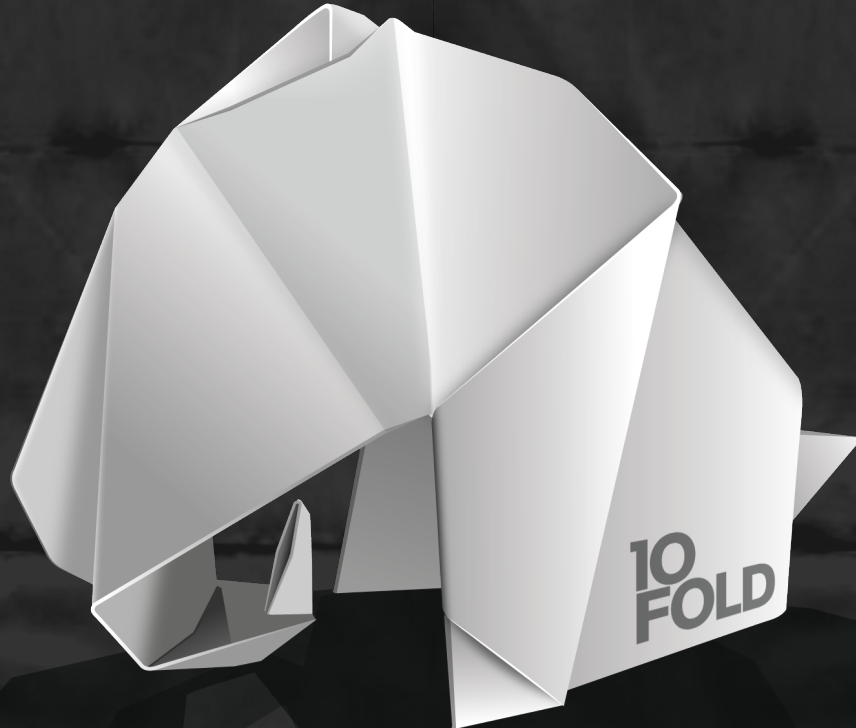1

JOIN THE

CALLING ALL CREATIVES...

ORIGOBUG

PROJECT

10 FOLD

/. 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 of 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. On the 1st day 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 message it to us with your details via Facebook. There will be a monthly winner and an overall annual winner.

3 WHO CAN ENTER?

Anyone can enter whether an illustrator, designer, photographer, OrigArmy-ist, student, school or company. There are no limitations on how you style your OrigArmy animal, whether it's a printed photograph, graffiti, wallpaper pattern or a 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 message us the image with your full name, location, institute or company and email address.

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 notified via Facebook each month.

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. Each month we will be uploading the images sent to our 10FOLD Facebook page. 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 February's Elephant OrigArmy are accepted from 01 February 2013 until 28 February 2013.

6e. Voting for February's Elephant OrigArmy will commence the 01 February 2013 and will finish on the 28 February, 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.

/. 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

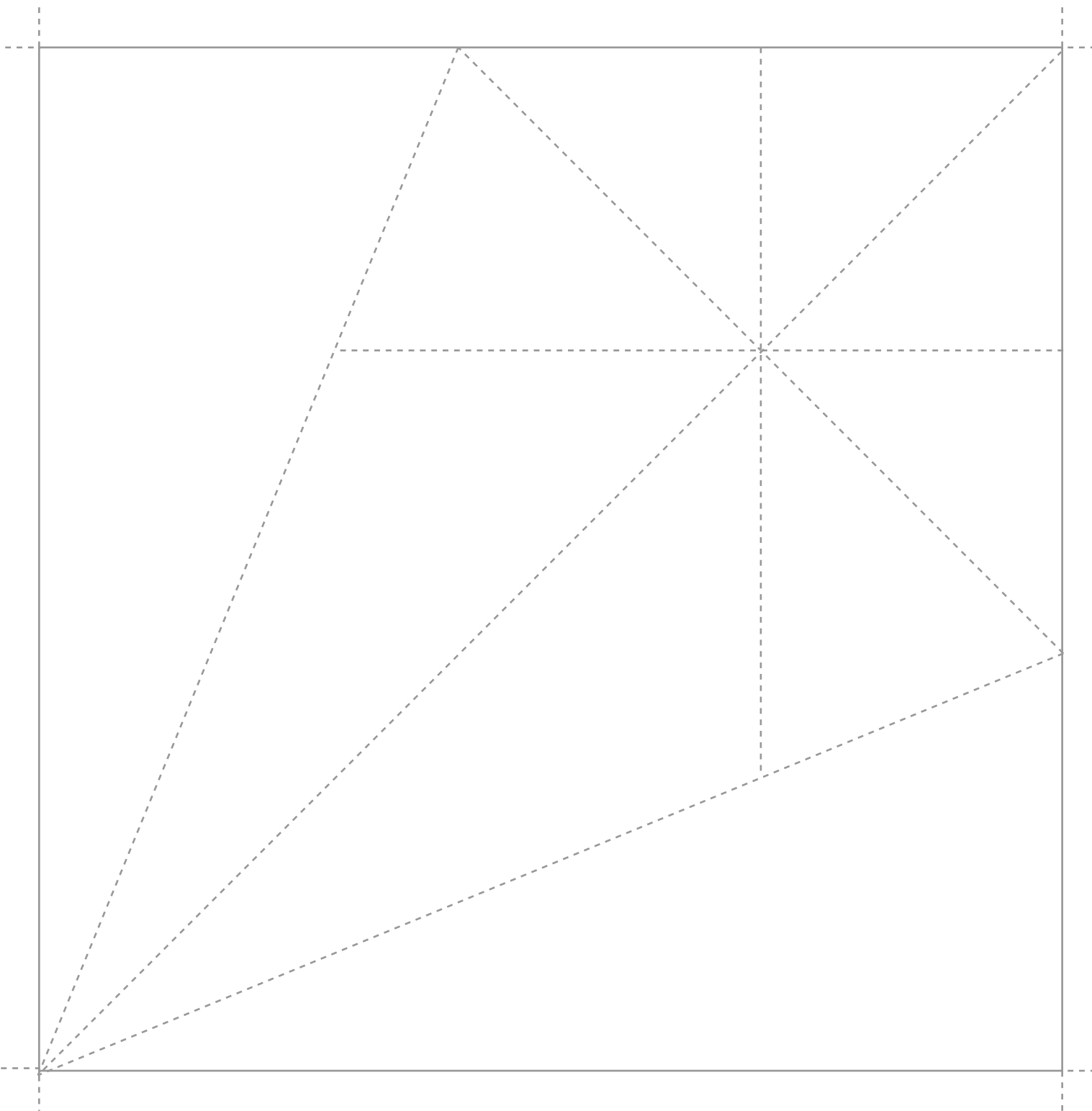### AS WELL AS THE EXPOSURE, GOLD WINNERS WILL RECEIVE:

