



TERRAVIVA

TerraViva LOGO

Call for Original Graphic Proposals

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Intro

TerraViva is a startup dedicated to the organisation of international **Architecture Competitions** focused on urban regeneration projects. By promoting the most relevant architecture challenges and making them accessible through its platform to all designers around the world, TerraViva aims to drive innovative practices centred on environmental and social **Sustainability**.

Our mission is to stimulate the global community of architects and designers to manage the upcoming urban issues with a strategic vision, highlighting the importance of conceiving increasingly **Resilient Cities** with human-scaled environments.

Dealing with topics such as architectural heritage, low-impact construction, **Adaptive Reuse** and smart districts, TerraViva organises the most appealing competitions addressing urban regeneration in a creative and innovative way.



Urban Development
Social Impact **Real Estate**
Tactical Urbanism
Urban Regeneration
Architectural Heritage
Sustainable Design
Smart City
Public Space

Our Values



Sustainability

Through our platform we promote the best architecture competitions, making them accessible to every designer in the world, boosting innovative practices focused on environmental, economic and social sustainability.



Innovation

TerraViva's initiatives vary significantly in scope, size, location and program. However, they all share the common goal of rethinking the creative act of architectural design with a fresh and contemporary approach.



Creativity

Our competitions provide a unique opportunity to explore new ideas and to push the boundaries of the profession, inspiring the brightest talents from the architecture field towards the most relevant design subjects.



Community

Open to architects, planners, designers and creatives from all over the world, our competitions are able to adapt to many different contexts: from architecture to urban planning, from landscape design to adaptive reuse...



Internationality

TerraViva relies on an amazing global network composed by the most renowned architecture firms, which constantly support us in the development of each competition and in the evaluation of the submitted projects.



Mission

Operating as a digital hub with a primary focus on **Emerging Talents** and professionals within the design sector, TerraViva's mission revolves around fostering **Innovative Ideas** in the realm of architecture and planning.

Firmly convinced that **Creativity** represents the most powerful tool for triggering new concepts and design approaches, our goal is to stimulate the debate on present and future **Urban Issues** through unprecedented and unconventional competitions.

By enthusiastically sharing our **Vision** and our values related to sustainability in architecture, the **Global Community** of designers that has been following and supporting us for years represents our greatest strength.

Thousands of **Designers** have already chosen us as the international reference platform in the field of urban regeneration, contributing with their projects to **Research** and experimentation on contemporary urban contexts.



The Best Competitions

unconventional and creative challenges:
a tailor-made process in defining the ideal
competition for each context

