

Rebranding Termoli

A new Urban Identity on the Adriatic Sea



TERRAVIVA

Rebranding Termoli



Comune di
Termoli



Fondazione
Macte

Premio Termoli

I.

About

- [03](#) Intro
- [05](#) The Heart of the Adriatic
- [07](#) The Museum of Contemporary Art
- [09](#) Premio Termoli

II.

Project

- [11](#) Place Branding
- [13](#) The Competition
- [15](#) The Project
- [17](#) The Exhibition

III.

Competition

- [19](#) Italian Capital of Contemporary Art
- [21](#) Evaluation Criteria
- [23](#) Prizes & Mentions
- [23](#) Registration & Submission

IV.

Brief

- [25](#) Submission Requirements + Schedule
- [27](#) Jury
- [30](#) Promoters & Partners
- [32](#) Terms & Conditions

Intro

Termoli is a charming coastal town in southern Italy, nestled in the heart of the Molise region and overlooking the Adriatic Sea. With a population of approximately 33.000, it is a lively tourist destination renowned for its remarkable cultural heritage.

Famous for its picturesque seafront, Termoli blends the ancient charm of its historic centre with the serene beauty of its coastline. The Old Town, also known as the Borgo Antico, is a maze of narrow, cobbled streets encircled by impeccably preserved medieval walls.

Rising behind the beach is the iconic Swabian Castle, a Norman fortress from the 13th century that commands the entire promontory. Nearby, the Cathedral of Santa Maria della Purificazione is a Romanesque masterpiece dating back to the 12th century.

The seashore, renowned for its fine sand and crystal-clear waters, attracts thousands of young people and families each year, all eager to enjoy a relaxing holiday. In addition to its tourist facilities, this coastal area plays a vital role in the local economy through its traditional fishing activities. Small boats dot the horizon, bearing witness to the enduring bond between the town and its sea.

Thanks to its unique blend of history, art, and nature, Termoli offers visitors the chance to discover a corner of Italy of extraordinary beauty.



Rebranding Termoli





The Heart of the Adriatic

Termoli is a place where ancient traditions and contemporary culture blend seamlessly, creating a truly unique identity. The town and its customs reflect a deep connection to the sea, a rich historical past and a strong sense of community.

One of the most cherished events is the Feast of San Basso, celebrated every August. The highlight of the festival is the evocative maritime procession, where the statue of the saint is carried aboard a decorated fishing boat, followed by a small fleet.

Equally captivating is the Incendio del Castello (Burning of the Castle), a historical re-enactment of the town's defence against Turkish invaders in 1566. The fortress becomes the stage for an extraordinary fireworks display that draws spectators from across the region.

Gastronomy takes centre stage during the famous Fish Festival (Sagra del Pesce), where residents and tourists gather to celebrate the town's maritime heritage with traditional dishes and live music. Recipes such as *U' Bredette* narrate the story of generations of fishermen, tying Termoli's culinary tradition to its identity.

From June to September, Termoli's Summer Festival brings to life concerts, theatre performances and events. With its vibrant streets, iconic landmarks and the genuine hospitality of its residents, the town offers a rare synthesis of tradition and innovation.

"TRABUCCO"
Termoli, 2020
© Gabriela Claire Marino

Rebranding Termoli

"CATHEDRAL"
Termoli, 2024
© AdobeStock



The Museum of Contemporary Art

The MACTE is where history and creativity converge to inspire the present and imagine the future. Inaugurated in 2019, it is the first centre dedicated to contemporary art in the Molise region.

Housed in a striking building that once served as the town's market, the MACTE is a prime example of urban regeneration. **Its architecture, featuring seven versatile exhibition rooms and a bright central space, exudes simplicity and elegance, offering the perfect canvas for artistic expression.**

At the heart of the MACTE is its prestigious permanent collection of over 500 works, many acquired through the Premio Termoli. Spanning major artistic movements from the 1950s to today, the collection includes iconic artists such as Carla Accardi, Franco Angeli and Mario Schifano, providing visitors with a unique perspective on the evolution of Italian modern art.

Regularly animated by temporary exhibitions, workshops and cultural events, **the MACTE offers more than a traditional museum experience. It is a place of learning, dialogue and inspiration, where art serves as a powerful medium for connection and transformation.**



"MACTE"
Termoli, 2024
© Gianluca Di Iorio

Rebranding Termoli

JACOVITTESCAMENTE HO HOBBRIATI

Il metodo di lavoro di Jacovitti è unico e particolarissimo: comincia dividendo in vignette la tavola e, senza avere scritto alcuna sceneggiatura, disegna direttamente a china facendosi trasportare dalla propria immaginazione.

