Situér Milano

Designing a Contemporary Furniture Collection

TERRAVIVA

Situér Milano

situér
MILANO

www.situermilano.it

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Intro

Furniture occupies a unique position within the built environment. It exists at the threshold between architecture and intimacy, between structure and gesture. **While walls define boundaries and ceilings establish scale, it is often the objects within a space that give it character, rhythm and meaning.**

A single element can alter perception. A vertical structure can draw the eye upward, emphasising height and proportion. A horizontal plane can anchor a room, creating balance and stability. Even the smallest accessory - discreetly placed on a surface or resting against a wall - contributes to the atmosphere, shaping how a space is experienced and remembered.

In contemporary interiors, furniture is no longer conceived as isolated pieces. It forms coherent systems, visual languages that articulate identity. Materials, finishes and proportions become tools through which designers compose environments that feel intentional and refined. The distinction between domestic and retail spaces is increasingly fluid; homes adopt curated displays, while commercial environments seek warmth and familiarity. In both contexts, furniture plays a decisive role.

Design today rarely revolves around a single, standalone element. More often, it is the dialogue between pieces that defines a space - a coordinated ensemble capable of expressing a clear vision. Understanding this shift from the individual object to the broader system is essential to grasp the evolution of contemporary design.

"EAMES LOUNGE CHAIR"
Charles & Ray Eames, 1956
© Ph. Justin Chung

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"KALEIDOSCOPIC APARTMENT"
Jean Prouvé & Ettore Sottsass
© Ph. Gestalten



"OFFICE SOLUTIONS"
USM Haller System, 1965
© Ph. USM Haller

Not Just a Single Piece

Throughout the history of design, furniture has not always been conceived as a standalone gesture. Beyond the iconic chair or the singular table, designers have often imagined families of objects meant to coexist, to dialogue and to construct a shared identity.

From the modular clarity of the USM Haller system to the adaptable logic of Dieter Rams' shelving for Vitsoe, collections have shaped the way interiors are organised and perceived. Even the masters of modernism understood this principle: Charlotte Perriand's storage units were not conceived as individual pieces, but as components of a broader spatial composition; Eileen Gray's furniture moved fluidly between utility and architecture, each element reinforcing the overall atmosphere.

A collection is more than a group of products: it is a language. Proportions recur, materials repeat, details resonate. A structural gesture in one piece finds an echo in another. Through coherence, objects gain strength - not by excess, but by alignment.

Throughout the decades, many design companies have collaborated with architects and designers to shape distinctive collections capable of defining entire interiors. Today, a young and ambitious brand is seeking to expand its own language, opening a new chapter in its evolving story: *Situér Milano*.

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"UP 5_6 POLTRONA E POUF"
Gaetano Pesce, 1969
© Ph. Sergey Krasyuk

Situér Milano

From the apparent chaos of industrial raw materials emerges a precise and balanced language. ***Situér Milano* was born from a simple yet decisive intuition: bending metal instead of welding it.** What began as an experiment in form soon became the foundation of a distinctive identity, defined by controlled curvature and structural clarity.

Founded in 2017, *Situér Milano* is supported by a long-standing expertise in metalworking. **Its origins trace back to *Castellani*, a Tuscan company specialised in industrial shelving and metal furnishings.** Within this context of technical knowledge and production experience, the brand developed its own vision: to reinterpret industrial materials through a refined, minimalist lens.

The first explorations focused on shelving - reimagining a utilitarian typology as a modular and versatile design piece, enriched by carefully selected colour finishes. Over time, the collection expanded to include accessories, sliding elements and complementary components, evolving into a coherent system rather than a single product.

Curved tubular steel and brass introduced new formal possibilities, giving rise to coat racks, tables, stools and additional furnishing pieces that share the same restrained aesthetic and industrial character.

