Opportunities and Challenges in Guitar Luthiery	William Alama Crisron Lucas	Mini Hall
	6 pm	Duo Zaher Concert* TICKETED CONCERT (for more details, refer to UP Guitar Society Facebook page)	Duo Zaher	David M. Consunji Theater, UP ICE Main Building

If you have any questions or require additional information, you may contact us at
upguitarsoc@gmail.com.

We sincerely hope to see you at PLUCKado.