



TERRAVIVA
COMPETITIONS

**TACTICAL
URBANISM
NOW!**

2023

THE REAPPROPRIATION OF
PUBLIC SPACE

1

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INTRO

The profound crisis caused by the pandemic had a strong impact not only in people's life, but also in the configuration of certain urban areas that were already undergoing processes of transformation. **New challenges related to sustainable mobility, climate change mitigation and regeneration of public spaces**, among others, were exacerbated and added to a long list of innovative strategies with the goal of defining a new generation of city.

The health emergency instigated a significant shift in every-day activities and imposed radical changes in the way we move, in the places where we work and even in the spaces where we live and relax. Both private and public areas had to adapt to new uses and interactions. In other words, new variables of uncertainty and unpredictability have changed what used to be known as "normal".

Considering that we are living a demographic boom - breaking the record of 8 billion inhabitants in November 2022 - and in a more and more urbanized world according to the prospects of the *UN-Habitat World Cities Report*, **there is no doubt that the future of humanity is destined to live in cities.**

It becomes crucial therefore, to design and equip people's primary habitat so that it can effectively respond to a wide range of social, economic and environmental shifts while transitioning to a more sustainable and resilient future.



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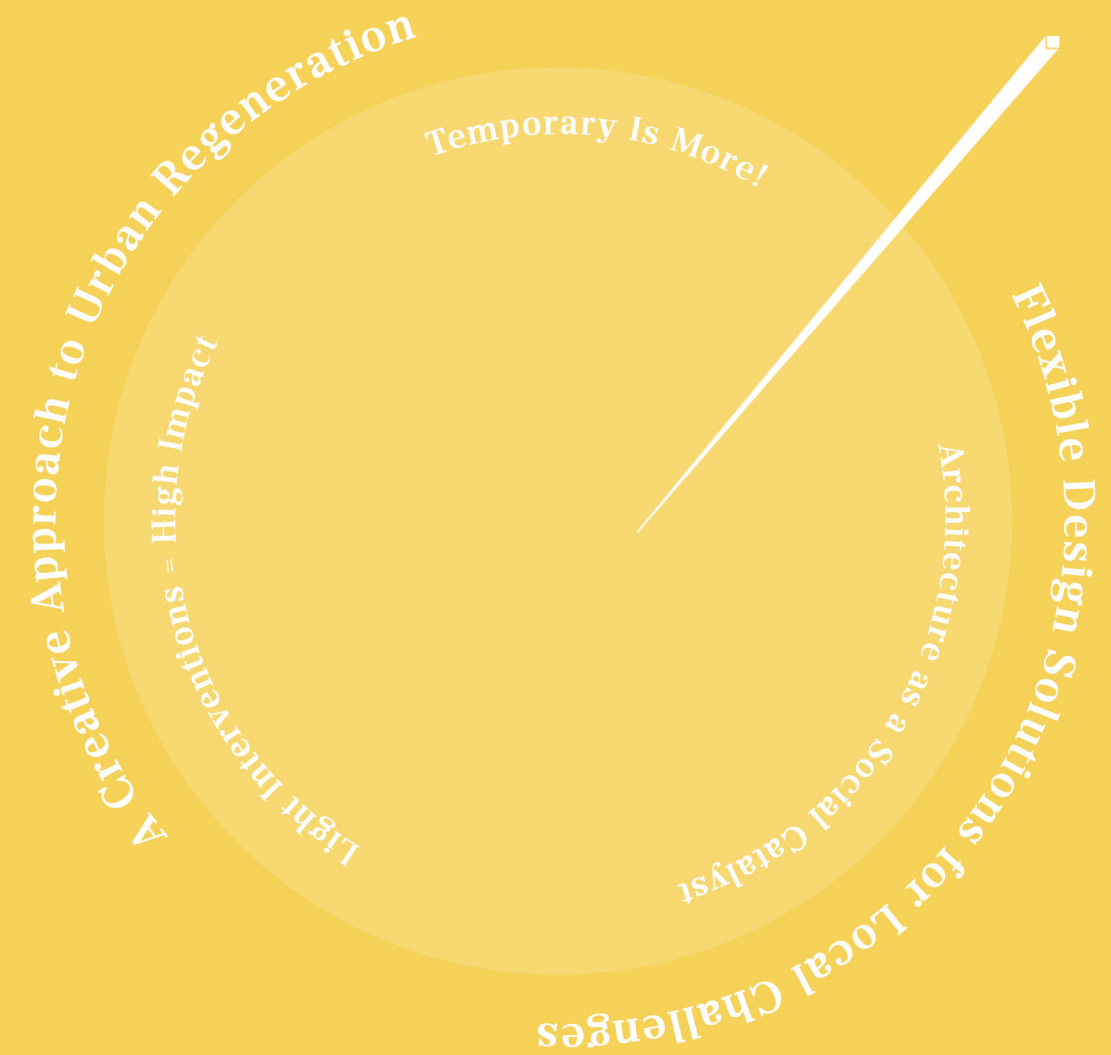
TACTICAL URBANISM NOW!

