

5

JOIN THE

CALLING ALL CREATIVES...

ORIGOROUS

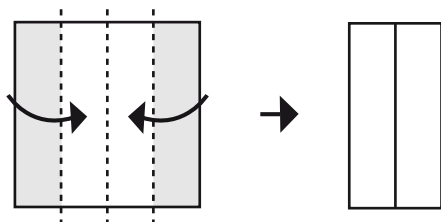
PROJECT



1

Fold paper in half along the dotted line, crease, and open again.

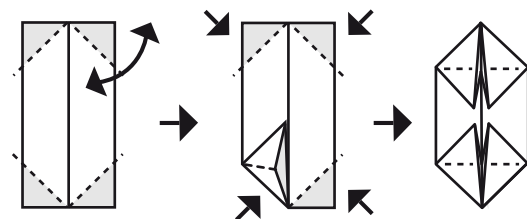
Then fold each side into the center to meet.



2

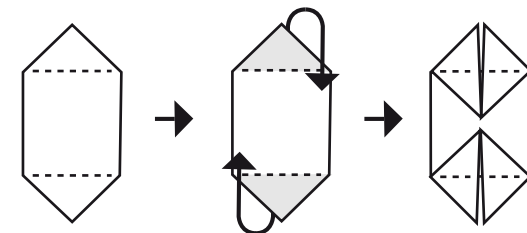
Fold up each corner, crease, and unfold. Then lift the inside corners, and squash down as shown.

Do this on all corners.



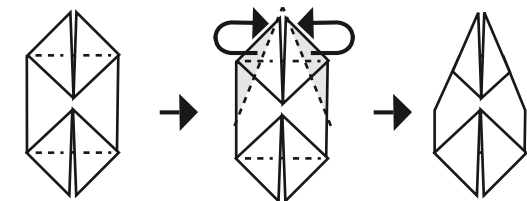
3

Flip over, and fold top and bottom flaps over as shown.



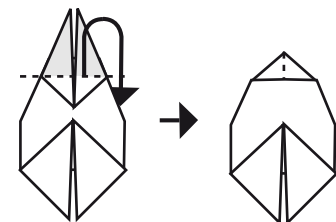
4

Fold the top segment backwards on the angles shown.



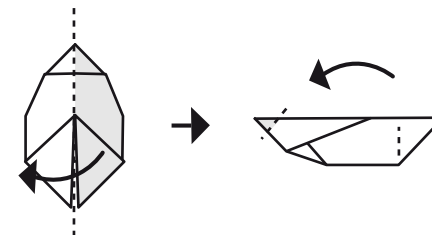
5

Fold top of the rabbit back as shown, allowing the back corners to pop up.



6

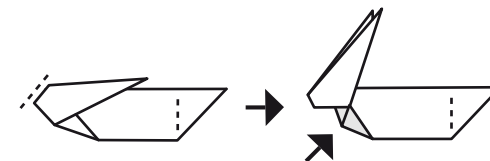
Fold the rabbit in half and rotate to the side.



7

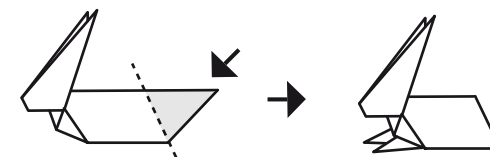
Reverse fold the front section to form the rabbit's nose.

Then push up under the chin to form the head, and crease.



8

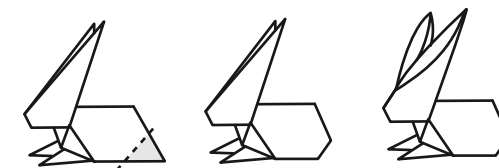
Reverse fold through the body to form the rabbit's feet as shown.



9

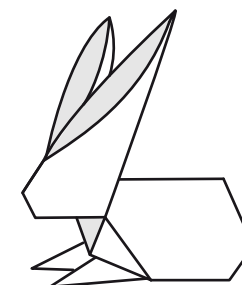
Shape the rabbits back by folding the sides inwards.

Then gently use your fingers to shape the rabbits ears.



10

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



/. 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 June's Rabbit OrigArmy are accepted from 14 June 2013 until 30 June 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 June's Rabbit OrigArmy will commence the 14 June 2013 and will finish on the 30 June, 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

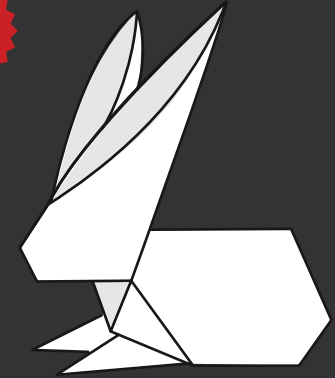
SILVER AWARD

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

5



RABBIT

10 FACTS ABOUT RABBITS

1. Rabbits can see behind themselves but have blind spot in front of their face.
2. Rabbits only sweat on the pads of their feet.
3. A rabbit's teeth never stop growing.
4. Rabbits are born with their eyes closed and without fur.
5. Predators can literally scare a rabbit to death.
6. Rabbits require four hours of exercise per day and can suffer from osteoporosis if they don't get enough exercise.
7. Rabbit meat is lower in fat, cholesterol and calories than chicken, pork and beef.
8. Rabbits shed their coats twice annually.
9. Rabbits can jump as high as 3.5 feet and as long as 10 feet.
10. Some rabbits can breed as early as three months.