

## Briefing Crowdsourcing

Francobolli sells loads of cards and is always looking for new designs. After three years of selling cards produced by others we are now ready to start our own collection.

### What is Francobolli?

Francobolli is a place where you, while drinking coffee or tea, can choose a postcard (we have 300 to 400 different kinds for you to choose from), write it, and have it send on any day you want. We are located in the beautiful city of Leiden, The Netherlands. See enclosed document for more info.

### What are we looking for?

Funny, witty, colorful designs that make people smile or think. The dimensions of the cards are 10 x 14,8 cm, either landscape or portrait. Please enter your design in both pdf and original format (ai, psd, or id, file) where possible in vector.

Designs that are offensive to whatever group of people will be removed immediately.

### What's in it for you?

You will become part of the Francobolli collection which you can prove because your name will be on the back of the card.

Furthermore we will pay you € 125,- per chosen postcard.

## Extra information



*The calendar wall with written postcards to be delivered. Photo: Elizabeth van Hasselt.*

### *Francobolli, the Postcard Cafe*

The picture above is of our unique posting service. Once you have written your postcard we will place it in this calendar wall to be send on any date you want.

There are so many reasons people sent postcards. Because a card reminds you of someone, just for the fun of it, to say thank you, to wish someone good night, to remind yourself of the promise you made (quit smoking, have more fun, you name it). A Taiwanese woman came in every day for a few weeks, ordered a latte macchiato and a carrotcake and wrote a postcard (every day!!) to the ex prime minister of Taiwan, who is currently serving time in jail. She did not know whether the cards would arrive and surely would not get an answer to her writings. Intriguing, don't you think?

There are students from fraternity houses who spend one afternoon every half year to write birthday cards to all of their friends. They barely have time to drink their fresh mint tea or eat their sandwich. See them scribbling away, iPad at the ready, discussing which card fits whom, checking addresses and making sure they get the dates right. Because all these cards need to be put in the right slot in the calender wall, in order for them to be delivered on exactly the right date.

Creativity does not end with the design of the card. People will be inspired by your design to write their own stories. Surprise us, surprise them, surprise yourself.

### **Conditions**

When choosen, your card will become a part of the Francobolli collection. Your name will be printed on the back of the card.

Per choosen card Francobolli will pay you € 125,-. Francobolli can print and reprint the cards.