In order to face rapid changes and to improve the adaptability of public spaces, cities have been using Tactical Urbanism as a tool to become increasingly more dynamic and flexible. From a design point of view, architects and urban planners are experimenting with tactical techniques as short-term and low-cost actions for long-term and effective results.

This innovative approach can be adopted as an alternative and creative regeneration method that aims at **improving the quality of public spaces by considering the community needs, adapting to site-specific conditions and strengthening cultural identity.**

Tactical projects may vary in scale and location: they can involve a sidewalk, a whole street, an empty plot, a bridge and many other areas. **These type of interventions can be highly communicative, adaptable and reversible.** Even if some of them were planned to be temporary, the impact they have generated in a certain district have led them to become permanent.

In the same way that acupuncture inserts needles into a part of the body to boost the well-being of the whole organism, **a tactical project is capable of generating positive reactions in an entire neighbourhood through the transformation of a specific site.**



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"8 1/2"
© Orizzontale
Rome, 2014



The challenge of this competition is to imagine more inclusive, safe, resilient, and sustainable public spaces. **The idea is to think creatively and to experiment with new possibilities to improve the conditions of the cities where we live in.**

Exploring the potentialities of Tactical Urbanism, designers are encouraged to propose ingenious and unconventional projects capable of transforming a public space with a hidden potential, an underused urban area or even a neglected residual plot.

The “15 Minutes City” concept can be helpful to understand which functions and uses might be more suitable for the area where you are thinking to locate your project. The term defines a highly flexible urban model that ensures all citizens can access daily needs within a short walk, a bike ride or a public transport trip, reducing therefore carbon emissions and commuting time while generating more public spaces.

What kind of new activities can complement the ones already existing in your project site? How design can contribute to the realisation of adaptable and multifunctional spaces? **Remember that scalability, modularity and flexibility can be key factors to guarantee a successful design.**

At the same time, do not forget about the formal aspect of your proposal: the colours, textures and shapes of each element will make the difference. **Use your imagination and take public space to another level!**



WHERE

in the public space: where everyone has access and is able to move, walk or stay

HOW

in which way do I interact with other individuals or groups? how can I use that urban space?

