

TerraViva LOGO

The logo takes the name-giving elements »Terra,« »Viva,« and »Competition« and translates them into three modular shapes. Each of these shapes can also be used as design elements outside of the logo, giving TerraViva Competitions a flexible, colorful and individual identity.

The Wave

TerraViva announces competitions for structurally different architectural areas The wave symbolizes process, different conditions, different terrain and challenge.

The Line

The line represents a constant, but can also be understood as an empty page, a transition or a link. The idea for this link comes from the basic approach of giving a new use to existing structures, taking into account the history of the place and its significance, and thus also creating a link between the old and the new.

The Leaf

Referencing the current logo and the sustainable approach to architecture, the leaf can be seen as a goal or a result. It emerges from the interplay of the other two forms and represents the creation of new, livable spaces.


How it works





TerraViva
Competitions




TerraViva
Competitions

Name Surname
Position

+39 012 345 67
name@terraviva

TerraViva S.r.l.
Via Vallazze
20131 Mila


TerraViva
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+39 012 345 67
name@te

TerraVi
Via Va
20131


TerraViva
Competitions

Name Surname
Position

+39 012 345 67
name@terravivacompetitions.com

TerraViva S.r.l.
Via Vallazze 109
20131 Milano MI



TerraViva connects the most talented architects around the world with partners and stakeholders looking for high quality projects to rehabilitate a building, to redesign an urban plot or even to transform a whole district.