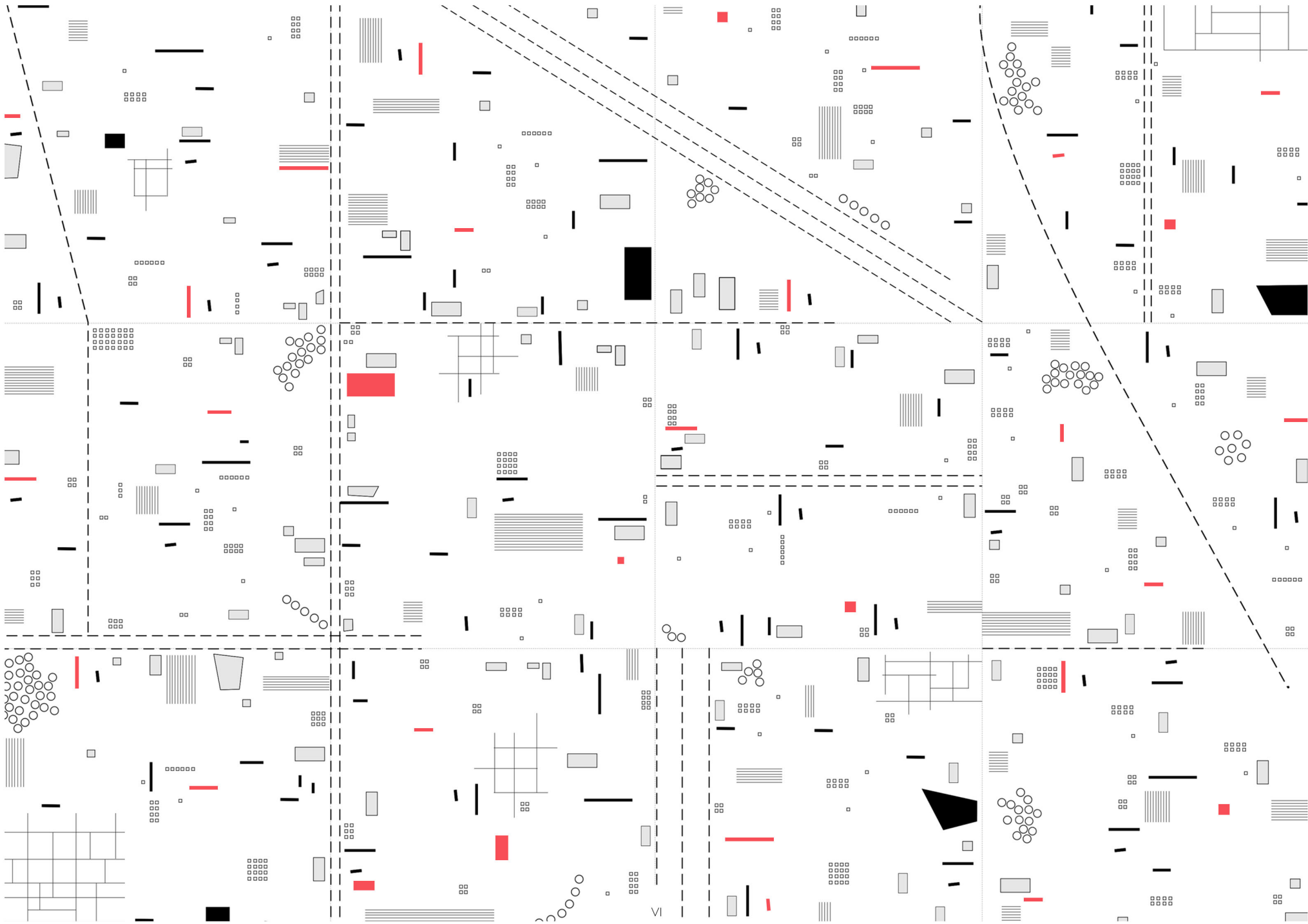
Top Quality Projects

an innovative startup capable of
reaching a global audience composed by the
most talented international designers

Ideas For All Sectors

competitions able to adapt to different
needs: from architecture to urban planning,
from landscape design to public space...








A “Green” Soul

Open to architects, designers and creatives from all over the world, our initiatives are able to adapt to **Different Contexts**: from architecture to urban planning, from landscape design to adaptive reuse, from the transformation of **Public Space** to interior design...

In addition to architecture tenders, TerraViva offers its participants the possibility of showcasing their projects and implementing ideas through a series of **Exhibitions** and **Workshops**. These initiatives work as a stage for international designers to share their proposals with a global audience, gaining recognition within the architecture community.

Following the **United Nations SDG n° 11** “Make cities and human settlements inclusive, safe, resilient and sustainable”, TerraViva has committed to organise its competitions in line with this goal.