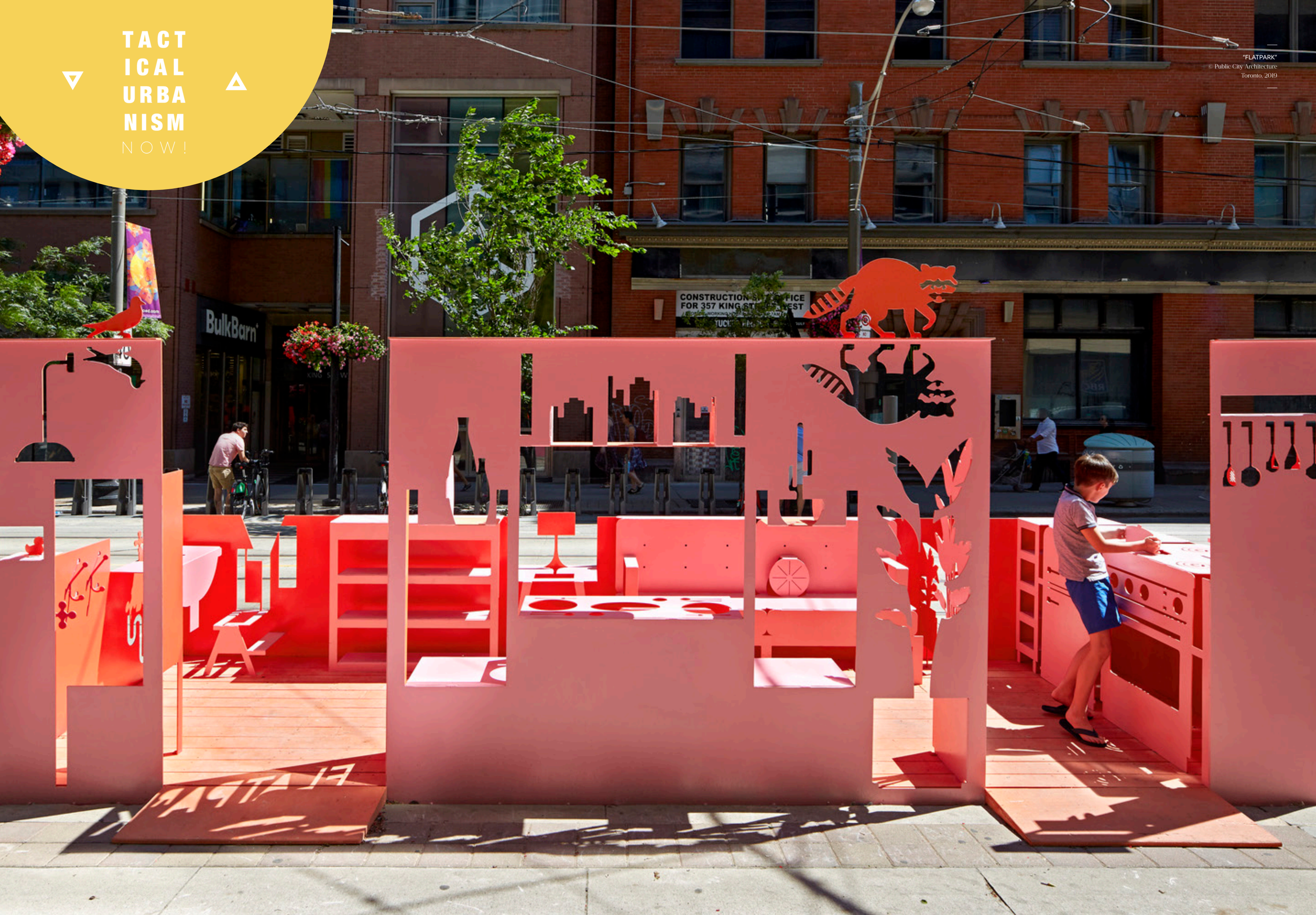
WHAT

Tactical Urbanism: an innovative approach in response to the traditional urban transformation processes



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"FLATPARK"
© Public City Architecture
Toronto, 2019





P R O J E C T A R E A S A N D L O C A T I O N S

Participants are free to choose any possible location in the world. ***There are no restrictions regarding the neighbourhood, town or city where you should develop your intervention.***

Any urban context can be suitable for a tactical project, from the smallest settlement to the largest metropolis. ***However, it is important to justify the choice through the design decisions that will shape the proposal,*** establishing close relationships with the community that will live that space, with the new uses to be implemented and with the expected social impact.

In an effort to contribute to the research of innovative design strategies around the world, ***Tactical Urbanism NOW! encourages a variety of possible geographic locations*** in order to explore and develop alternative concepts.

W O R L D W I D E

P I N S



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"CODED SCAPE"
© IOO architects
Hangzhou, 2021



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"ROOFTOP WALK"
© MVRDV
Rotterdam, 2022



Design a Tactical Intervention

The experience of recent years has taught us more than ever the importance of conceiving flexible public spaces, adaptable to the changes of daily life and unforeseen events. Tactical Urbanism NOW! gives the chance to each participant to explore new ways of rethinking the city!

Designers are free to propose any kind of program that has the power to transform and give a new life to an urban space. **There are no limitations regarding the size of the project: it can cover a small plot or even larger areas.**

The most important features to take into account in the definition of the proposal are the positive effects that it can bring to the context, the openness towards the community, the possible environmental benefits, the reactivation of the area and any other potential improvement.

It will be crucial to analyse the site in advance in order to identify the main issues to be tackled: lack of urban furniture or proper lighting, unsafe accessibility, inappropriate occupation with intrusive parking and many more. **Understanding the current state of your site, its lacks and its potentialities, can be the first step to outline a successful strategy.**

The following steps might be useful to define your proposal: problem, target, concept, story.

PROBLEM

Define an urban “problem” or the hidden potential linked to the selected context that will be addressed by the new program

TARGET

Outline the target, or circle of users, who will be involved and who will be able to interact with your project. Take into consideration the social and community aspects that you want to engage in your proposal

CONCEPT

Define the general concept of your intervention, the possible environmental and social impacts, the potential benefits it will provide and its innovative character

STORY

Tell the story of your project: describe how it works according to the needs of the users and the scenario where it is located

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PARQUE SUR 23
© All Arquitectura
Nico, 2019



