

**TERRA
VIVA**



PROPOSAL

Dear Eugenia Bolla,
Dear Sasha Komarevych,
Dear Camilla Geusa,
Dear Zack Jenkins,

Today, it is with great honor and enthusiasm that I present to you my proposal—a visionary journey into the heart of architecture, innovation, and sustainability. Within the pages of this proposal, you will find the essence of our architectural dreams, shaped by a commitment to a sustainable future that harmonizes with the embrace of Mother Nature herself.

In the realm where dreams used to take shape in bricks and steel, I invite you to join me on a path where innovation and creativity intertwine with the roots of sustainability. My proposal is more than an invitation; it's a heartfelt ode to the very spirit of architecture that dwells within each of us.

I believe in the beauty of simplicity and joy. Within the lines of this proposal, I chart a course through a territory where architects and visionaries meet to celebrate not merely a contest, but a joyous festival of ideas that will elevate architectural innovation to new heights. This proposal is a call to embark on a journey of growth, to explore the limitless boundaries of design, and to embrace the vibrant, youthful spirit of creativity that resides within each and every one of us.

Thank you for considering my proposal, and I look forward to the opportunity to bring this vision to life, in harmony with the natural world and in pursuit of architectural brilliance.



TERRA
VIVA

LOGO

My logo is a visual embodiment of TerraViva's commitment to embracing the irregularities and unique beauty of our world, much like the innovative spirit found in architecture. Inspired by the shape of our planet Earth, it takes on an irregular, organic form, a nod to the way architecture often melds with the natural world.

Shape and Irregularities: The irregularities in our logo represent the imperfections and asymmetry that can be found in both architecture and nature. Just as architects work with the contours of the land and adapt to existing structures, our logo celebrates the beauty of irregular shapes and the ability to harmonize with them.

Round Planet Earth-like Form: The round, Earth-like form at the core of our logo symbolizes our global perspective. It represents our commitment to addressing urban issues worldwide and fostering a sense of unity among architects and designers from diverse backgrounds.

In essence, my logo tells the story of TerraViva—a platform where architecture meets the irregular beauty of our world, where creativity flourishes in the face of imperfection, and where inclusivity and innovation go hand in hand. It's a symbol of your dedication to making architecture and design accessible, impactful, and, above all, harmonious with the irregular and captivating world we inhabit.



Planet Earth
Simplified Shape



Planet Earth
Actual Shape



Planet Earth
Logo with Letters

**TERRA
VIVA**



FC4911

D4B8A3

E8E5E7

A8A8A8

1D1D1B



COLOR PALETTE

Grey: These muted and sophisticated grey tones serve as the canvas's foundation, representing the bedrock upon which architecture is built. Just as buildings rely on solid foundations, these shades symbolize the structural stability and precision that underlie architectural design. They signify a sense of timelessness and endurance, reminding us that good architecture endures the test of time.

Coral Red: This vibrant hue is a symbol of vitality, enthusiasm, and a fervent commitment to a cause. In the context of architecture, it signifies the passion and energy that architects and designers pour into their work, the desire to create spaces that inspire and excite. It serves as a reminder that architecture is not just about structures but also about the life and energy they bring to the built environment.

Soft Beige: Soft beige, gently kissed by red, embodies the harmony between tradition and innovation. This color blend represents a balance between the tried-and-true, symbolized by the warm beige, and the desire to push boundaries and embrace change, represented by the touch of red. It conveys the idea that architectural design can respect and draw from the past while innovatively shaping the future. This combination creates a welcoming atmosphere, where the richness of tradition meets the excitement of progress.

Together, these colors showcase the idea that great architecture is built on a strong foundation, driven by passion, and guided by a balance between tradition and innovation. It's a reminder that architecture is not just about buildings; it's about the emotional and functional spaces we create for people to live, work, and thrive.

**“BIG JOHN”
WAS DESIGNED
BY IONYC TYPE.**

**IT IS A MODERN
AND SANS SERIF
TYPEFACE.**

**FREE FOR PERSONAL &
COMMERCIAL USE!**

Muli Regular was designed by Vernon Adams. By Google.

The complete Adobe Fonts library is accessible for personal and commercial use. Just like with all Adobe Fonts offerings, you can utilize these fonts for various publishing purposes, including design projects, creating images or vector graphics (including logos), web publishing, embedding fonts in PDFs for viewing and printing, producing video and broadcast content, and more.