🏠 **Adaptive Reuse**

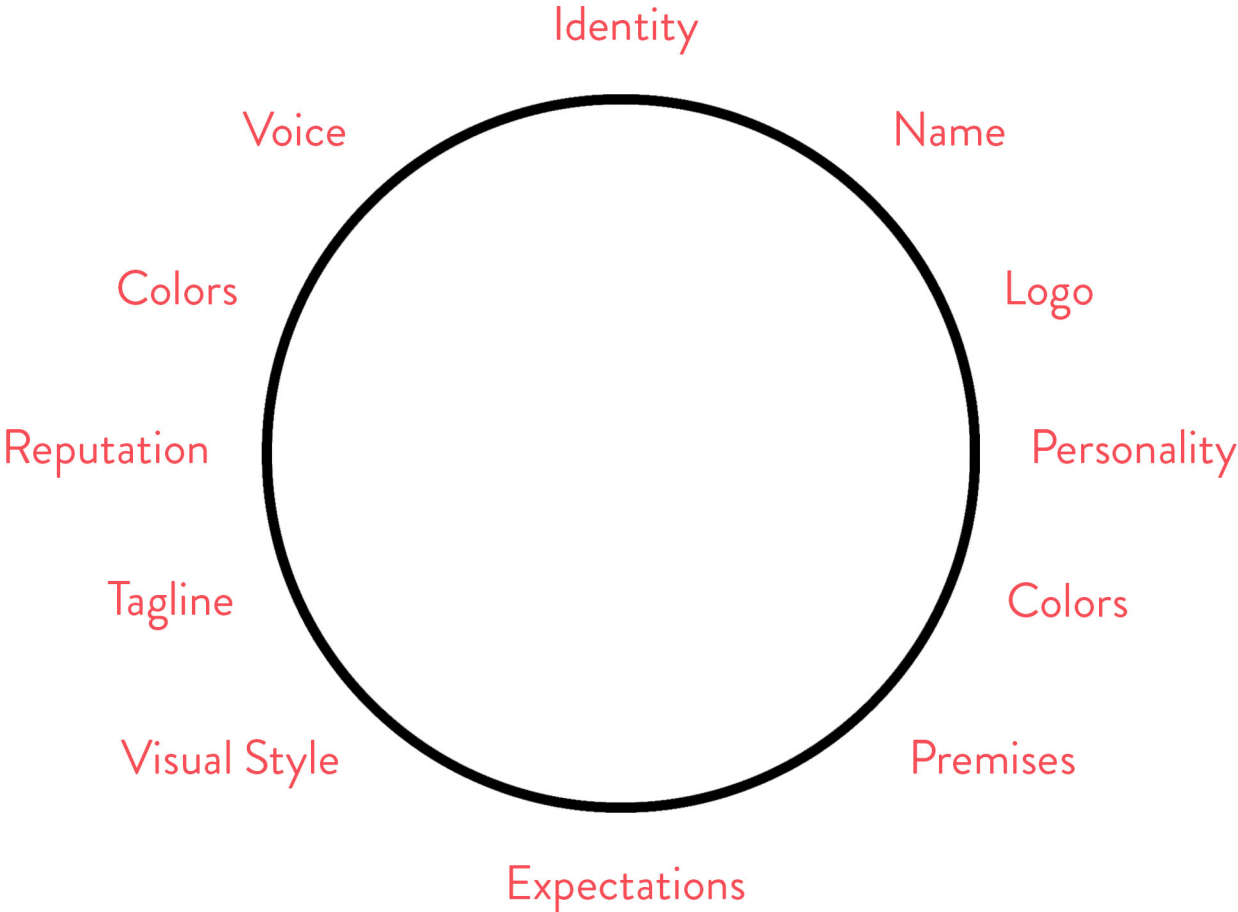
🌱 **Urban Regeneration**

📌 **Environmental Awareness**

🗺️ **Tactical Urbanism**

🏡 **Smart Districts**

Branding Ecosystem



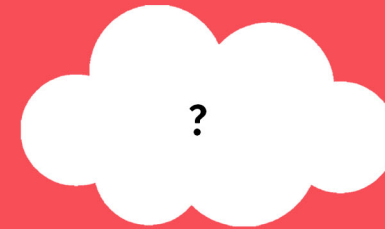


A New Brand Identity

Over the course of time, we have recognised the importance of digging deeper into our brand identity, questioning precisely what identifies the essence of every startup: **The Logo**. With this premise in mind, we have decided to undertake the search for a new distinctive and iconic symbol, capable of representing in the best way the **Core Values** of TerraViva.

