

**CHALLENGE 50**

# PLAY IT FORWARD

**INSTRUCTIONS**

Create your own design inspired by your everyday.

**PARTICIPATE & SHARE**

Share your creativity using #Minted50

**MINTED 50**

Developed by Minted and creative agency Van's General Store, in collaboration with Andy Spade of Partners & Spade, The Minted 50 is a series of 50 lightweight design projects produced on 50 consecutive days by 50 artists and creatives. With this campaign we aim to celebrate creativity in the everyday, and each project will be spontaneous and completed within the course of one day. At the end of the 50 days, all of the projects will be exhibited at the gallery of Van's General Store in New York City, and auctioned off to benefit RxArt, a nonprofit organization whose mission is to help children heal through the extraordinary power of visual art.

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