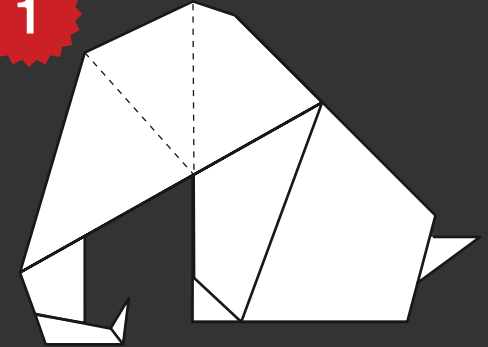- iTUNES GIFT VOUCHER

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

ELEPHANT

10 FACTS ABOUT ELEPHANTS

1. An elephant can eat 136kg of food in one day.

2. An adult african elephant's trunk is roughly 2 metres long and has no bones, but has approximately 150,000 muscles and nerves.

3. An elephant's pregnancy lasts 22 months.

4. Elephants can live up to 70 years old.

5. Elephants have passed the mirror test, which means they can see themselves in the mirror.

6. Elephants normally only sleep 2 or 3 hours each day as they need to spend time eating to support their huge size.

7. Elephants are the only mammal that can't jump.

8. Even though elephants have giant ears they have poor hearing abilities.

9. An elephant can smell water 3 miles away.
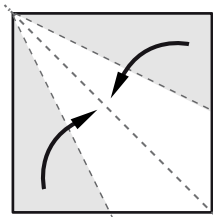
10. Elephants have developed a sixth toe.

1
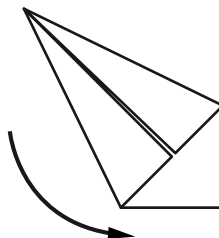Fold the paper in half diagonally and open again.
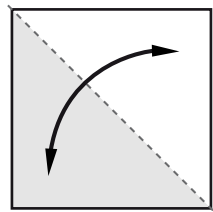
2
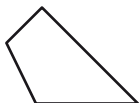Fold the outside corners into the center line and crease well.
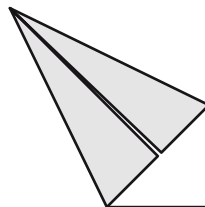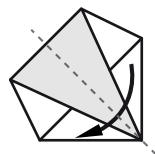
3
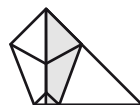Fold the top point down to meet the opposite point as shown and crease well.
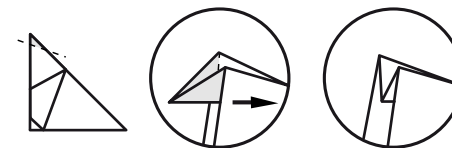
4
Fold the model in half.

5
Fold the front left flap back and crease as shown.

Flip the model over and repeat on the opposite side.

6
Crease the top point on the angle shown. Reverse fold inwards to square it off.

7
Pull out the flap from the inside of the model to create the elephant's trunk.
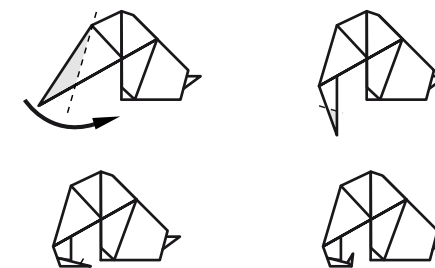
8
Crease tail on the angles shown and reverse fold inwards.

Then pull a small bit outwards to form the elephant's tail.

9
Crease and reverse fold on the angles shown to curl the elephant's trunk.

10
Take a photo of your elephant and message it through to:
www.Facebook.com/10FoldCreative