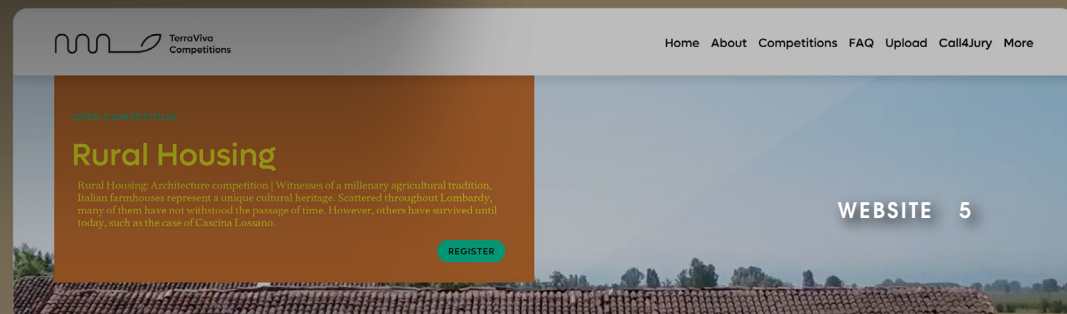
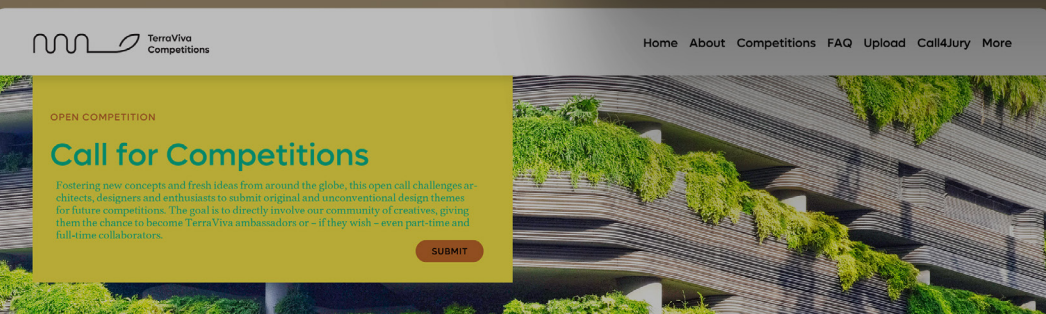
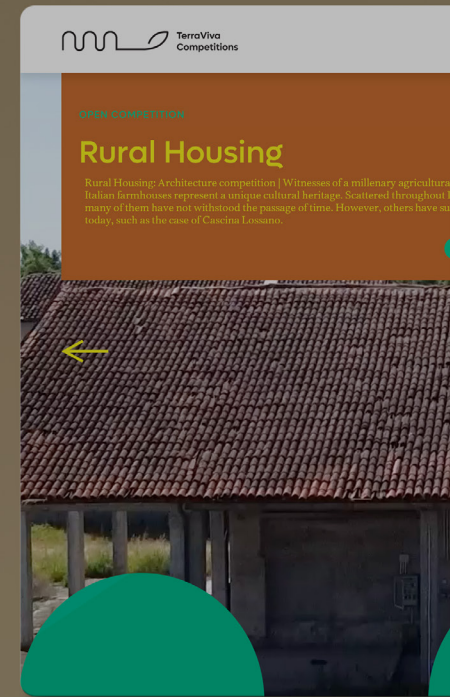
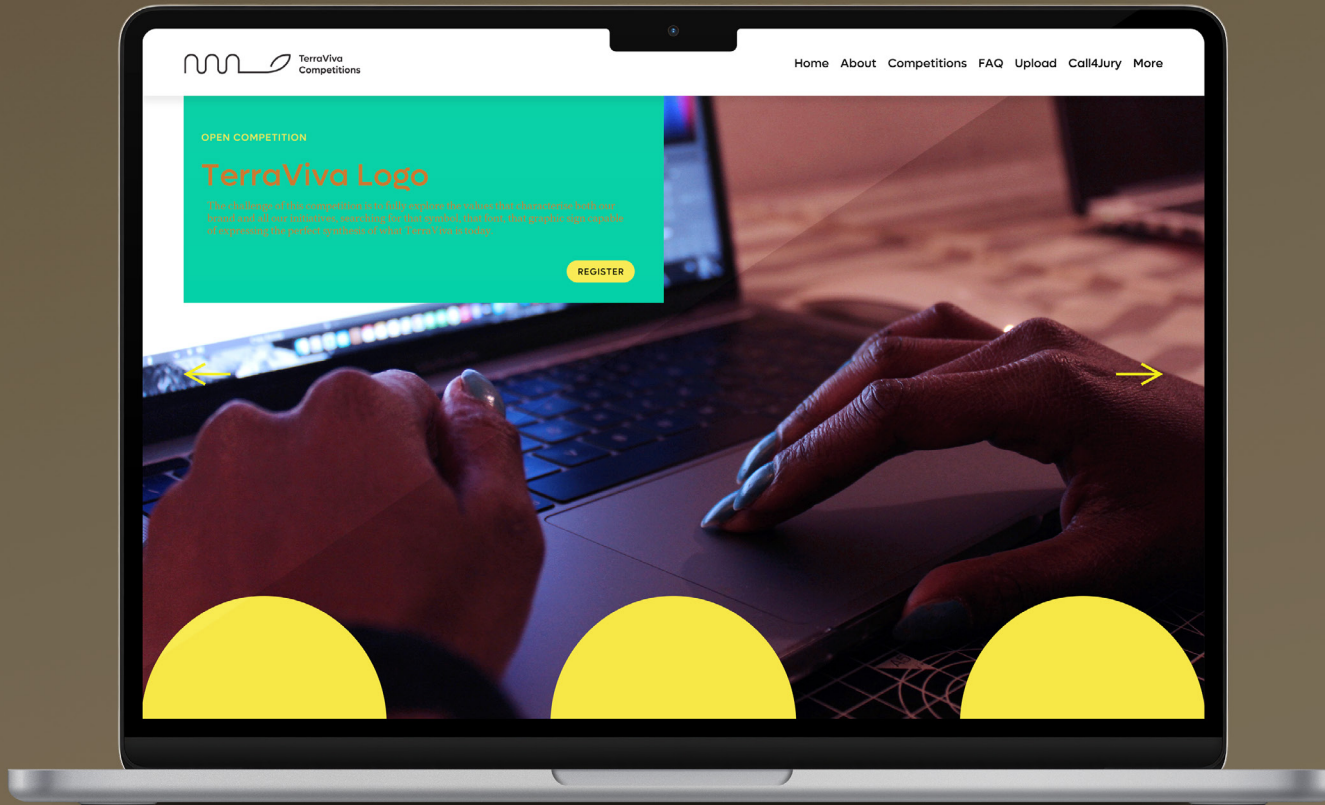
We promote the best architecture challenges making them accessible to every designer in the world, boosting innovative practices focused on environmental and social sustainability.

