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JOIN THE

CALLING ALL CREATIVES...

ORIGORAM

PROJECT



/. ABOUT THE ORIGARMY PROJECT

1 WHAT IS ORIGARMY?

The OrigArmy Project is the creation of Melbourne based Digital Creative Agency 10FOLD.

The idea behind OrigArmy is for creatives to make and share their unique 10 OrigArmy animals by applying their own personal style to each one. It is an opportunity for creatives to showcase their original flair, achieve recognition for their work and develop an online community to inspire ideas around the globe.

2 HOW DOES IT WORK?

The project will be running for 10 months, beginning on 01 February 2013 through to 15 December 2013. At the beginning of each month, the instructions for each OrigArmy animal will be available for download from www.10FOLD.com.au/OrigArmy

To enter, simply construct your OrigArmy animal, take a photo and post it with your details on the 10FOLD Facebook wall. There will be a monthly winner and an overall annual winner.

3 WHO CAN ENTER?

Anyone can enter - whether you are an illustrator, designer, photographer, OrigArmy-ist, student, school or company. There are no limitations on how you style your OrigArmy animal, it can be a printed photograph, graffiti, wallpaper pattern or even manual style arts and crafts. The choice is yours!

4 HOW DO I ENTER?

- 4a. Download the instructional PDF each month from www.10FOLD.com.au/OrigArmy. Open the PDF in Adobe Illustrator or Photoshop and superimpose your unique design over the top of the diagram.
- 4b. Print off the page trimming the image to the square shape.
- 4c. Follow the OrigArmy instructions in the PDF to construct your animal.
- 4d. Take a photo of your masterpiece. Smart phone specs are standard.
- 4e. Visit www.Facebook.com/10FoldCreative and post the image accompanied by your full name, location, institute or company and email address on the 10FOLD Facebook page.
- 4f. All entries will then be published on www.Facebook.com/10FoldCreative page for public viewing and voting.
- 4g. Sign up to the 10FOLD newsletter at www.10FOLD.com.au to receive the announcement of the winners at the end of each month.
- 4h. Winners will be announced on the 5th of each month. Should the 5th fall on a weekend, the winner will be announced on the following business day. Don't forget to 'like' your favourites and share your creation with your friends to help your chances of winning!
- 4i. Return to www.10FOLD.com.au/OrigArmy at the start of each month to download your next OrigArmy challenge.

5 ARE THERE PRIZES TO BE WON?

Yes. Prizes will be awarded based on the number of likes received on the 10FOLD Facebook page www.Facebook.com/10FoldCreative.

There are also prizes for the runner up each month, as well as a 'Platinum Origrammy Award' for the OrigArmy receiving the most likes throughout 2013.

See page 3 for a full list of prize details.

6 TERMS AND CONDITIONS

- 6a. The OrigArmy project is open to residents from all over the world and multiple entries are accepted, however every entry must be submitted separately.
- 6b. Entries must not be of an offensive nature and 10FOLD reserve the right to disqualify any entry deemed inappropriate for publication.
- 6c. Entries for September's Fox OrigArmy are accepted from 01 September 2013 until 31 September 2013.
- 6d. Although the entry remains property of the entrant, the name and photograph of the winner may be used for promotional purposes by 10FOLD.
- 6e. Voting for September's Fox OrigArmy will commence the 01 September 2013 and will finish on the 31 September, 2013.

/. ORIGARMY PROJECT AWARDS

PLATINUM ORIGRAMMY AWARD

The OrigArmy receiving the most likes throughout 2013 will receive the Platinum Origrammy Award consisting of:

WINNING IMAGE OVER THE YEAR WILL BE DISPLAYED TO OVER 15,000 VIEWERS VIA:

- 10FOLD WEBSITE
- 10FOLD MONTHLY E-NEWSLETTER
- 10FOLD FLICKR
- 10FOLD BEHANCE
- 10FOLD COROFLOT
- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

AS WELL AS THE EXPOSURE, PLATINUM ORIGRAMMY WINNERS WILL RECEIVE:

- iTUNES GIFT VOUCHER
- SIGNED COPY OF PATTI ASTORS 'FUN GALLERY' BOOK
- SIGNED POSTER OF THE PATTI ASTOR'S 'FUN GALLERY'
- LIMITED EDITION FUN GALLERY T-SHIRT BY BURN CLOTHING.