Along its brief yet dynamic journey, the brand has collaborated with external designers to develop coordinated objects united by material precision and formal consistency. **As *Situér Milano* continues to grow, it now seeks new creative perspectives capable of expanding its collection and reinterpreting its values through fresh ideas.**

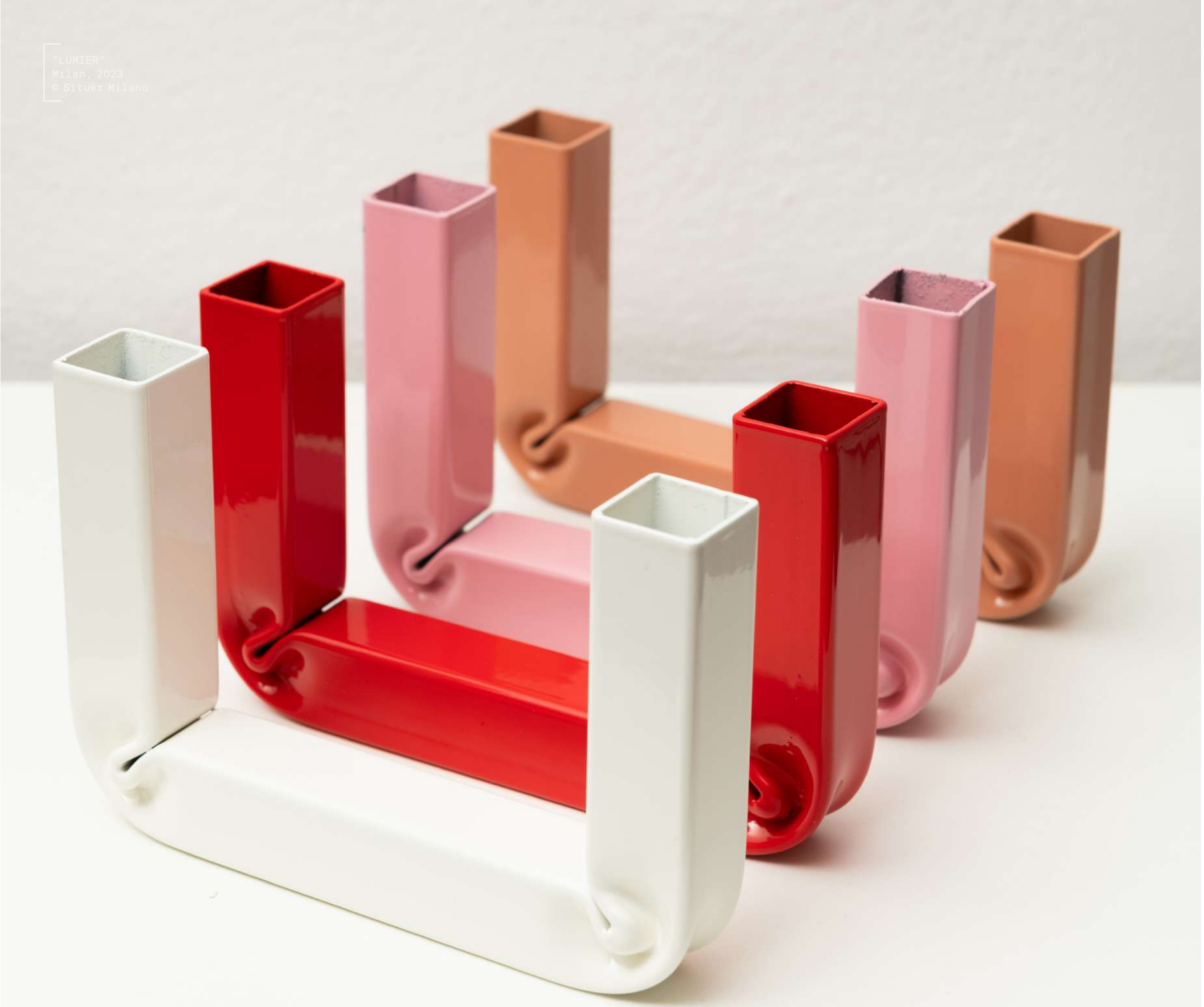


"PANCA RUNWAY"
Milan, 2017
© Situér Milano

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"SHOWROOM"
Milan, 2021
© Situér Milano



The Competition

Situér Milano invites architects and designers to engage with its distinctive material language and contribute to the evolution of its collection. The challenge is to capture the essential values of the brand - structural clarity, balanced proportions, modular thinking and refined detailing - translating them into a new concept.

