



Illustrate your Notebook Participate in myDetour

From September 10 – October 1, 2009

Blick Art Materials – 1414 Van Ness Ave. San Francisco, CA 94305

Borders Bookstore – 400 Powell St. San Francisco, CA 94102

Chronicle Books – 680 Second St. San Francisco, CA 94107

Flax Art and Design – 1699 Market St. San Francisco, CA 94102

San Francisco State University Bookstore – 1650 Holloway Ave. San Francisco, CA 94132

Stanford University Bookstore – 519 Lausen Mall Stanford, CA 94132

Utrecht Art Supplies – 1930 Van Ness Ave. San Francisco, CA 94102

What is myDetour?

myDetour is a Moleskine® roadshow for the various Moleskine communities and for everyone who loves to paint, take photos, illustrate, write or create freely in their Moleskine® notebooks. It's an opportunity to show off your own creativity (on- and off-line), to share your artistic experiments, and to place your imagination on display.

How does myDetour work? Where's it happening?

myDetour happens in a number of cities around the world. In 2007 it took place in New York and in 2008 it will be first in Paris, then Berlin; in 2009 it has taken place in Istanbul and now, in San Francisco. In each city special notebook collection points will be operating for approximately three weeks: these will be well promoted, both on- and off-line. All notebooks received at these collection points are considered by a jury. The top entries selected will be put on public display at the next myDetour event, and the creator of the top notebook will be invited to the opening of the next show – travel and accommodation included.

myDetour is also a permanent online exhibition: all the notebooks selected can be seen at www.moleskine.com/mydetour where the whole campaign is continually updated.

What happens to the notebooks?

All the notebooks deposited in the collecting boxes are donated by their authors to the non-profit foundation lettera27, and become part of an archive from which notebooks are chosen from time to time to be exhibited on- or off-line. Moleskine Srl supports lettera27 with an annual contribution to the funding of its projects, and in return gets access to this archive and the right to use the notebooks and the material and images within them.

How do I take part in myDetour?

To take part in myDetour, just drop your Moleskine® notebook into one of the collection boxes with the completed Consent Form enclosed. Forms are available both online and at the collection points.

Please read carefully the rules and arrangements for participation.

Rules and arrangements for participation in myDetour San Francisco:

The event is organized and managed by Moleskine Srl, a company organized under Italian law, registered office 66, Viale Stelvio, 20159 Milan (Italy).

Entry is open to any person aged 18 years or over and in possession of any notebook, new or old, provided it is an original Moleskine® brand notebook (the "Notebook").

Objectives of the Program

The MyDetour program aims to promote and emphasize the strong association which has always existed between Moleskine® notebooks and artistic expression. For this purpose, the initiative is designed for people who have personalized their Notebook in an original and artistically significant way, i.e. by means of drawings, paintings, literary compositions, photographs etc. The choice of subject is entirely free.

How to participate

From **September 10 to October 1, 2009**, drop off a Moleskine® notebook at one of the following locations in San Francisco:

Blick Art Materials – 1414 Van Ness Ave. San Francisco, CA 94305

Borders Bookstore – 400 Powell St. San Francisco, CA 94102

Chronicle Books – 680 Second St. San Francisco, CA 94107

Flax Art and Design 0 1699 Market St. San Francisco, CA 94102

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You will find a special myDetour collection box, identified within the store by the "Moleskine" and "myDetour" trademarks.

Submission Materials and Specifics

In order to submit your personalized Notebook, you must include the following in a sealed envelope:

- First and last name (within the Notebook)
- Completed consent form, which provides the release of intellectual property rights and consents to the processing of your personal data, inserted into the expandable pocket of your Notebook
- "Biographical note on the Author" (optional)

The envelope containing the Notebook and the signed Consent Form must then be deposited in one of the collecting boxes.

The easiest way is to download and print out a copy of the Consent Form from www.moleskine.com/mydetour/sfo fill it in (with your biographical note and personal details) and sign it before going to one of the stores; however, the Consent Form will also be printed and available at each participating location.

The biographical note may be fictional if you want, provided it does not infringe anyone else's rights. By taking part, you warrant to Moleskine Srl that the biographical note contains nothing infringing, illegal or defamatory.

Notebooks not deposited in accordance with the arrangements described above, or not accompanied by a duly signed Consent Form complete with the required personal details, will be disqualified.

Out of the Notebooks deposited in the collecting boxes during the period of September 10 to October 1, 2009 the Jury will select ten on the basis of their aesthetic and artistic merit. These ten notebooks will be added to the archive of myDetour selections, and will be displayed at the next global myDetour in 2010.

In addition, the Jury will choose a top design among the ten selected Notebooks, and Moleskine Srl will invite its author to attend the next installation

of myDetour in 2010, wherever it may take place. Round trip coach airfare and two nights of hotel accommodation will be provided by Moleskine Srl for the author and a guest.

If the author of the selected Notebook is unable to accept the invitation of Moleskine Srl to the 2010 myDetour, the airfare and accommodation will be forfeited.

Selection of the ten Notebooks and of the overall winner will be entirely at the discretion of a Jury composed of people with experience in publishing, communication and culture.

Notebooks will be assessed on the basis of creativity and technical skill in execution.

In addition to the best ten, a broad selection of entrants' Notebooks, together with biographical notes (if any) provided on the Consent Form, will be published on the website www.moleskine.com/mydetour/sfo.

Moreover, a limited-edition Moleskine® notebook created exclusively for the event with its logo and date will be sent to each entrant, at the address given on the Consent Form.

Notification

The final results (the ten Notebooks selected, with the authors' first and last names) will be published on www.moleskine.com/mydetour/sfo on **November 1, 2009**.

Each of the authors of the ten chosen Notebooks will also be sent an e-mail (at the address provided on the Consent Form), with news of the results.

Other Conditions of Entry

One Notebook only will be accepted per entrant. Anyone depositing more than one Notebook will be disqualified.

Notebooks must be original Moleskine® notebooks, in either XS, pocket, or large formats. They need not be new; nor is any proof of purchase required.

By participating in the event, entrants declare and warrant that all artistic characterizations in the Notebook are the original creations of the authors identified as such in the Notebook itself and do not infringe the rights of any person or entity in any respect.

Notebooks will only be collected in the stores indicated, and may not be sent in by mail.

Notebooks handed in for participation in the event, whether properly deposited at the stores or provided in ways rendering them ineligible for participation, will not be returned but will become the property of lettera27, a non-profit foundation organized under Italian law, registered office 66, Viale Stelvio 20159 Milan. Moleskine supports lettera27, a non-profit foundation born in July 2006. Its mission is to support the right to literacy, to education, and the access to knowledge and information, all over the world and especially in the most deprived areas.

Note on copyright

By taking part in myDetour, entrants transfer the copyright for their notebooks over to lettera27 and, in particular, all exploitation rights, such as the right to publish and offer the notebooks to the public in any form and way, the right to display and exhibit them, the right to reproduce, execute and distribute them, the right to create spin-off works, and the right to translate them. Furthermore, by taking part in the event entrants transfer part of a number of exploitation rights regarding copyright also to Moleskine Srl, in particular the right to reproduce the notebooks and their content in video, photographic, and/or other images and to exploit said reproductions in any way, the right to exhibit the notebooks to the public, and the right to publish them.