GOLD AWARD

The OrigArmy receiving the most likes each month will receive the Gold Award consisting of:

WINNING IMAGE EACH MONTH WILL BE DISPLAYED TO OVER 15,000 VIEWERS VIA:

- 10FOLD WEBSITE
- 10FOLD MONTHLY E-NEWSLETTER
- 10FOLD FLICKR
- 10FOLD BEHANCE
- 10FOLD COROFLOT
- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

AS WELL AS THE EXPOSURE, GOLD WINNERS WILL RECEIVE:

- iTUNES GIFT VOUCHER

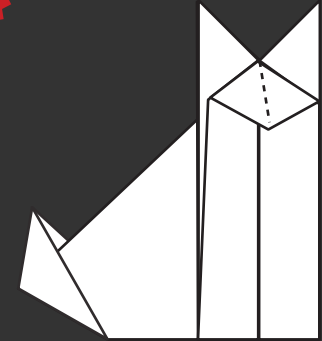
SILVER AWARD

The OrigArmy receiving the top 10 likes will receive the Silver Award consisting of:

TOP 10 IMAGES PER MONTH WILL BE DISPLAYED TO OVER 2,000 VIEWERS VIA:

- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

8



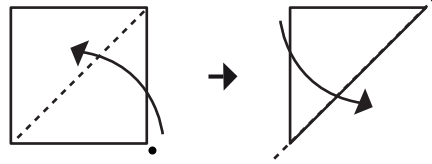
FOX

10 FACTS ABOUT FOXES

1. Foxes are members of the dog family.
2. Foxes are the most widespread species of wild dog in the world. They are found in the countryside, cities, forests, mountains and even the desert!
3. A female fox is called a "vixen".
4. Foxes are the only type of dog capable of retracting their claws like cats do.
5. When fox pups are born, they are unable to see, hear or walk.
6. Grey foxes who live in North America are the only type of dogs who can climb trees.
7. Foxes eat just about anything, including berries, worms, spiders and small animals such as mice and birds.
8. Foxes are mainly nocturnal animals.
9. Foxes also have vertical pupils that look more like those of cats than the rounded pupils that other dogs have.
10. A group of foxes is called a "skulk" or a "leash"

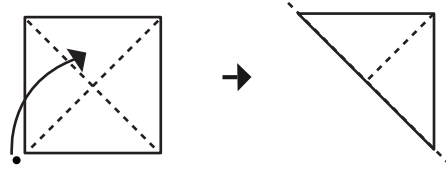
1

Fold the paper in half diagonally, pulling the dotted corner up to meet the top left hand corner, then unfold.



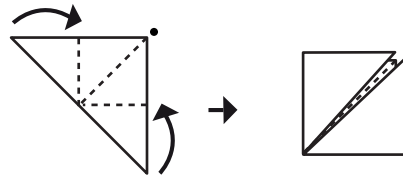
2

Fold the dotted corner diagonally up to meet the top right hand corner as shown. Crease well.



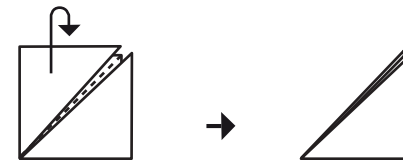
3

Fold the top left and bottom corners to meet the dotted corner as shown. Crease well.



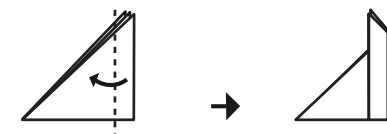
4

Fold the top left half behind the bottom right half as shown.



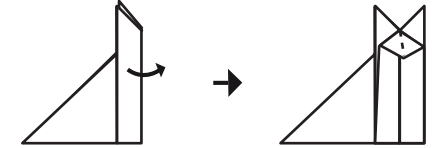
5

Fold the left side of the model to the right along the dashed line as shown.



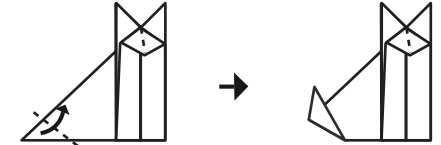
6

Fold the top layer back to the right to reveal the fox head and ears.



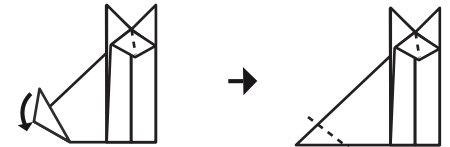
7

Fold the tail diagonally up along the dashed line as shown. Crease well.



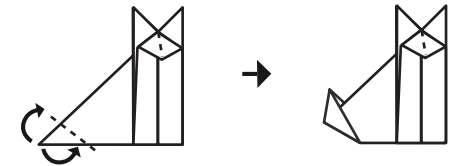
8

Unfold the tail so it is in its original position from step 7.



9

Reverse fold the tail using the crease created in steps 7 and 8 as shown.



10

Take a photo of your fox and post it with your details on the 10FOLD Facebook wall:
www.Facebook.com/10FoldCreative