The objective is to imagine a set of coordinated elements that dialogue among themselves, capable of defining the character of a space through coherence and creativity. The proposed pieces may be conceived for domestic interiors, retail environments or for both contexts simultaneously. Versatility will be considered a strength: the ability of a design to adapt while maintaining identity reflects the contemporary way spaces are inhabited.

Since the winning proposal will be prototyped, particular attention should be given to feasibility. The project must demonstrate a clear construction logic, rational use of materials and ease of assembly. Simplicity of production, intelligent detailing and structural consistency will be key aspects in the evaluation process.

This is an opportunity to interpret and expand an existing design language while contributing to its future development!

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"SHOWROOM"
Milan, 2019
© Situér Milano

The Collection

The aim of the competition is to conceive a coordinated mini collection composed of 3 elements that establish a dialogue among themselves and share common design principles:

• **One Main Piece of Furniture**
Such as a shelving system, console, seating element, table, chest of drawers or other representative typology capable of acting as the structural core of the collection.

• **Two Complementary Design Elements**
For example a coat or magazine rack, umbrella holder, chandelier, vase, planter, mirror, lamp, tray or any similar accessory.

The three objects must share a coherent formal language and construction logic. They should relate through proportion, detail, finish or structural gesture, forming clearly a recognisable family rather than a random grouping.

Both proposals that follow closely the existing aesthetic direction of *Situér Milano* and those that introduce innovative interpretations will be equally valued. The essential requirement is coherence and a clear conceptual foundation.

How would you imagine your own furniture collection? Would you emphasise modularity? Explore new typologies? Push the curvature further? Introduce subtle material or colour contrasts? Be bold, engage with the brand's identity, but allow your creativity to shape a distinctive and compelling vision!



"RUNWAY COLLECTION"
Milan, 2023
© Situér Milano

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"RE - VERSILIANA"
Milan, 2022
© Situér Milano



"CONFINE"
Milan, 2021
© Situér Milano

Design Guidelines

Recommendations & Suggestions

- The materials admitted for the collection are sheet metal, brass and stainless steel;
- The inclusion of wooden details is optional, provided they are coherent with the overall concept;
- Metal tubular sections are permitted with dimensions ranging from 2 cm (minimum) to 6 cm (maximum), in square or rectangular profiles.
- Circular sections are not recommended due to production constraints;
- The design should respect the material expertise of the brand while exploring its expressive potential;
- Free colour selection is allowed, provided that participants specify the chosen RAL code for each finish;
- The maximum height of any element is 2.5 m, and individual shelves must not exceed 1.20 m in length; in order to achieve larger dimensions, modular repetition is permitted.

Restrictions & Limitations

- Any furniture typology will be allowed, provided that material and dimensional limits are respected;
- Projects must demonstrate structural feasibility and suitability for industrial production;
- Rational assembly systems, efficient use of materials and clarity in construction details will be positively evaluated;
- Since the winning project will be prototyped and produced, the original design may undergo minor adjustments to meet production requirements, in collaboration with the designer.

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“FIORAIO BIANCHI CAFFÈ”
Milan, 2024
© Situér Milano



"CAHÎNÉE & RUNWAY BENCH"
Milan, 2023
© Situér Milano

Evaluation Criteria

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

- **Originality of the concept**
- **Coherence of the collection**
- **Brand identity alignment**
- **Material exploration**
- **Production feasibility**
- **Graphic representation**

Proposals that demonstrate a refined sensitivity towards proportion, material detailing and the dialogue between the collection elements will be highly appreciated.

A complete package with all the documentation regarding *Situér Milano* (photos, links, etc) will be available for all participants on Terraviva website.

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"SHOWROOM"
Milan, 2019
© Situér Milano

Prize Pool
7.000€
+ Collection Realisation

1° Prize: *2.500 €

2° Prize: 1.500 €

3° Prize: 1.000 €

5 Golden Mentions: coupon for a free membership

10 Honorable Mentions: coupon for a free competition

30 Finalists: published on Terraviva channels

All Participants: 15% discount on Situér Milano products

*Coupon Code valid on www.situermilano.it: **SITUERXTVC***

***The 1° Prize Winner will see their collection produced and commercialised, receiving 4% Royalties for each product sold by Situér Milano**