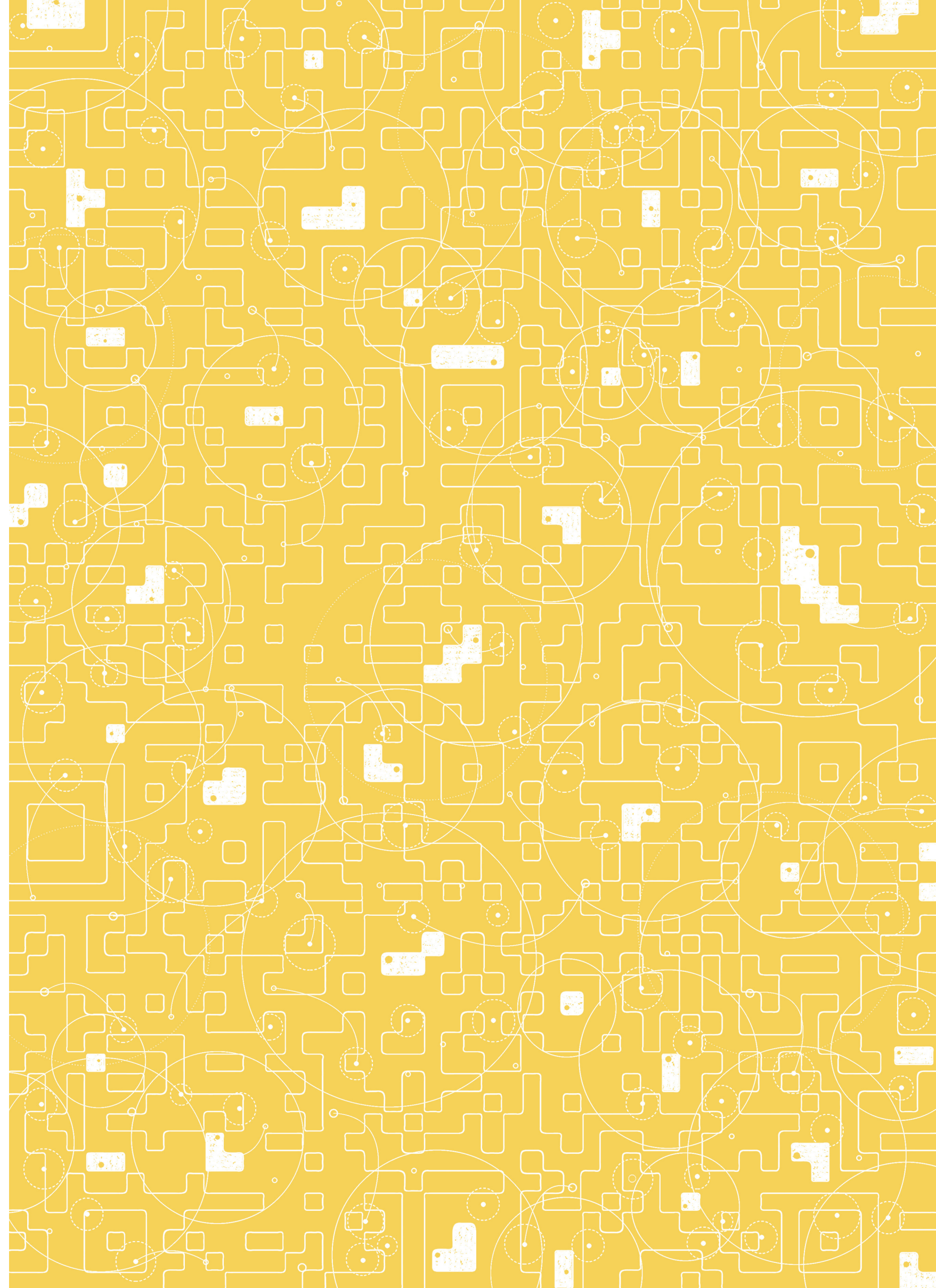
Evaluation Criteria

The jury will evaluate the submitted proposals according to the following principles:

- - Originality of the concept;
- - Flexibility and multi-functionality;
- - Creative regeneration of the context;
- - Social impact of the proposal;
- - Use of “Tactical” techniques;
- - Graphic representation;

Projects that express a special sensitivity towards tactical design and quality architectural solutions will be highly appreciated.

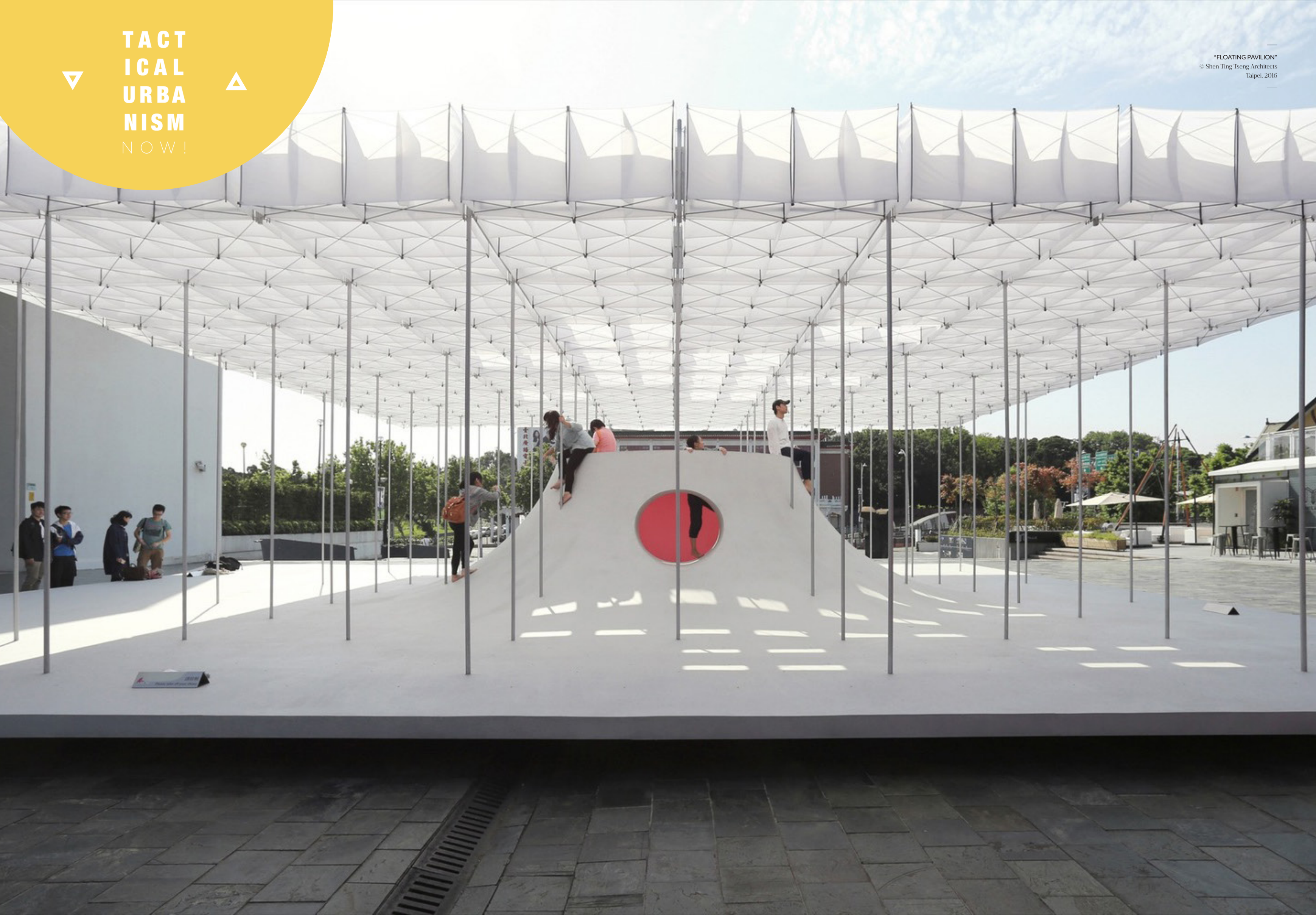
Reaching deep technical-constructive details will not be considered extremely important in the evaluation process.



