6

JOIN THE   CALLING ALL CREATIVES...

ORIGAMY

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 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 July's Seal OrigArmy are accepted from 22 July 2013 until 31 July 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 July's Seal OrigArmy will commence the 22 July 2013 and will finish on the 31 July, 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:
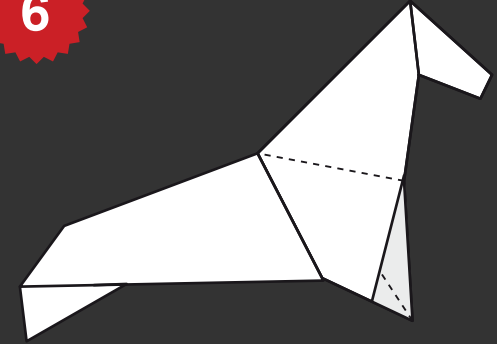
- iTUNES GIFT VOUCHER

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
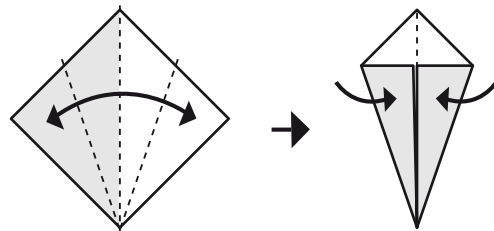- 10FOLD BLOG
- 10FOLD TWITTER

SEAL

10 FACTS ABOUT SEALS

1. Seals find prey by detecting vibrations with their whiskers.

2. Seals were originally land animals with short limbs that have evolved into flippers over time.

3. Male seals are called bulls; females seals are called cows.

4. Seals can sleep underwater, surfacing to breathe without awakening.

5. Seals can be found accross the globe in both polar and tropical waters.

6. All seals are carnivores. Their diet consists mostly of fish, crustaceans and shellfish.

7. Seals can swim underwater for over 40 minutes.

8. The teeth of baby seals only grow when they eat something.

9. Seals spend most of their time in the water although they mate and give birth on land.

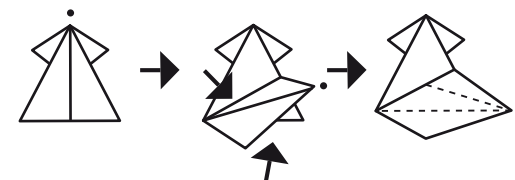10. Seals hear very well in both water and air and can snort, hiss, growl or sneeze.

1

Fold paper in half along the dashed line and open again.

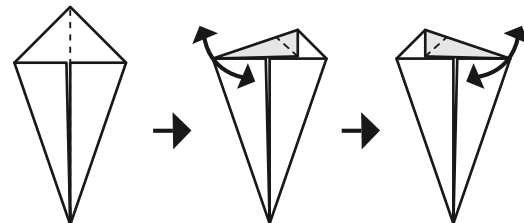Then fold each side into the center to meet as shown.

2

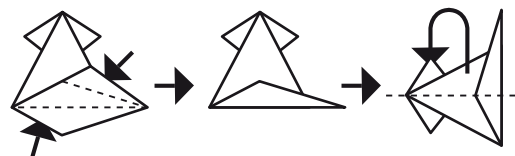Fold the dotted corner down to meet the horizontal line, crease and then unfold.

Repeat on the other side.

3

Fold the top corner straight down, the middle of the fold should be on the intersection of the two creases created in step 2. Flip the model over and fold the bottom point up to the top as shown.

4

Flip the model over again and fold in the sides to create a rectangle shape.

5

Fold the left side of the model on the angle shown. Then fold the inner corner outwards as shown.

Repeat on the right hand side.

6

Flip the model over and fold the dotted corner down, opening the inside of the triangle slightly and squashing it flat like shown.
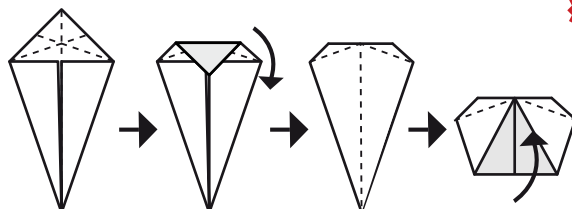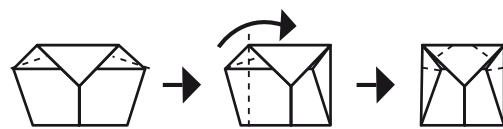
7

Fold the top and bottom corners on the front flap inside like shown. Then rotate the model anti-clockwise and fold in half, while still allowing the upper body to pop up.

8

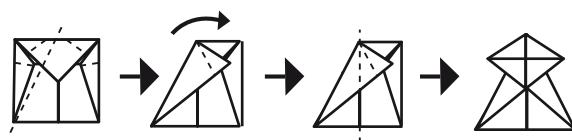Form the front flippers by doing a inverse reverse fold as shown.

9

Crease alone the seals head then reverse fold inwards, and square off the nose tucking it under the head. To shape the rear do an inside fold on the angle shown.

10

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