

# Illustrate your Moleskine Partecipate in myDetour

From 24 April to 17 May 2008

Librairie Flammarion Centre, Centre Pompidou  
Librairie La Hune, 170, Boulevard Saint-Germain  
Printemps Haussmann, 64, Boulevard Haussman

Bring your Moleskine to us - and show it in Berlin if you're picked

#### What is myDetour?

myDetour is a Moleskine roadshow for the various Moleskiner 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 notebooks (on- and off-line), to share your creative experiments, and place your imagination on display.

This myDetour initiative runs alongside the Detour Exhibitions, travelling displays of notebooks by writers and artists of international renown, organized by Moleskine in various cities worldwide in support of the non-profit foundation *lettera27* ([www.lettera27.org](http://www.lettera27.org)).

#### 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's the turn of Istanbul and other cities. In each city special notebook collection points will be operating for about three weeks: these will be well signposted, on- and off-line. All notebooks received are considered by the jury, and the top entries will be put on public display at the next myDetour event. Whoever sends in the notebook judged to be best of all will be invited to the opening of the next show - travel and accommodation all paid for.

MyDetour is also a permanent online exhibition: all the notebooks selected can be seen at [www.Moleskine.com/mydetour](http://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 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 in them. Moleskine's 2008 contribution to *lettera27* will total €150,000.

#### How do I take part in myDetour?

To take part in myDetour, just drop your Moleskine into the special collecting box with the completed Consent Form enclosed. Forms are available both online and at the collection points.

**Please read carefully rules and arrangements for participation.**

# Rules and arrangements for participation in myDetour Paris:

The event is organized and managed by Moleskine Srl ("Moleskine"), a company incorporated under Italian law, registered office 10, Viale di Porta Vercellina, 20123 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").

## Object of the event

The MyDetour event 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, for instance by means of drawings, paintings, literary compositions, photographs etc. The choice of subject is entirely free.

From **24 April to 17 May 2008**, at one of the following stores in Paris:

- **Librairie Flammarion**, in the Centre Pompidou
- **Librairie La Hune**, 170, Boulevard Saint-Germain
- **Printemps Haussmann**, 64, Boulevard Haussmann

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

Your personalized Notebook, which must have your first name and last name written in it, should be enclosed in a sealed envelope with the completed Consent Form (release of intellectual property rights, and consent to the processing of your personal data), which the Notebook's author must have signed (not a photocopy). The Consent Form must be inserted in the expandable pocket of your Notebook, and the section "Biographical note on the Author" may be completed also.

**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](http://www.Moleskine.com/mydetour), fill it in (with your biographical note and personal details) and sign it before going to one of the stores; but the same Consent Form will also be available ready printed in-store.

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 that the biographical note contains nothing illegal or tortious.

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.

Entries will not, on the other hand, be disqualified if a biographical note section of the Consent Form is not completed.

Out of all the Notebooks deposited in the collecting boxes during the period 24 April to 17 May, the Jury will select ten on the basis of their aesthetic and artistic merit. These ten Notebooks will be put on public display at the next MyDetour event – Berlin.

Furthermore the Jury will choose an overall winner among the ten selected Notebooks, and Moleskine will invite its author to Berlin to attend the inauguration of the Detour exhibition there. Return air tickets from Paris to Berlin and one night's hotel accommodation for two people will be paid for by Moleskine.

If the author of the winning Notebook is unable to accept Moleskine's invitation to Berlin, the tickets and accommodation will not be offered to anyone else.

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. This jury will include the following:

Lucio Lazzara member of the "lettera27" foundation.

Raffella Guidobono, curator of Moleskine's myDetour exhibitions.

Maria Sebregondi, Moleskine head of communications.

Notebooks will be assessed on the basis of their 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](http://www.Moleskine.com/mydetour).

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

## Selection stages

Selection will be completed by 16 June 2008. The final results (the ten Notebooks selected, with the authors' first and last names), will be published on [www.Moleskine.com/mydetour](http://www.Moleskine.com/mydetour) on 20 June 2008.

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 important 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, though they may be of any model or format whatsoever. They need not be new; nor is any proof of purchase required.

By participating in the event, entrants declare and warrant that all artistic characterisations in the Notebook are the original creations of the authors identified as such in the Notebook itself and do not even in part infringe the rights of any other person.

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

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 incorporated under Italian law, registered office 5, Via B. Panizza, 20144 Milan. The foundation, supported by Moleskine, has the objective of championing the right to literacy and education, and promoting access to knowledge and information more generally, all over the world and especially in its most deprived regions.

## Note on copyright

By participating in the event, entrants transfer to *lettera27* all copyright in their Notebooks, and in particular the right to publish the Notebooks or make them available to the public in any form or manner whatsoever, the right to display or exhibit them, the right to reproduce, make or distribute them, the right to create derivative works drawn from them, and all translation rights. Likewise, upon participating in the event, entrants transfer to Moleskine Srl their copyright, as above described in the video and/or photographic reproductions and images of their Notebooks and relevant contents.