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"FLOATING PAVILION"
© Shen Ting Tseng Architects
Taipei, 2016



submission requirements

Designers must submit the following material:

1) Two A1 panels [59,4 x 84,1 cm]

- Files Format: *.jpg*
- File Name 1: *Registration n°_1 (ex. 12345_1)*
- File Name 2: *Registration n°_2 (ex. 12345_2)*
- Maximum File Size: *20 Megabytes each*
- Panels Orientation: *Landscape*
- Text Language: *English*
- Font Size: *Minimum 10 pt*

The panels must contain all the necessary graphic information to explain the project in the best way (title, diagrams, sketches, 3D visualizations, plans and sections, renders, collages, model photos, etc...). All kinds of graphic representations will be accepted.

The Registration Number (ex. 12345) must be placed in the upper right corner of each panel. The panels must NOT contain any other reference to the identity of the participants (name, office, university, etc...).

2) A brief text describing the proposal

- File Format: *.docx/.doc*
- File Name: *Registration n°_Text (ex. 12345_Text)*
- Maximum Length: *250 words*
- Text Language: *English*

Schedule

“Early” Registration
from 23.01.2023
to 17.03.2023 - (h 11.59 am CET)

“Standard” Registration
from 17.03.2023
to 21.04.2023 - (h 11.59 am CET)

“Late” Registration
from 21.04.2023
to 19.05.2023 - (h 11.59 am CET)

Submission Deadline
19.05.2023 - (h 11.59 am CET)

Winners Announcement
19.06.2023

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"THE CITY DELTA"
© Goa
Pudongxinqu, 2018





**PRIZES
&
MENTIONS**



1ST PRIZE : 3.000 €

2ND PRIZE : 2.000 €

3RD PRIZE : 1.000 €

4 GOLDEN MENTIONS

prizes bestowed by TerraViva



10 HONORABLE MENTIONS

30 FINALISTS

*Four *Golden Mentions*' value: 250€ each.

All the awarded projects will be shared with international architecture magazines and websites. All the finalists proposals will be published on:

www.terravivacompetitions.com



REGISTRATION SUBMISSION & FAQ



The registration and submission procedure must be done online by only one of the team members:

- Open www.terravivacompetitions.com and go to *Competitions* > *"Tactical Urbanism NOW! 2023"*;
- Click on *Register Now*, follow the instructions, enter the requested information and complete your registration procedure;
- Once the payment procedure is concluded, you will receive a confirmation email with the receipt and the link to download *"Tactical Urbanism NOW! 2023"* package (if you do not receive your receipt please check the spam folder);
- Inside the *Download Package* you will find the competition brief and the instructions for the final submission;
- In the confirmation email you will also receive the *Registration Number* that will be your identifier on the final submission procedure;
- Follow the instructions contained in the *Download Package* to proceed with the submission of your proposal. Use the folder *"YOUR REGISTRATION NUMBER_TUN_Submission Folder"*, rename it with your code and use .zip compression to upload it;
- Submissions have to be done through the same website, accessing the *Upload* section and following the steps indicated on the page; after completing the submission process, you will receive a confirmation email;
- Participants can address any questions to info@terravivacompetitions.com. Every question will be answered by email, and updates will be published weekly in the *FAQ* section of the competition website until April 21st.



