



PHILIPPINE CONSULATE GENERAL
P R E S S R E L E A S E

PR-CBR- -09

19 October 2009

Francisco V. Coching: Filipino Master Komiks Artist
On view at the Philippine Center
October 26 - November 6, 2009



The Philippine Consulate General and The Lenore RS Lim Foundation for the Arts present an exhibit of FRANCISCO V. COCHING (1919-1998), popular novelist illustrator of the comics. The exhibit entitled “FRANCISCO V. COCHING: FILIPINO MASTER KOMIKS ARTIST” features illustrations of Coching’s body of works.

A two-time National Artist Award short listed candidate, Dean of Pilipino Komiks Illustrators, wrote and illustrated 55 novels with 51 of them adopted into movies.

He was a popular komiks personality from 1930 to 1970 producing komiks character such as Hagibis, Barbaro, El Indio, Satur, Lapu Lapu, Pedro Penduko, Movie Fan, Maldita, Talipandas, Condenado, Dimasalang among others.

Coching’s panels are distinctive in that they are fairly busting at the seams with virile energy, as well a muscled heroes strike dramatic poses and explode into action. Not only did Coching render his pages in mind boggling detail with richness in line and shading that remains unsurpassed. He was also a master of the visual vocabulary of the komiks, choosing the most dramatic angle, zooming in for the decisive moments creating detailed, historically accurate

backdrops for his stories, and moving the plot along at a break pace. He was also and rarity in that he wrote and illustrated his own stories, whereas most serials were collaboration between a writer and an illustrator.

Coching received from Malacanang the Presidential Merit Award and the Cultural Center of the Philippines “Gawad CCP Para Sa Sining” in Visual Arts in 2008.

Coching continues to connect today, as he has connected and communicated with millions of Filipinos as far back as 1934 with his illustrated comics and novels. Coching articulated a vernacular aesthetic and a popular sensibility that are keenly sensitive to both the traditions and transformations of the world of the common people. His art and his stories contain the fibers of human life dramas so close to our realities, and yet part of living fantasies.

Coching retired at the age of 73 at the height of his career.

The Philippine Center is located at 556 Fifth Avenue, New York, NY 10036. The exhibit is open from Monday to Friday 9:00 am to 5:00 pm.

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