Assigning such a delicate task to a single graphic studio seemed limiting and not in line with our **Style**, which is why we decided to turn to our extraordinary community of creatives who undoubtedly know **TerraViva** like no one else!

Whether you are a student, an emerging designer or an established professional, we invite you to participate in our first **Graphic Design** competition: join TerraViva's creative community and surprise us once again with your innovative proposals!



Brand Personality Traits

<i>Accessible</i>		<i>Elegant</i>		<i>Playful</i>
<i>Approachable</i>		<i>Energetic</i>		<i>Professional</i>
<i>Bold</i>		<i>Exclusive</i>		<i>Reliable</i>
<i>Casual</i>		<i>Familiar</i>		<i>Secure</i>
<i>Cheerful</i>		<i>Flexible</i>		<i>Serious</i>
<i>Classic</i>		<i>Formal</i>		<i>Sincere</i>
<i>Conservative</i>		<i>Fresh</i>		<i>Sleek</i>
<i>Contemporary</i>		<i>Friendly</i>		<i>Sophisticated</i>
<i>Convenient</i>		<i>Fun</i>		<i>Sustainable</i>
<i>Cool</i>		<i>Informal</i>		<i>Unconventional</i>
<i>Creative</i>		<i>Innovative</i>		<i>Unique</i>
<i>Custom</i>		<i>Modern</i>		<i>Versatile</i>
<i>Efficient</i>		<i>Personable</i>		<i>Warm</i>



The Competition

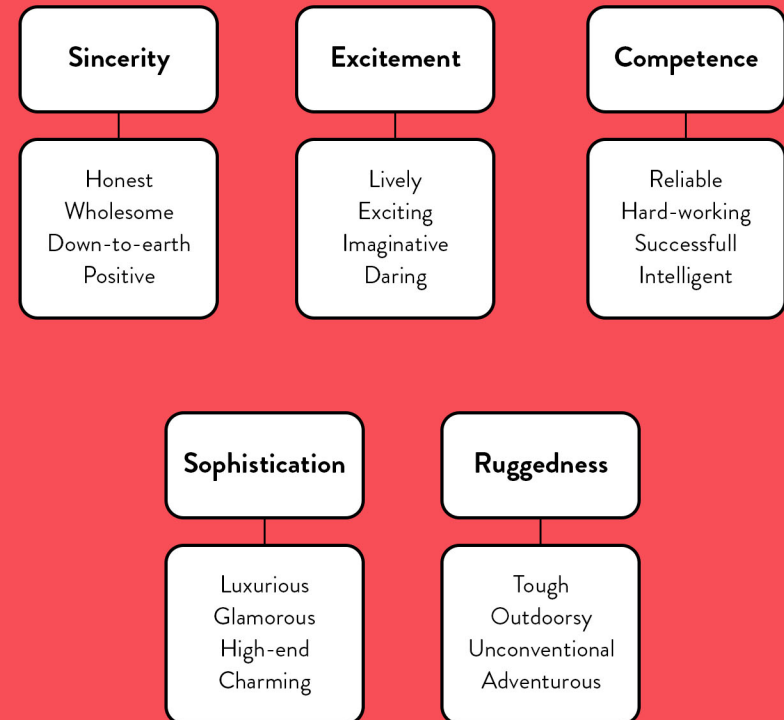
The challenge of this competition is to fully explore the values that characterise both our brand and all our initiatives, searching for that **Symbol**, that **Font**, that **Graphic Sign** capable of expressing the perfect synthesis of what TerraViva is today. The intent is to collect original and ground-breaking proposals capable of communicating our **Identity** in an effective and immediate way.

Designers will have the freedom to propose timely enhancements to the existing logo and font, or explore entirely new directions, playing with shapes, colours, lettering, and **Tone of Voice**. Whether the suggestions lean towards a conservative approach or a more radical one, all proposals will receive equal consideration. We aim to empower designers with maximum **Autonomy** in making graphic choices and design decisions.

