

Illustrate your Notebook Participate in myDetour

From October 30 to November 15, 2008

Dussmann - das KulturKaufhaus, Friedrichstr. 90, D-10117 Berlin

Hauptsache Papeterie, Rosenthaler Str. 32, D-10178 Berlin

KaDeWe, Tauentzienstr. 21-24, D-10789 Berlin

Hugendubel Buchhandlung, Tauentzienstr. 13, D-10789 Berlin

Bring your notebook to us – and show it in Istanbul if you're picked

What is myDetour?

myDetour is a Moleskine roadshow dedicated to everyone who loves to paint, take photos, illustrate, write or create freely. It's an opportunity to show off your own creativity (on and offline), to share your artistic 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).

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 in Spring was in Paris, now it is in 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 offline. All the notebooks received are considered by the jury, and the top entries will be put on public display at the next European myDetour event. Whoever sends in the best notebook judged to be best of all will be invited to the opening of the next European Detour show – travel and accommodation all paid for.

myDetour is also a permanent online exhibition: the selected notebooks 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 offline. 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 personalized notebook – old or new – into the special collecting box with the completed Consent Form enclosed. Moleskine notebook should be used in the first place and in case the entrant does not possess a Moleskine another brand can be used. The notebooks which are not Moleskine, can be of any brand or any kind, provided that their size fits with the dimensions of the collecting boxes' hole, which is 5cmX16,5cm.

Consent 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 Berlin:

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

Entry is reserved only to any person aged over 18 years.

Object of the event

The myDetour event aims to promote the artistic expression. For this purpose the initiative is designed for people who have personalized their Moleskine notebook – old or new – or if they do not have a Moleskine notebook, a notebook of another brand 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.

The illustrated notebooks should be deposited **from October 30 to November 15, 2008** at one of the following stores in Berlin:

- **Dussmann – das KulturKaufhaus**, Friedrichstr. 90, D-10117
- **Hauptsache Papeterie**, Rosenthaler Str. 32, D-10178 Berlin
- **KaDeWe**, Tauentzienstr. 21-24, D-10789 Berlin
- **Hugendubel Buchhandlung**, Tauentzienstr. 13, D-10789 Berlin

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

Your personalized notebook must have your first name and last name written in/on it. It should be deposited 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). Section on the consent form "biographical note on the author" can be optional completed.

The notebook together with the signed Consent Form must be put in an envelope and then must be deposited in one of the collecting boxes.

Please consider that the dimensions of the hole to drop the notebook in are 5cmX16,5cm.

The notebooks that will not suite the hole are excluded from the participation.

The easiest way is to download and print out a copy of the Consent Form from www.moleskine.com/mydetour, to fill it in (with your biographical data and personal details) and to put it in one of the collecting boxes together with the notebook in a sealed envelope. 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 tortuous.

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 October 30 to November 15, 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 European myDetour event – Istanbul, Spring 2009.

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

If the author of the best notebook is unable to accept Moleskine's invitation to Istanbul, the tickets and accommodation will not be offered to anyone else.

Selection of the ten notebooks and of the overall best notebook 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 Detour 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.

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 December 15, 2008. The final results (the ten notebooks selected, with the authors' first and last name and the first name and last name of the overall best notebook), will be published on www.moleskine.com/mydetour on December 20, 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.

The art work should be done on a Moleskine notebook. In case the participant does not have it, a notebook of any other brand can be used, provided that its size fits with the dimensions of the collecting boxes' hole, which is 5cmX16,5cm.

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 even in part infringe the rights of any other person.

Notebooks are collected only 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 in Viale Stelvio 66, 20159 Milan. The foundation, supported by Moleskine, has the mission 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.