Registration & Upload

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

- Open www.terravivacompetitions.com and go to Competitions > "Situér Milano";
- Click on Register, follow the instructions, enter the requested information and complete your registration procedure;
- Once the registration procedure is concluded, you will receive a confirmation email with the receipt and the link to download the “Situér Milano” package (check also 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 Order 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;
- Submissions have to be done through the same Terraviva 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 direct any questions to info@terravivacompetitions.com. The most relevant technical questions about the project will be published every Friday after midday in the FAQ section of the Download Package. Questions can be submitted until 30 days before the submission deadline. No further inquiries will be accepted after this date;
- Only Membership holders will have access to the Customer Care Daily Service and they will receive direct responses via email until the competition deadline;

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"SHOWROOM"
Milan, 2021
© Situér Milano

Submission

1 One A3 Book [42 × 29,7 cm]

- Layout: **A3**
- Format: **pdf**
- Name: **order n°_book** (ex. 012345_book)
- Maximum lenght: **20 pages**
- Maximum size: **30 MB**
- Orientation: **horizontal**
- Text language: **english**

The book must include all the necessary information to best explain the project (collection title, colour palette, diagrams, sketches, 3D visualisations, mockups, technical drawings, renders, collages, model photos, etc). All kinds of graphic representations will be accepted.

The Order Number (ex. 012345) must be placed in the upper right corner of the book cover.

The book must NOT contain any other reference to the identity of the authors (name, office, university, etc).

2 Two Representative Images

- Layout: **2560 x 1810 pixels**
- Format: **jpg**
- Name 01: **order n°_01** (ex. 012345_01)
- Name 02: **order n°_02** (ex. 012345_02)
- Maximum size: **2 MB**
- Orientation: **horizontal**

The two images will be used for the publication of the awarded projects on Terraviva website (www.terravivacompetitions.com). Participants are free to either extract them from their book or submit new images specifically conceived for this purpose.

Calendar

"Early" registrations
24.02.2026 — 29.05.2026
(h 3:00 pm CET)

"Standard" registrations
29.05.2026 — 04.09.2026
(h 3:00 pm CET)

"Late" registrations
04.09.2026 — 02.10.2026
(h 3:00 pm CET)

Submission deadline
02.10.2026
(h 3:00 pm CET)

Winners announcement
02.11.2026
(h 12:00 pm CET)

*Memberships' Monthly Plans provide free access to all competitions maintaining the same price regardless of the period in which they are purchased, guaranteeing significant savings compared to Early/Standard/Late Registrations

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"POLYHEDRIC"
Milan, 2023
© Situér Milano

Jury



Situér Milano

Camillo Castellani
Milan, Italy

He graduated from Politecnico di Milano with a Bachelor's degree in Architectural Sciences and a Master's degree in Architectural Design. During his studies, he explored emergency architecture and adaptive reuse, developing thesis projects focused on disaster-response buildings and the transformation of a former historic factory in Milan into a coworking space. He completed his education through an international exchange program at the Universidade Federal do Espírito Santo (Brazil). Alongside his studies, he collaborated with Milan-based design studios on architectural projects, school buildings and international competitions. Since 2016, he has been Project Manager at Castellani.it Srl, overseeing design and production of furniture collections and bespoke solutions for commercial spaces, offices and showrooms. In 2017, he founded Castellani Design, later rebranded as Situér Milano, the design brand he leads today. Born as a spin-off of Castellani.it, the brand emerged from his research into metalworking and the idea of replacing welding with structural bending - now patented - combining sustainability with a distinctive minimalist identity.



"RELATIONAL DESIGN"
Hong Kong, 2024
© Situér Milano

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"LUMIÉ"
Milan, 2023
© Situér Milano

Terms & Conditions

A The competition is open to students, architects, designers, urban planners, engineers, artists, makers, creatives and anyone interested in the fields of design and architecture (hereinafter, “Participants”). Participants must be at least 18 years old;

B Participants can enter the competition individually or as a team. There are no limits to the number of members in a team; however, restrictions may apply for Membership subscriptions;

C Participants are required to follow deadlines, procedures, fees, and submission guidelines. Terraviva S.r.l. is not responsible for any technical difficulties or website malfunctions;

D All competition materials and documentation are available for download on the official webpage. Access requires payment of the registration fee, which provides a unique identification code. The registration fee is determined according to the competition schedule and does not vary based on the number of team members;