50K 60+ 5K

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 TerraViva
Competitions

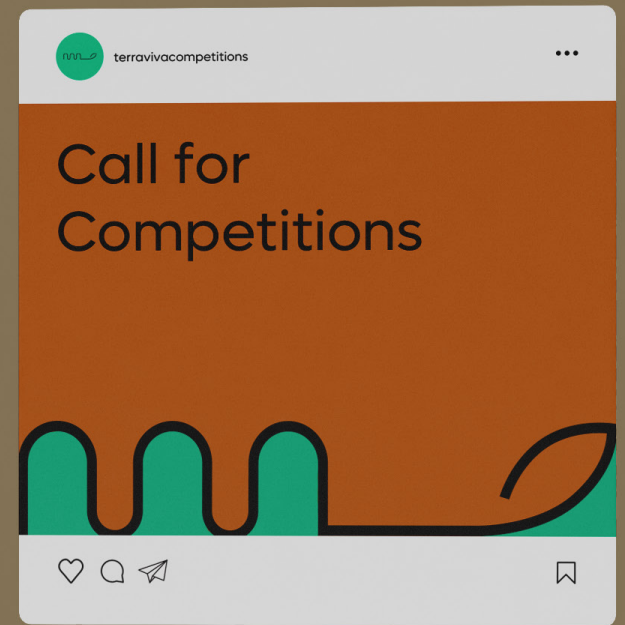
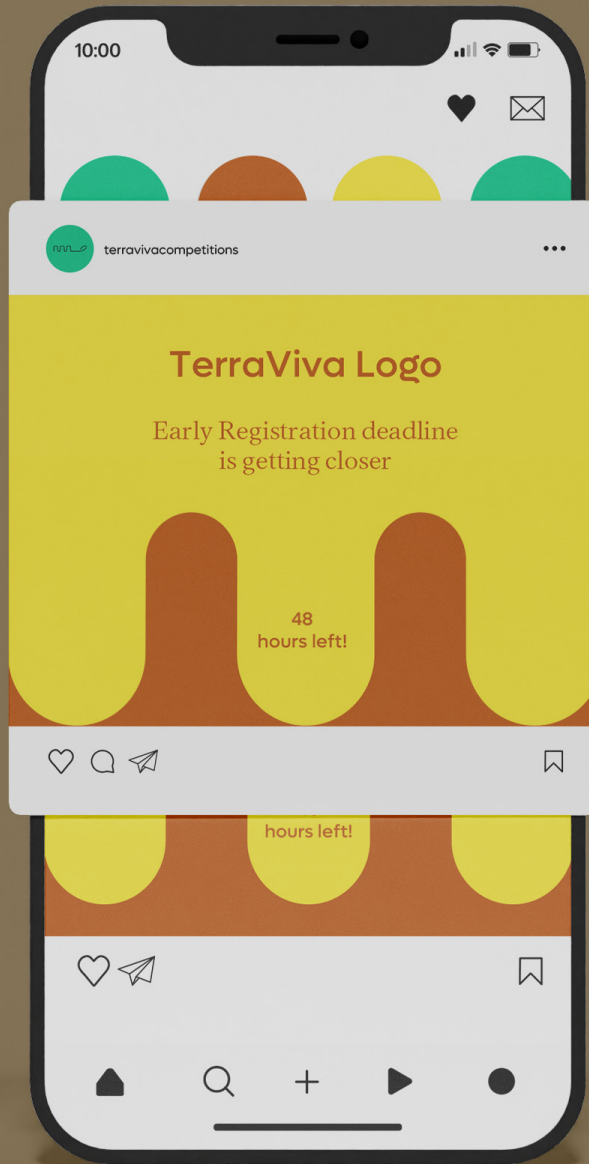
Call for Competitions

Fostering new concepts and fresh ideas from around the globe, this open call challenges architects, designers and enthusiasts to submit original and unconventional design themes for future competitions.



Submit your ideas until December 15th 2023





Witnesses of a millenary agricultural tradition, Italian farmhouses represent a unique cultural heritage. Scattered throughout Lombardy, many of them have not withstood the passage of time. However, others have survived until today, such as the case of Cascina Lossano.

There are many reasons why an architecture heritage of this kind should be rehabilitated: the secular history of its agricultural tradition, its unique typology and the precarious conditions of some of its buildings are just a few examples.

The current condition of agricultural run certainly gives this Cascina

a special appeal. Therefore, the biggest challenge is to understand what type of intervention would be able to give a new meaning to this original construction without affecting its authenticity.