The goal is to design a logo that not only has a strong **Visual Impact**, but also tells a story, conveys our commitment to a sustainable future and communicates our **Passion** for design and architecture. Push your limits and impress the jury with new solutions capable of exceeding our best expectations!



Brand Personality Elements



Brand Messaging Framework

Brand Platform	Founded with a vision to revolutionise the architecture realm, TerraViva provides innovative and unconventional design competitions, empowering emerging talents and fostering sustainable practices to improve the quality of contemporary cities				
Value Proposition	Meaningful real-life architecture case studies, an international stage to showcase the best projects, a global arena for design experimentation				
Brand Pillars	Sustainability	Creativity	Internationality		
Reasons to Believe	<ul style="list-style-type: none"> • Environmental focus • Social commitment • Urban regeneration booster • Green values 	<ul style="list-style-type: none"> • Original design topics • Multidisciplinary approach • Critical vision • Positive competitive atmosphere 	<ul style="list-style-type: none"> • Worldwide project locations • Competition briefs available in 9 languages • 24/7 access • International jury panels 		
Takeaways	A brand that prioritises the environment	A brand made for architects		A brand that works on a global scale	
Personality Traits	Contemporary	Unconventional	Fun	Accessible	Innovative



Tone of Voice

The desired tone of voice for the new brand should be both **Youthful** and **Professional**. The logo itself should express a feeling of freshness, innovation and expertise, ensuring that the international community feels well represented by the new brand identity.

TerraViva's young and creative essence should be clearly communicated through a **Dynamic** and unconventional language, capable of conveying **Originality** and positive energy, while emphasizing our propensity to think outside the box.

At the same time, competence and **Multidisciplinarity** will serve as crucial components of our tone of voice. We aim for a logo that reveals a strong sense of **Expertise** and effectively showcases our deep knowledge of the architecture industry.