THE JURY



ATELIER SCALE

Huicheng Zhong
[Los Angeles, USA]

Huicheng Zhong is the founding partner of Atelier Scale. Huicheng received his Master of Landscape Architecture with honors from the Cornell University, Ithaca and a M.E in Urban Planning from Beijing Forest University. Prior to found Atelier Scale, he worked at SWA Los Angeles where he led and managed numerous projects in different scales. Huicheng is an idea sharer and listener, he gives lectures in many academic institutions, including Harvard University's GSD, Cornell University, Hong Kong Chinese University, Beijing Forestry University and South China University of Agriculture. He is also the initiator of Youth Landscape Architecture. Huicheng's design has been focusing on the relationship between the macro and the micro in landscape. He believes no matter how small the project is, the design should respond to its regional context and social issues; and no matter how large the project is, the design should return to its proportion, form, material and furniture.



HAPA COLLABORATIVE

Sarah Seigel
[Vancouver, Canada]

Sarah is a well-rounded designer who has worked on all stages of projects from schematic design to construction administration. With all projects, Sarah brings strong graphic and written communication skills and an appreciation for clear, elegant, and straight forward design. She is keen to discover the right design for each project, keeping both function and beauty in mind. Sarah grew up in Vancouver and spent 15 years studying and working in Toronto, London, Paris, and New York. While in New York, Sarah was an associate at Michael Van Valkenburgh Associates for four years, where she worked on the Jack Javits Federal Plaza and was a critical member of Toronto's groundbreaking Lower Don Lands project, combining flood protection, ecological planning, and urban design. At Hapa, she has been a key member of the design team and project manager for most of Hapa's major projects.



LEKU STUDIO

Jokin Santiago
[Barcelona, Spain]

Jokin Santiago is the founder and co-director of the architecture firm Leku Studio, an architecture and urban planning studio founded in Barcelona, specialized in the design of innovative strategies for urban transformation, landscape design and public spaces. Architect from the Barcelona School of Architecture, he has obtained a postgraduate degree in territorial planning and a master's degree in urban planning, sustainability and climate change. He is specialized in sustainable urbanism, urban ecology and public space projects. In his previous professional career he has worked as an architect for the Department of Urban Prospects of the Barcelona City Council and as a consultant in design and urban strategy in the private sector. In 2016, together with a group of architects and planners, he founded the OUT association through which they create and curate cultural projects linked to architecture and design.



COMUNE DI MILANO

Rossella Ferorelli
[Milan, Italy]

PhD in Architectural and Urban Design at Politecnico di Milano, researches around the evolution of publicness in the post-digital city. She collaborated with international magazines like Domus and Abitare, and taught at the Faculty of Politecnico di Milano. Since 2011, founding member of SMALL - Soft Metropolitan Architecture & Landscape Lab, an architecture office and cultural platform based in Bari and Milan, working on the contemporary urban condition through cross-scale projects and different forms of parallel research, hybridizing curatorial practices, independent publishing and academic experimentation. Recent researches by SMALL have focused on bottom-up reuse practices of abandoned urban landscapes and on the socio-spatial transformation dynamics of public space design. Since 2019, she works as Urban Designer at Comune di Milano, managing European funded participatory projects related with sustainable mobility and the public space culture.

THE JURY



PICO COLECTIVO

Marcos Coronel
[Caracas, Venezuela]

Marcos Coronel is an Architect who graduated from the Faculty of Architecture and Urbanism at the Central University of Venezuela. He is a specialist in Urban Policies, Honourable Mention from the Latin American Planning Institute, 2016. Diploma in Rehabilitation of Structures graduated from the Building Conservation and Restoration Program-Unesco, 2015. Due to his trajectory as the head of social infrastructure projects in Venezuela and Latin America, he has accepted the Title for Social Habitat, Housing, and Sustainable Urban Development, conferred by the United Nations Organization UN-Habitat 2016. Marcos is Co-founder and Director of PICO Colectivo, an urban laboratory focused on emerging environments. His work at the forefront of transformation projects beyond the conventional city has led him to create entities capable of supporting exchange spaces that integrate nature, sustainable energies, social relationships and cultural economies.



SMOD

Delfina Bolla
[Rosario, Argentina]

Delfina Bolla was born in Paraná, Argentina, in 1990. In 2019 she graduated in Industrial Design at the Higher Institute of Visual Communication of Rosario. In 2022 she finished the Post-degree Course in Strategic Design for Innovation & Design Applied to People at the UNR. Since 2019 she has been a key member of Smod and Bertha Bikes, two startups related to sustainable mobility and city planning located in Rosario. Her work has specialised in designing the complete experience for the users of the public bicycle systems of the emerging cities of Latam. From the design of products to the urban planning, some of her designs have been qualified by the Seal of Good Argentine Design, thus obtaining several awards granted by the Secretariat of Industry and Productive Development. She alternated her professional work with teaching at the Higher Institute of Visual Communication and at the FAPyD of the National University of Rosario.



ATÖLYEMEKAN

Selim Atak
[Ankara, Turkey]

Selim Atak graduated from faculty of architecture of Karadeniz Technical University. He received his Masters degree from Politecnico di Milano in 2016 where he prepared the thesis “Hashima Ruin Shrines” on seeking why human being is attracted to ruins, in collaboration with Mark Adamson. Building on the theory, the thesis proposed an architectural intervention on how modern ruins could serve tourism. After his graduation he moved to Beijing. He worked as a designer for Atelier Teamminus and got involved in the design process of sports venues for Beijing 2022 Winter Olympics. Later he moved to Shanghai as a senior designer for Ares Partners to enhance the urban standards around the touristic sites in rural towns of central China. He established atölyemekan in 2019 after he settled back to Ankara, Turkey. atölyemekan began as a placeless initiative to focus on urban problems then evolved into a co-working space in search of ideal working environment.