Rural Housing aims to define new ways of living in the Italian countryside through the adaptive reuse of traditional constructions. The transformation of this historic complex into contemporary homes immersed in the landscape will determine a new beginning for this Lombard farmhouse. Participants are encouraged to be creative and to imagine a complete transformation of the disused Cascina with the ambition of enhancing its most characteristic features.

www.terravivacompetitions.com

TerraViva
Competitions

Rural Housing

The Adaptive Reuse of an Italian Cascina

TerraViva S.r.l.
Via Vallazze 109 — 20131 Milano MI

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Competitions

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The Adaptive Reuse of an Italian Cascina

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Rural Housing

The Adaptive Reuse of an Italian Cascina

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TerraViva
Competitions

Time for Transformation


TerraViva
Competitions


NEW
Beginnings



The Wave

- Competition
- Transformation
- Buildings
- Liveliness



The Line

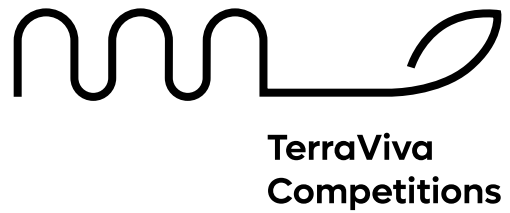
- Terra
- Constant
- Connection
- Simplicity



The Leaf

- Viva
- Sustainable
- Liveable
- Natural

ANGLE



HORIZONTAL



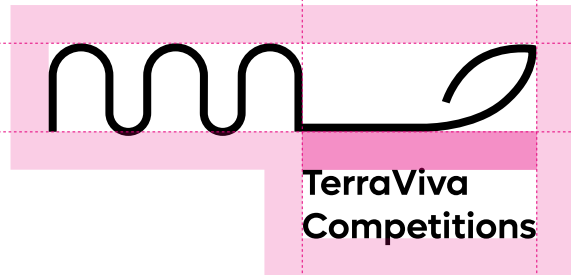
COMPACT



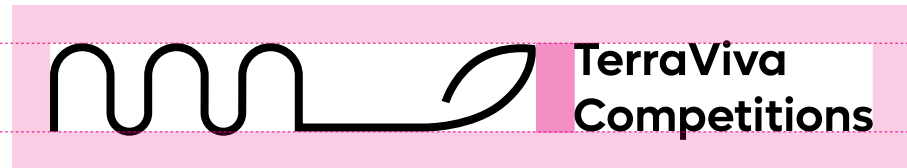
SOLO



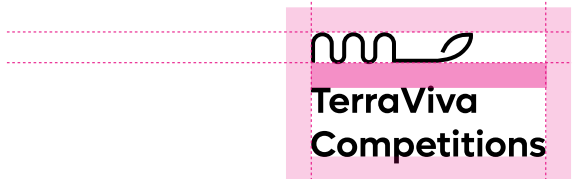
ANGLE



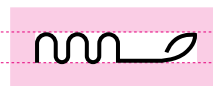
HORIZONTAL



COMPACT



SOLO





Lufga Medium

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

0123456789

About Lufga

As a brand-building typeface, this geometric sans serif with a surprising feature in the lowercase »g« is well suited. The design language of the figurative mark is carried by the pleasant round and modern aspects of the typeface and forms a harmonious unity.

Lector FSL Regular

abcdefghijklmnop
pqrstuvwxyz

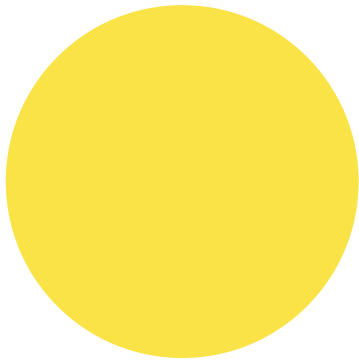
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

0123456789

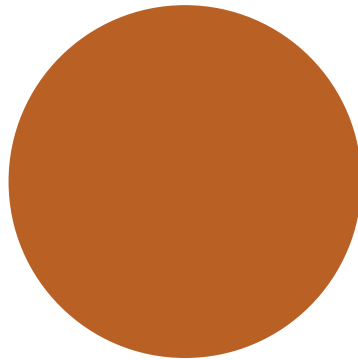
About Lector

A typeface with history and special attention to good legibility. Designed in the 1960s in the GDR, the history of the typeface reads like a competition with many hurdles. I find the rediscovery and subsequent utilization of the typeface very fitting for the TerraViva concept.

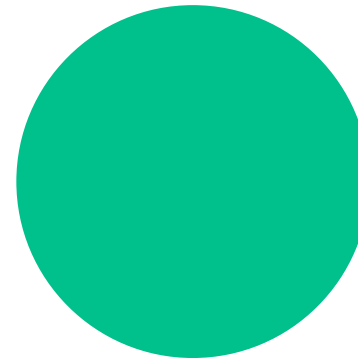
→ <https://forgotten-shapes.com/lector?article=lector>



PANTONE 106 C
249 | 229 | 71
#F9E547



PANTONE 471 C
184 | 97 | 37
#B86125



PANTONE 3395 C
249 | 229 | 71
#F9E547

Gracias Дякую Grazie Thank you