Work on the right target audience

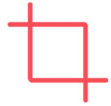


Create an emotional connection



Focus on the company's values

Design Principles



1. make it simple



2. design for the audience



3. make it memorable



4. make it timeless



5. make it versatile and scalable



6. be smart with colors



7. make it nice in black/white



8. use a quality font



9. make it balanced



10. stay on brand



Competitors

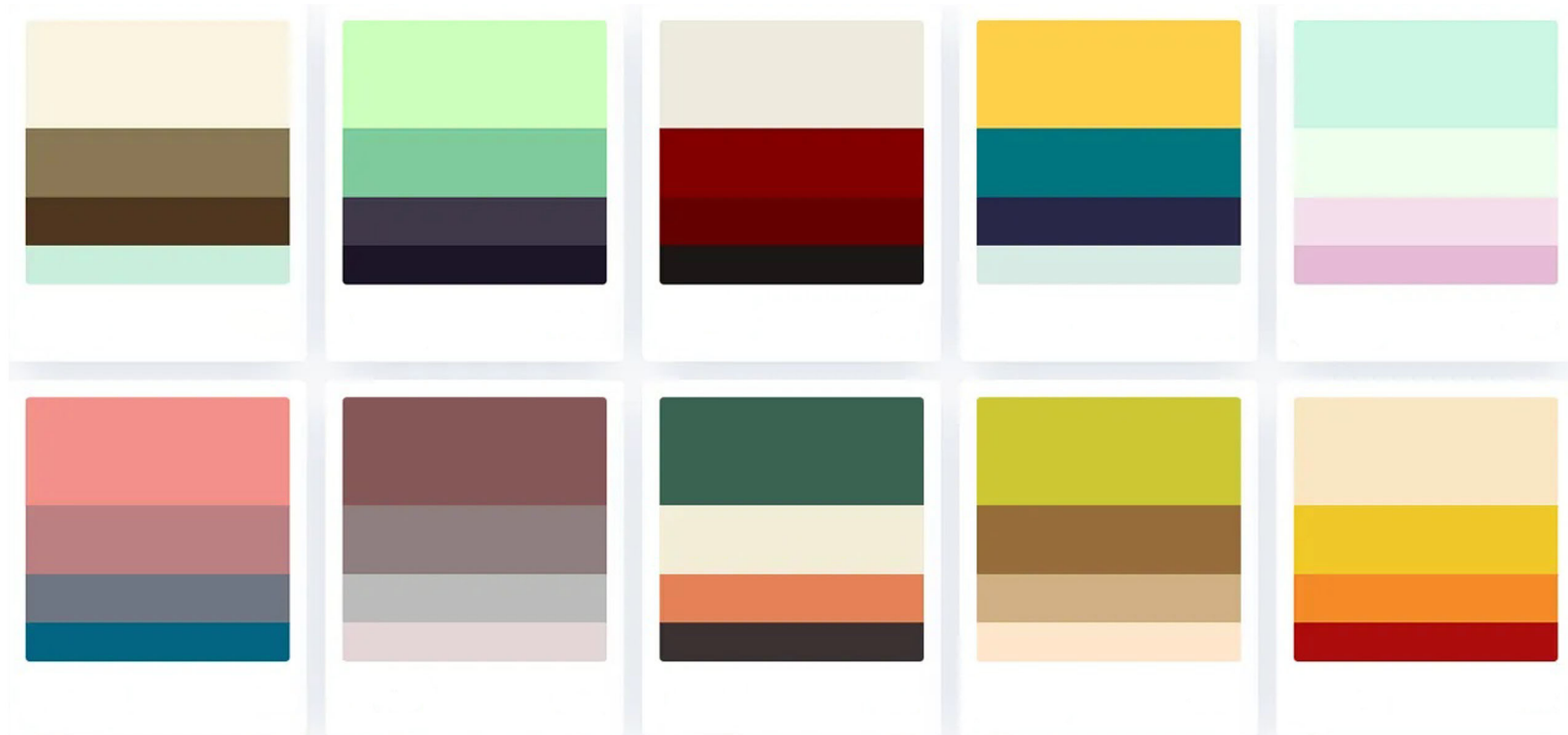
Today, there are various platforms and promoters of **Architecture** competitions around the world. Each one has a different focus and expresses their own **Personality** through their brand identity.

Thanks to its strong link with the values of sustainability and **Environmentally Conscious** design, TerraViva already stands out from the rest of the platforms and wants to clearly express and reinforce this particular focus on current **Urban Issues** through its new logo.

Choose your own way of transmitting the strength of our **Ideals**, without falling into banal or literal solutions. Push your limits to achieve a complete renovation of the Terra-Viva image.



A New Palette



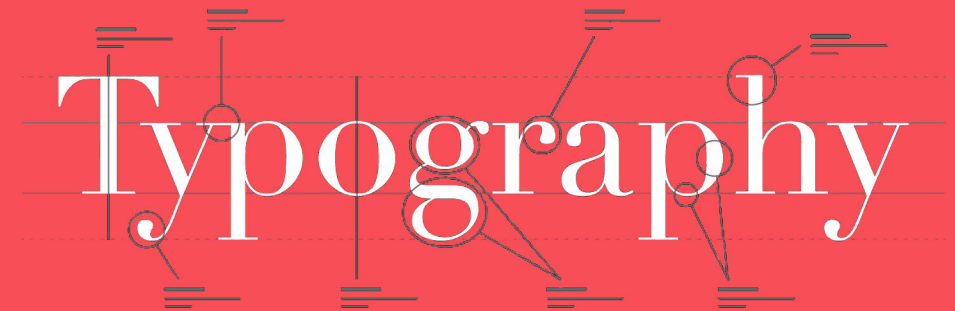


Today vs Tomorrow

Although it has been the image of TerraViva since the beginning, the current logo no longer fully represents the **Identity** of the platform. The typography of our name is not easy to reproduce and has little **Impact** when used in small dimensions or light colours.

