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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 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](http://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](http://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](http://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](http://www.Facebook.com/10FoldCreative) page for public viewing and voting
- 4g. Sign up to the 10FOLD newsletter at [www.10FOLD.com.au](http://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](http://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](http://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 March's Scottie Dog OrigArmy are accepted from 04 March 2013 until 31 March 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 March's Elephant OrigArmy will commence the 04 March 2013 and will finish on the 31 March 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

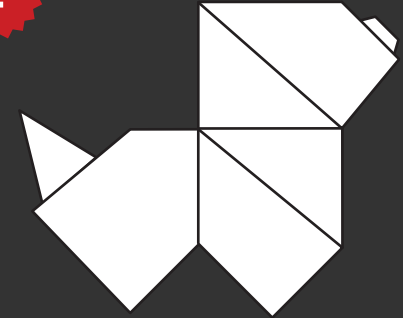
## SILVER AWARD

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

2



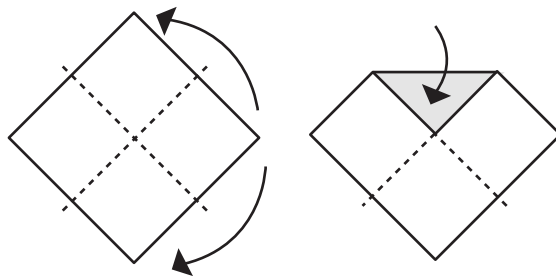
# SCOTTIE DOG

## 10 FACTS ABOUT DOGS

1. Dog nose prints are as unique as human fingerprints and can be used to identify them.
2. Dogs can be trained to detect epileptic seizures.
3. Dogs can smell 1000 times better than humans
4. The United States has the highest dog population in the world.
5. Dogs have no sense of 'time.'
6. The longer a dogs nose, the more efficient it's internal cooling system.
7. Because of the scottie dog's short legs a short walk around the block can feel like a long distance marathon.
8. Petting dogs is proven to lower blood pressure of dog owners.
9. Dogs are left handed or right handed.
10. Dogs are allergic to chocolate, macadamias, cooked onions, caffeine and grapes.

1

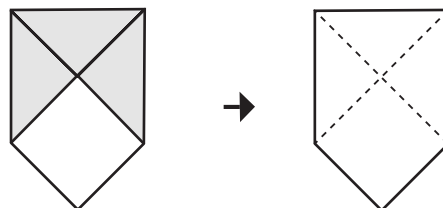
Fold your paper in half on the horizontal and vertical axis. Crease well and unfold. Fold the top corner into the centre as shown.



2

Fold the left and right corners into the centre.

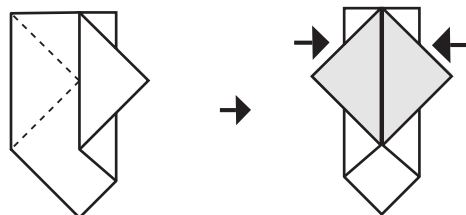
Flip the model over.



3

Fold the right edge into the centre, allowing the flap from the other side to pop out.

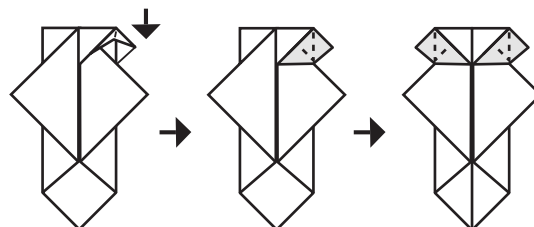
Repeat on the left side.



4

Open the upper right corner and squash down to the right.

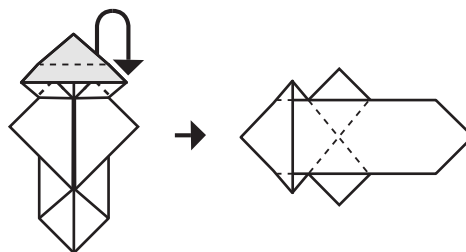
Do the same on the upper left corner.



5

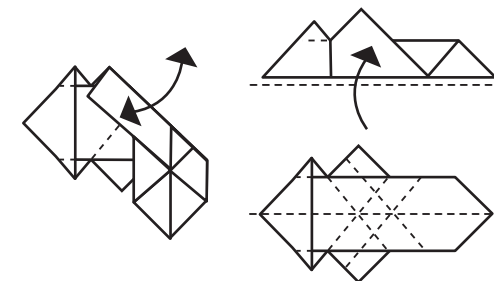
Lift up the flap from the back and pull it over like a hood. Fold in half and push down.

Turn the model over and on its side.



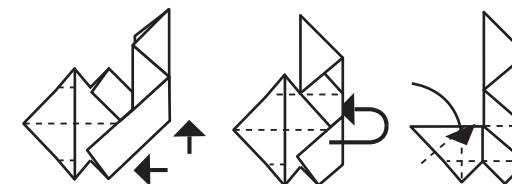
6

Beginning with the top triangle, fold the right side down in half diagonally and open again. Repeat on the opposite side. Then fold the model in half and reopen as shown.



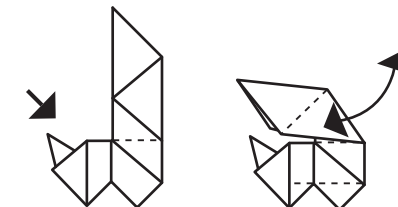
7

Using the folds created in step 6, Pinch the right side of the model in half, lift it up, and push down to the top. Fold the right section around the back. Flip the top layer down to create the body.



8

Do an inverse reverse fold to form the dog's tail. Then fold the top flap down to the left and unfold. Fold it behind and unfold.



9

Open the top flap at the crease and bend down the top, crease the sides of the flap to form the dog's head. Create the dog's nose muzzle by doing an inverse reverse fold, and then squaring off the tip.



10

Take a photo of your scottie dog and message it through to:

[www.Facebook.com/10FoldCreative](https://www.facebook.com/10FoldCreative)