2XM

Emiliano Berni
[Milan, Italy]

Architect graduated at Politecnico di Milano in 2017 after former experience in constructions as a quantity and site surveyor, currently a partner in 2xm Studio based in Milan following interior design, architectural and urban planning projects. Previous collaboration with international architectural firms set the possibility to work on different scale project and location, in 2020 collaboration with Metrogramma Milano on a Coima competition working on building re-use in Milan, awarded 2nd prize. In 2016 starts the collaboration with Stefano Boeri Architetti in several project in which among those, “tour de Cedres” Lausanne, and “Wonderwoods” Utrecht, both developed in BIM for preliminary and detailed phases, currently continuing the collaboration as an external consultant. During university studies exhibited his works in “Triennale di Milano” for the projects Ri-formare Milano and at ANCB, Berlin for the projects enabling edges.



needle
Agopuntura Urbana

B4i
BOCCONI FOR
INNOVATION



HAPA

leku studio

smod

Atelier Scale

PICO



atölyemekan

- [Terms & Conditions] -

- GENERAL RULES -

A. The competitions are open to students, architects, designers, urbanists, engineers, artists, makers, activists and anyone interested in the design and architecture fields. The participant must be at least 18 years old;

B. Participants can join the competition either individually or in team. There is no restriction or limit to the number of members that can compose a team. Teams can be made up of members of different nationalities and ages, but all members must be at least 18 years old. The list of the team members cannot be changed after the registration;

C. Participants must respect deadlines, procedures, fees and submission requirements. It is highly advised to complete any of these online procedures (also registration) in advance. TerraViva S.r.l. is not responsible, in any case, for any technical difficulty or web malfunctioning;

D. All the necessary materials related to the competition is available in the download section of the competition's official page. To download and use the documentation of the competition made available by TerraViva S.r.l. it is necessary to pay a registration fee, which allows to get a single identification code, except as provided for in the last sentence of point "e". The registration fee, for each competition, is established according to the competition's calendar and the relative amounts do not vary depending on the number of team members;

E. The payment of one fee allows the participant/team to have one personal identification code linked to the submission of one single project. In order to have additional submission codes and, therefore, submit additional projects it is necessary to pay additional fees. However, TerraViva has the right to issue offers (e.g. "gift cards") or create discounted fee packages that allow buyers to get more than one identification code and therefore download the material of more competitions (also not yet launched) and submit more than one project.

F. The payment methods accepted are: PayPal, Satispay, credit card, bank transfer, payments in cryptocurrency;

G. Prizes are established regardless of the number of members of a team. TerraViva S.r.l. pays all the commissions charged by its bank for the prizes' payment, the commissions that may be applied by the winner's bank or the commissions for currency exchange have to be paid exclusively by the winner. The prizes will be awarded after the verification of the identity of the winners and after the winners have signed a self-declaration certifying that they fully accept all the Terms and Conditions of the competition;

H. The jury is composed by experts of the fields of architecture which are independent and impartial. The jury's decision is the result of a mere aesthetic evaluation and cannot, in any case, be challenged. Participants therefore accept not to challenge the decision nor the evaluation of the jury. In case one or more members of the jury withdraw, TerraViva S.r.l. will substitute him/them with a new member equally distinguished and impartial;

I. TerraViva S.r.l. is not responsible for the possible bad execution of the project. In any case the evaluation of the jury and winning of a prize cannot be considered as an assessment of the adequacy and technical feasibility of the project;

J. TerraViva S.r.l. is not obliged to give explanations to the participants regarding the results of the competitions;

K. Participants are not allowed to publish their own submitted material before the announcement of the official winners;

L. Participants are not allowed, in any case, to inquire the jury about the competition;

M. Any team or individual that violates the Terms and Conditions during or after a competition may have their rewards, publication or any other competition outcome revoked at any time;

N. The prizes are paid by bank transfer or Paypal. In order to receive the prize, the winner (individual or legal entity) must fulfil a declaration of receipt of the prize. It is, therefore, not possible to request an invoice;

O. Projects' submission and/or final winning of the competition do not constitute any kind of professional commitment/relationship between the participant and TerraViva S.r.l.;

P. TerraViva S.r.l. has the right to modify competition's dates, jury's composition or the methods for project's submission. Any change will be notified at least 48 hours before the submission deadline through the media channels of TerraViva S.r.l.;

Q. These Terms and Conditions, in any case, do not constitute an offer to the public;

R. By registering to the website of TerraViva S.r.l. participants declare to fully and unconditionally accept all the Terms & Conditions of the competitions without any exception;

S. The Terms and Conditions and any other rule can be modified by TerraViva S.r.l. without prior notification. The Terms and Conditions and any other rule can be waived by special rules pertaining to single competitions;