E The payment of a single fee grants the Participant/Team one personal identification code for the submission of a single project. To submit additional projects, additional fees must be paid;

F Accepted payment methods include PayPal, Satispay, Alipay, credit/debit card, bank transfer, and cryptocurrency (via Coinbase). Accepted payment methods may vary. By authorising the payment, the Participant confirms that the credit/debit card used belongs to him/her or that he/she is the legitimate holder. All credit/debit card transactions are subject to verification and authorisation by the issuing bank. If the issuing bank does not authorise the payment, Terraviva S.r.l. shall not be liable for any delay or failure in processing the transaction;

G Prizes are determined independently of the team size. Terraviva S.r.l. will cover its own bank fees for prize payments, but any fees applied by the winner’s bank or those related to currency exchange will be the responsibility of the winner. Prizes will be awarded after verifying the winner’s identity and receiving a signed self-declaration accepting all competition Terms and Conditions;

H 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 do not comply with the minimum-quality standard requirements and/or constitute any of the 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. Therefore, participants accept to respect and not to challenge for any reason the results of the pre-selection carried out by Terraviva S.r.l.;

I The jury consists of independent, impartial experts in the field of architecture and design. The jury’s decision, based mostly on both aesthetic and technical evaluation, will be final. Participants agree not to challenge – in any case – the decision or the jury’s evaluation. If any jury members withdraw, Terraviva S.r.l. will replace them with equally distinguished and impartial members;

J Terraviva S.r.l. is not responsible for the execution quality of any project. The jury’s evaluation and prize-winning decisions do not imply any assessment of the project’s technical feasibility and/or adequacy;

K Terraviva S.r.l. is not obliged to provide explanations regarding competition results;

L Participants are prohibited from publishing their submitted materials before the official winners announcement. If Terraviva S.r.l. becomes aware that a Participant has published materials, Terraviva S.r.l. may, at its absolute discretion, exclude the Participant from the competition without the participant being entitled to any refund;

M Participants may not, under any circumstances, inquire the jury and/or Terraviva S.r.l. about the competition’s results and, in general, on competition’s information that are not public;

N Any team or individual who violates the Terms and Conditions during or after a competition may have their rewards, publication, or other competition outcomes revoked at any time;

O Prizes will be paid exclusively through traceable electronic payment methods. To receive the prize, the winner (individual or legal entity) must complete a declaration of receipt and provide all documents required by law;

P Submission of projects or winning the competition does not create any professional relationship between the Participant and Terraviva S.r.l., its partners, or any member of the jury;

Q Terraviva S.r.l. reserves the right to modify competition dates, jury members, or submission methods/rules. Any changes will be communicated at least 48 hours before via Terraviva’s media channels;

R These Terms and Conditions do not constitute a public offer;

S By registering on Terraviva S.r.l.’s website, participants fully and unconditionally accept all the competition Terms and Conditions without any exception;

T Additional rules, requirements, or conditions may apply to specific competitions;

U Italian law governs the rules of the competitions and other website regulations. Any disputes will be exclusively handled by the Court of Milan;

V The Terms and Conditions will be available in English and sometimes also in other languages, but in case of discrepancies, the English version will prevail;

W This Competition is classified as an Ideas Competition and requires only the submission of an ideative and/or creative proposal. Participation does not involve the performance of technical or professional services as defined by Art. 46 of Legislative Decree 36/2023 and R.D. 2537/1925, nor does it create any professional, contractual, or employment relationship. Furthermore, this Competition is not a “concorso a premi” (prize contest) under Italian law and is expressly excluded pursuant to Art. 6(1)(a) of Presidential Decree 430/2001. The prize awarded does not constitute a professional fee and is treated, for tax purposes, as “miscellaneous income” under Art. 67(1)(d) of the Italian Income Tax Code. The prize will be paid in accordance with applicable Italian regulations, and each recipient is responsible for declaring the amount received in their tax return based on their fiscal residence;

X Terraviva is responsible for disbursing the prizes to the competition winners. Payments shall be made by bank transfer using the details provided by the beneficiary designer or, in the case of group participation, by the designated legal representative. Payment will be issued only after receiving all required and compliant documentation, including any requested self-declaration, a valid identity document, and any additional information necessary for internal procedures. Terraviva will process the payment within 30 (thirty) days from the protocol registration of complete documentation;