To sum up, the current brand identity does not fully reflect **Innovation** and sustainability, creativity and **Professionalism**. We love the shape of the tree but maybe is time to move forward and to get fully renovated! The possibilities are endless and we are open to any suggestions and ideas.

The new logo we are looking for is easily reproducible, simple and **Intuitive**, adaptable to various formats and highly **Recognisable**. Don't be afraid to experiment with unconventional techniques, colours, transparencies, unusual fonts and any kind of **Tools** that allow you to design the best logo!



The **challenge** of this competition
is to fully explore the **values** that characterise
both our **brand** and all our initiatives,
searching for that **symbol**, that font,
that **graphic** sign capable of expressing the
best synthesis of what **TerraViva** is today



Evaluation Criteria

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

- Originality of the concept;
- Communication of TerraViva's values;
- Versatility and scalability;
- Simplicity and effectiveness;
- Sensitivity in the use of colours;
- Creativity in the font's choice;

Proposals capable of telling the genesis of the project through a compelling storytelling, as well as those that express a particular aesthetic appeal evoking a sense of positivity, will be particularly appreciated.



The Jury



TERRAVIVA

Eugenia Bolla
[Rosario, Argentina]

She graduates as an Architect with a special mention at the *National University of Rosario* in 2012. Along her academic career she studies for a semester at the *Bordeaux Ensap* and in 2013 she gains a scholarship to continue her studies at *Politecnico di Milano*, where she achieves a Master Degree in Architecture. Since 2009 she participates in several competitions collaborating with landscape and architecture studios in France and Argentina. During 2016 she works in the Emirates and in 2017 she co-founds *Selba*, an architecture office based in Milan. Co-founder of *TerraViva Workshops* and *TerraViva Competitions*, Eugenia is now fully dedicated to the growth of the startup. Mainly in charge of product development, she is committed to strengthen the core values of TerraViva, firmly believing that experimentation is the most powerful tool to achieve meaningful changes and social-environmental improvements in contemporary cities.



B4i

Sasha Komarevych
[Kiev, Ukraine]

With over 8 years of experience in the startup ecosystem, he enables, empowers, and connects innovators and entrepreneurs across different domains and stages. As an Acceleration Program Manager at *Bocconi For Innovation*, he supports startups, helping them turn their disruptive ideas into viable businesses and reach product-market fit. He is also the founder of *Startup Reporter*, a blog that showcases and reviews new internet products and companies in the European startup scene, providing insights, stories, and advice for aspiring and established founders. Previously, he worked in two the early-stage European startups in food and travel industries, afterwards he had an experience to launch two startups with friends, which failed! His mission is to build bridges between international ecosystems of startups and to contribute to the growth and development of innovation and entrepreneurship in Milan and beyond.



CB'A

Camilla Geusa
[Rome, Italy]

Camilla is a highly skilled graphic designer with a rich academic background. She completed her three-year degree in Industrial Design at the *University of Rome La Sapienza* in 2016 and later earned a Master's Degree in Visual and Innovation Design from *Rufa - Rome University of Fine Arts* in 2019. Her experience in sports has nurtured strong teamwork skills, making her an exceptional collaborator in achieving common goals. Currently excelling at *CB'A*, a prestigious communication agency, Camilla channels her creativity and expertise to design captivating brand identities and engaging experiences. Her motto "*Visual design begins where words end*", reflects her belief in the power of visual communication to transcend language barriers and evoke emotions. Camilla's professional journey is a testament to dedication, passion, and her relentless pursuit of excellence in the dynamic world of graphic design.