T. The Italian law regulates the rules of the competitions and any other rule on the website. Any controversy that might arise shall be of exclusive competence of the Court of Milan;

U. The Terms and Conditions will be provided also in Italian and other languages, but, in case of doubt of interpretation, the English version shall prevail;

- INELIGIBILITY RULES -

The occurring of any of these cases will be ground for the disqualification of the participant and/or their teams without exception:

a. Any gross violation of the Terms and Conditions;

b. Submission of any material using a different procedure from the one indicated in the submission requirements;

c. Submission of any material after the expiry of the submission deadline;

d. Naming any file in a way which is different from the one indicated in the submission requirements;

e. Submission of panels containing any reference to the identity of the participants (e.g. name, office, university);

f. Submission of layouts containing texts not written in English;

g. Submission of any material which is not in line with the competition principles or that is considered incomplete;

h. Submitting a project which differs in a macroscopic way from the purposes of the competition;

i. Participants having a family relation within the second grade or direct professional relationship with any of the jury members at the time of the competition and/or in the two previous years;

j. Submitting a project which is not new and original or which is not the outcome of the intellectual activity of the participants (i.e., does not belong to them);

k. TerraViva S.r.l., with a mere technical and objective evaluation, discards the projects that do not meet the requirements listed in the Terms and Conditions or in the special rules of the single competition and/or that constitute any of the above listed cases. The discarded projects will not be evaluated nor considered by the jury. Disqualified participants and/or their teams will not receive any refund;

l. By accepting the Terms and Conditions participants expressly declare that they do not fall under any of these causes of ineligibility;

- INTELLECTUAL PROPERTY RIGHTS -

Participants maintain the intellectual property rights and/or industrial rights on their submitted projects; limited to the projects that win a money prize (except for the gold mentions) TerraViva S.r.l. acquires the exclusive right of economic exploitation of the project and the permanent, illimited, irrevocable, exclusive, internationally acknowledged right to use, realize, adapt, modify, publish in every media, display, reproduce and distribute the project also for marketing and advertising purposes, review the editorial, create works based on the project or give the project or parts of it to third parties in any means, way or through any technology also including the freedom of panorama without any limitation in time or place. The promoters of the competition (e.g. municipality) and the partners of TerraViva S.r.l. have the right to use, publish, display, reproduce and distribute the projects. The authors of the projects that have been awarded, including mentions and shortlisted projects, commit to provide TerraViva S.r.l., in due time, with any additional graphic material which can be required by TerraViva S.r.l.; TerraViva S.r.l. reserves the right to use the submitted material for paper or digital publications and exhibitions, and the right to use, adjust, modify, publish, show, reproduce and distribute the projects for marketing and advertising purposes in any way or form and with any means of communication and/or support, according to

the "Reproduction right and Publication right" (art.12, L.633/1941, i.e., Italian Copyright Law). TerraViva S.r.l. is not responsible in case the intellectual property of the uploaded projects does not pertain, fully or partially, to the participants, or in case the candidates do not own the rights of exploitation of the project, including the right to take part in a competition of this kind;

- WITHDRAWAL AND REFUND -

In accordance with the Italian Consumer Code (D.lgs. 206/2005), the right of withdrawal is valid within 14 days from the day of the fee's payment (weekends and public holidays included). In any case, the right of withdrawal cannot be exercised after the submission deadline, nor if the participant has downloaded the material for the competition. Refunds are executed in the same currency of the original payment and are therefore subject to currency exchange rates. To exercise the right of withdrawal, write to: info@terravivacompetition.com;

- INDEMNITY -

Participants agree to indemnify and hold TerraViva S.r.l. harmless from any cost or damage connected with the infringement of any third-party intellectual property right. By taking part in a competition and accepting its rules and the Terms and Conditions, participants declare to be authors (and/ or co-authors in case of a team) of the uploaded materials. Participants accept to completely indemnify TerraViva S.r.l. and its members and officers from and against all legal claims, liabilities, damages, losses, or any costs, expenses and any legal fees that arise out of any activity stated in the Terms and Conditions or from the participation in a competition;

- PRIVACY -

The processing of participants' personal data will be carried out, with both manual and digital means, by TerraViva S.r.l. for the sole purpose of the participation in the competition and distribution of the prizes in compliance with art.13, EU Reg. 2016/679. We invite all competitors to read it carefully. Participants will be held accountable for the data - including personal data - they provide. TerraViva S.r.l. does not assume any responsibility for wrong or false data provided. In any case, according to privacy policies, TerraViva S.r.l. has the right to verify participants' personal data by requesting a copy of an identity document that reports the same data entered for the registration;

- WEBSITE -

The website and its contents cannot be copied, reproduced, published or distributed without the permission of TerraViva S.r.l.; By submitting a project in any way to TerraViva S.r.l. the individual or team accepts full responsibility for the text, images, video footage and any other form of media that is provided. TerraViva S.r.l. is not responsible for the communications between users and third parties on its website, nor can guarantee that the website or the downloadable files are without viruses or similar harmful software.





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