

3

JOIN THE

CALLING ALL CREATIVES...

# ORIGOROUS

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. 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 - 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 April's Turkey OrigArmy are accepted from 09 April 2013 until 30 April 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 April's Turkey OrigArmy will commence the 09 February 2013 and will finish on the 30 April , 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

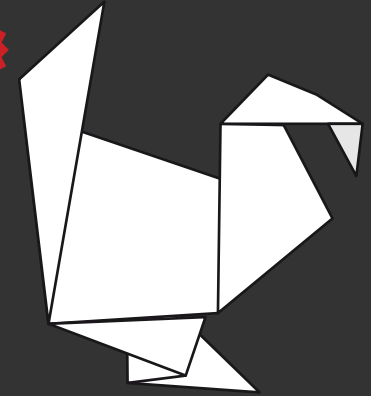
## SILVER AWARD

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



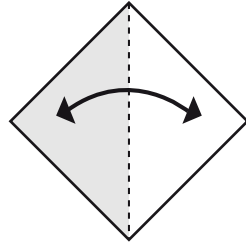
# TURKEY

## 10 FACTS ABOUT TURKEYS

1. Turkeys have a wide range of vision and can see up to 270 degrees.
2. Wild turkeys have very powerful legs and can run speeds over 40km per hour.
3. Turkeys can have heart attacks.
4. 45 million years of evolution separate the turkey and chicken.
5. Turkey's hear through small holes behind their eyes.
6. Over 45 million turkeys are eaten each Thanksgiving in the United States.
7. When a turkey gets mad, excited or defensive its head and neck changes color; the more excited a turkey becomes the whiter the head and neck will be.
8. Turkeys can drown if they look up when it's raining.
9. Mature turkeys have over 3500 feathers.
10. Male turkeys gobble but females don't.

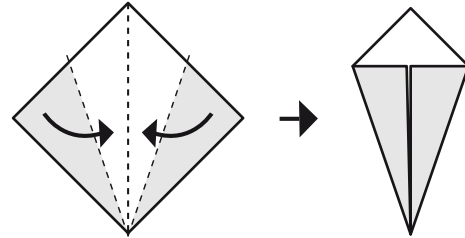
1

Fold your paper in half as shown and then open again.



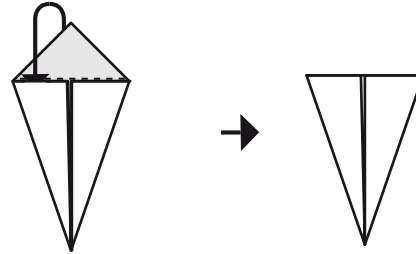
2

Fold the outside corners into the center line and crease well.



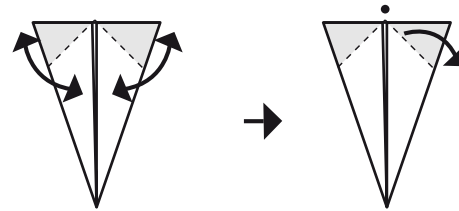
3

Fold the top triangle forwards and tuck inside the folded sides as shown



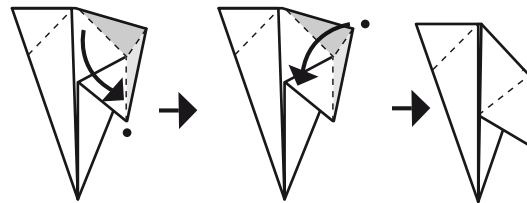
4

Fold the top corners downwards towards the centre, crease well and open again. Using the creases just created, bring the dotted corner outward to open the flap.



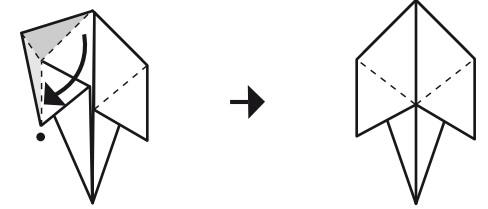
5

Bring the dotted corner downward using the creases created in step 4 as a guide. Then fold the second dotted corner down toward the centre line and flatten.



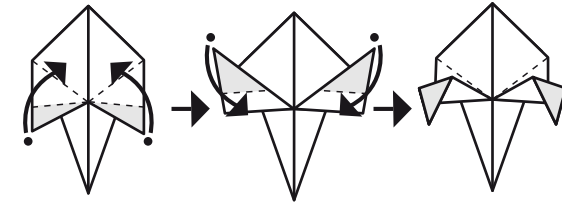
6

Repeat step 5 on the left side of the model as shown.



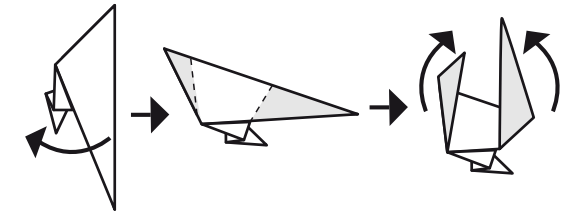
7

Fold the dotted corners upwards along the dashed line as shown. Then fold the same corner back down a third of the way down as shown.



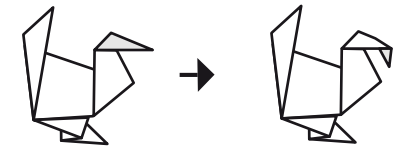
8

Fold in half and rotate anti-clockwise. **Reverse fold** the back and front sections as shown.



9

Use a **double reverse** fold on the dotted lines to form the head, and shape the beak downwards.



10

Take a photo of your Turkey and message it through to:

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