ZEEJENKS

Zack Jenkins
[San Francisco, USA]

Zack "Zee" Jenkins is a Brand and Marketing Creative Advisor with more than a decade of experience advising innovative companies on creative, visual, and verbal strategy. An urban creative with rural Appalachian roots, Zee helps brands center storytelling, in all its forms, to achieve growth. Zee studied Advertising and Journalism at *Pepperdine University* in Malibu, California, later shifting his multimedia sportswriting career into the world of tech startups. He's spent twelve years building early-stage creative and marketing teams that collectively raised over \$1 billion in venture capital funds. Now serving as an advisor and mentor for startups in Austria, Singapore, Italy, the United Kingdom, the United States, and Argentina, Zee helps companies to produce authentically creative work that utilizes human psychology to achieve the all-too-important business outcomes growing ventures require.

submission requirements

1) A Pdf Presentation [max. 20 pages] in A4 landscape format containing:

- **Concept Explanation:** a brief description or concept statement explaining the process behind the design and how it reflects the brand identity;
- **Logo:** the main logo design;
- **Variations of the Primary Logo:** such as colour variations (full colour, alternative versions, black and white) or orientation variations (vertical vs horizontal) for different applications;
- **Font Info:** details of any fonts used in the logo or font suggestions for the text elements, including licensing information if applicable;
- **Colour Palette:** colour codes used in the logo (e.g., HEX, RGB, CMYK), along with any brand-specific colours that complement the proposal;
- **Mock-ups:** visual representations of how the logo will look in real-life applications (e.g., business cards, stationery, website, signage, gadgets);
- **Extra:** any additional relevant material useful to better explain the concept and its applications (e.g., slogan, short sentence, usage guidelines, inspirations, diagrams, drawings, collages);

2) Graphic Files:

- **Transparent Background:** a Png logo's version allowing easy integration on different materials;
- **Vector Files:** enabling easy scalability without loss of quality (e.g., .ai, .psd, .eps, .svg);
- **Raster Files:** high-resolution files suitable for digital use and printing (e.g., .jpeg, .png);

Schedule

“Early” Registration

from 07.08.2023
to 22.09.2023 - (h 3.00 pm CET)

“Standard” Registration

from 22.09.2023
to 20.10.2023 - (h 3.00 pm CET)

“Late” Registration

from 20.10.2023
to 10.11.2023 - (h 3.00 pm CET)

Submission Deadline

10.11.2023 - (h 3.00 pm CET)

Winners Announcement

04.12.2023



Zack Jenkins



PRIZES & MENTIONS



1ST PRIZE : 3 . 0 0 0 €

2ND PRIZE : 1 . 0 0 0 €

3RD PRIZE : 5 0 0 €

2 GOLDEN MENTIONS

prizes bestowed by TerraViva



10 HONORABLE MENTIONS

30 FINALISTS

Two Golden Mentions' value: 250€ each.

The awarded projects will be shared with architecture magazines and platforms. All the finalist proposals will be published on:

www.terravivacompetitions.com



XXIII

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 > TerraViva LOGO;
- Click on Register, 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 TerraViva LOGO 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.
- 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 October 1st.



- [Terms & Conditions] -

- GENERAL RULES -

A. The competition is 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 submission;

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

D. All the necessary material/documentation related to the competition is available in the download section of the competition's official page. To download and use the material/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. 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;

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 they have signed a self-declaration certifying that they fully accept all the Terms and Conditions of the competition;

H. The jury is composed by top experts from the architecture field (100% independent and impartial). The jury's decision is the result of a mere intellectual/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 jury members withdraw, TerraViva S.r.l. will substitute him/her/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 price, 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 participants 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 and Conditions of the competition 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 competition 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 -

All participants unequivocally and irrevocably waive their intellectual and/or industrial property rights on their submitted projects and TerraViva S.r.l. acquires the same rights, in addition to the exclusive right of economic exploitation of the project and the permanent, unlimited, 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/logo or parts of it to third parties in any means, way or through any technology including also the freedom of panorama without any limitation in time or place. The promoters of the competition (e.g. TerraViva S.r.l.) 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 dis-

tribute 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





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www.terravivacompetitions.com