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, submission of material using a procedure other than the one specified in the submission guidelines, or submission of material after the submission deadline will not be accepted;

b Additionally, naming files in a manner that differs from the instructions provided or includes personal identifiers such as names, office, or university is prohibited. Submitting files that contain any graphic references to the identity of the participants, including names, office, or university, is also not allowed;

c Submitting layouts with texts that are not in English, or any material that does not align with the competition principles or is considered incomplete, will result in disqualification. Failure to maintain anonymity or submitting a project that deviates significantly from the competition’s purpose is not acceptable;

d Submitting panels and/or booklets that do not contain the order number in the upper right corner;

e Participants who have a family relationship within the second degree or a direct professional connection with any of the jury members at the time of the competition or within the previous two years will be disqualified;

f Submitting a project that (i) is not new and original, or that does not reflect the intellectual work of the Participants and/or (ii) violates IP rights of third parties;

g By accepting the Terms & Conditions, Participants expressly declare they do not fall under any of these causes of ineligibility;

Intellectual Property

Participants retain full intellectual property rights over the submitted projects. Terraviva S.r.l. and Castellani.it S.r.l. acknowledge the legal and philosophical foundations of the moral rights granted to authors in relation to their creative and artistic works. Moral rights are exclusive prerogatives established by law to protect the author’s personality and remain independent from the economic rights deriving from the creation of the work, even when such rights are transferred to third parties (Art. 20 of the Italian Copyright Law).

All material produced and submitted within the competition shall remain the full and exclusive property of Castellani.it S.r.l., which acquires all rights over the submitted projects and shall have the right to further develop, transform, or implement the project, in whole or in part, entirely at its discretion, without any obligation and without temporal, territorial, or procedural limitations. This may include realisation, adaptation to executive design, or integration into broader design strategies, without the need for additional authorisations or agreements. Participation in the competition shall not imply any obligation or guarantee of future professional appointments. Any subsequent assignments, including those potentially connected to the implementation of the project, shall be regulated through separate and independent agreements - external to this competition - between the authors and Castellani.it S.r.l.

Terraviva S.r.l. reserves the right to use – including for profit – the submitted material for printed or digital publications and exhibitions, as well as the right to use, adapt, modify, publish, display, reproduce, and distribute the projects for marketing and communication purposes in any form and by any means (Art. 12, Law No. 633/1941 – Italian Copyright Law). The material may also be published by the participants and Castellani.it S.r.l.. Authors of awarded projects, including mentions and finalists, agree to provide Terraviva S.r.l., in a timely manner, with any additional graphic and/or technical materials that may be requested by Terraviva S.r.l.

Royalties

Castellani.it S.r.l. reserves the right to prototype and produce the winning collection, which may undergo technical modifications necessary to ensure compliance with production standards. The author of the winning collection will receive royalties equal to 4% of the wholesale selling price of the products. The collaboration will be regulated by a specific agreement issued by Castellani.it S.r.l.

Withdrawal & Refund

The right of withdrawal is valid within 14 days from the day of the fee’s payment (weekends and Italian 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. After receiving the withdrawal notice, within 14 days, the refund will be processed using the same payment method as the original order. The actual refund processing time depends solely on the card issuers and the type of card/payment method used used. Therefore, Terraviva S.r.l. recommend contacting the card issuer’s/payment method’s customer service hotline for any further clarification regarding the refund. To exercise the right of withdrawal, write to: info@terravivacompetition.com.

Indemnity & Privacy

Participants agree to indemnify and hold harmless Terraviva S.r.l. and Castellani.it S.r.l. from any cost or damage related to the violation of third-party intellectual property rights. By participating in the competition and accepting the rules and the Terms and Conditions, Participants declare that they are the authors (and/or co-authors, in the case of team participation) of the materials uploaded. Participants further agree to fully indemnify Terraviva S.r.l., Castellani.it S.r.l., their members and their representatives from any legal claim, liability, direct or indirect damage, loss, cost, expense, or charge, including legal fees, arising from any activity provided for in the Terms and Conditions or from participation in the competition. 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. 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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Milan, 2021
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