FONTS

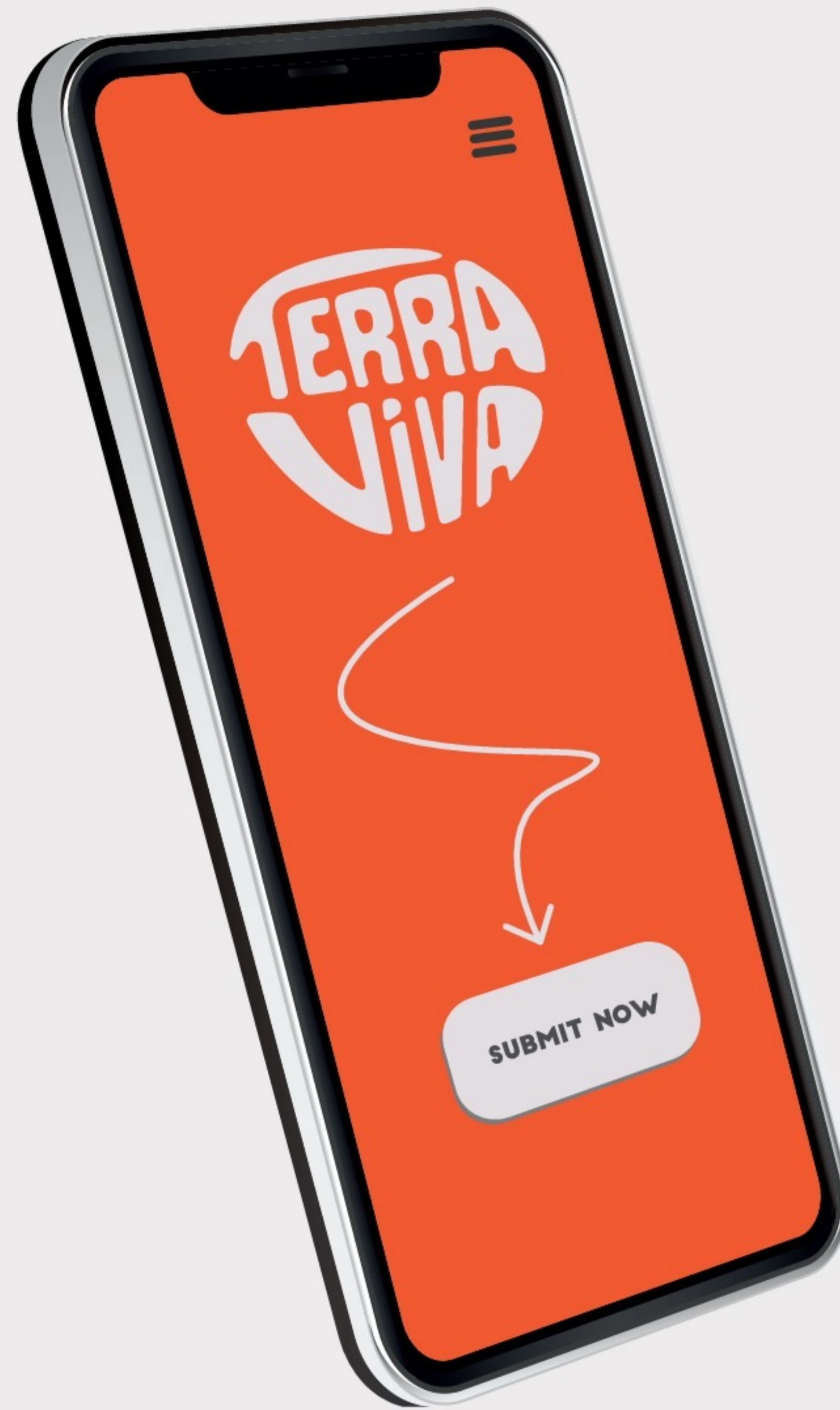
For TerraViva, my choice of fonts is more than a simple design decision; it's a reflection of your core values and your unwavering commitment to inclusivity and accessibility. I believe in the power of clear and universal communication, where every word can bridge divides and make our dreams accessible to all.

Carefully Chosen Fonts: The fonts I've selected have been meticulously curated to align with your mission. Each font is a testament to the care you take in crafting your platform and the experiences it offers. I understand that the right typeface can speak volumes, conveying emotions, ideas, and information with clarity and impact.

A Universal Message: Through my choice of fonts, I aim to convey a universal message of creativity, innovation, and sustainability. These fonts serve as a visual bridge, connecting our global community and enabling the exchange of ideas and dreams.

In essence, our fonts are not just a design element; they are a reflection of your values and a tool for building a more inclusive and accessible world of architecture and design. They are the words that bring our dreams to life, making sure that no one is left behind on our journey toward a more vibrant, sustainable future.







MERCH

The merchandise collection is a testament to your dedication to fostering a sense of community and promoting your shared values.

Creativity Unleashed: Your merchandise is a canvas for creativity. Each item is thoughtfully designed to embody the essence of TerraViva, offering a unique way for your community to express their passion for architecture and sustainable design.

Sustainability at the Core: Sustainability isn't just a buzzword for TerraViva; it's a way of life. That's why your merchandise is created with sustainability in mind. I recommend eco-friendly materials, ethical production processes, and responsible sourcing, ensuring that every item aligns with our commitment to a greener planet.