Ogni linea di contorno è un intreccio di segni di pennino sottilissimi:

tanto sottili che quando uno di questi si rivela sbagliato non si ferma nemmeno a cancellarlo,

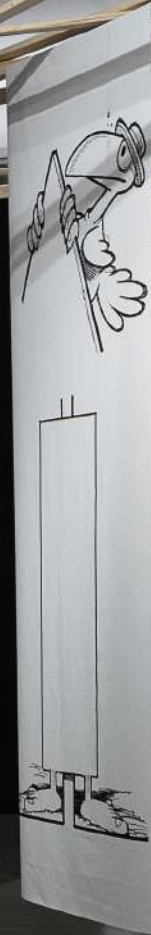
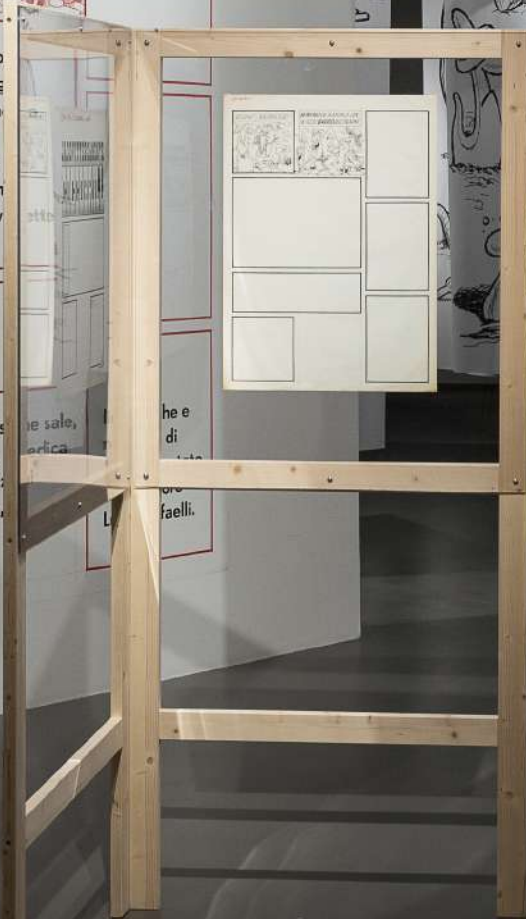
seguitando a intrecciare la linea con la direzione giusta.



Queste linee sbagliate sono evidenti negli originali e negli ingrandimenti proposti in m

Jac si dedica alle sue storie improvvisando, senza aver bisogno di ritoccare le sue v e le sue panoramiche.

Nelle pros
la mostra
alle inven
stilistiche,





"MACTE"
Termoli, 2024
© Gianluca Di Iorio

Premio Termoli

The Premio Termoli is one of Italy's longest-running and most prestigious art awards. Established in 1955 by the Municipality of Termoli, its main goal is to promote contemporary artistic innovation.

For nearly seven decades, the Premio Termoli has evolved into a cultural landmark, fostering creativity and offering a dynamic platform for both emerging and established artists.

The award's unique structure reflects a broad and inclusive vision, divided into two main categories: Visual Arts, open to all contemporary artistic languages, and Architecture and Design, which focuses on projects aimed at enhancing the town's public and cultural spaces.

This dual focus merges art with design, showcasing the MACTE's commitment not only to the visual arts but also to urban environments. Over the years, the Premio Termoli has played a crucial role in shaping the museum's permanent collection, featuring works from renowned artists as well as less well-known talents.

These pieces represent the major artistic movements of the 20th and 21st centuries, consolidating the award as a living archive of Italian art.

The Premio Termoli remains a dynamic platform for innovative ideas and bold concepts, connecting audiences with both local and international artists. With each edition, the award grows in significance, fostering dialogue between the MACTE and the community while making art more accessible and influential for future generations.

Rebranding Termoli

"PIAZZA"
Termoli, 2024
© AdobeStock



Place Branding

Place branding is the art of capturing a location's essence and sharing its story with the world. It goes way beyond mere marketing, requiring the creation of an original and authentic identity that forges a strong connection with the local community, while simultaneously attracting the interest of tourists and visitors.

Whether it's a cosmopolitan metropolis or a picturesque coastal town, every urban context deserves its own unique narrative.

Place Branding tells this story, aiming to establish deep emotional connections and a positive perception of the area.

A successful urban brand is inherently dynamic, adapting flexibly to the ever-changing stimuli and contexts of a city.

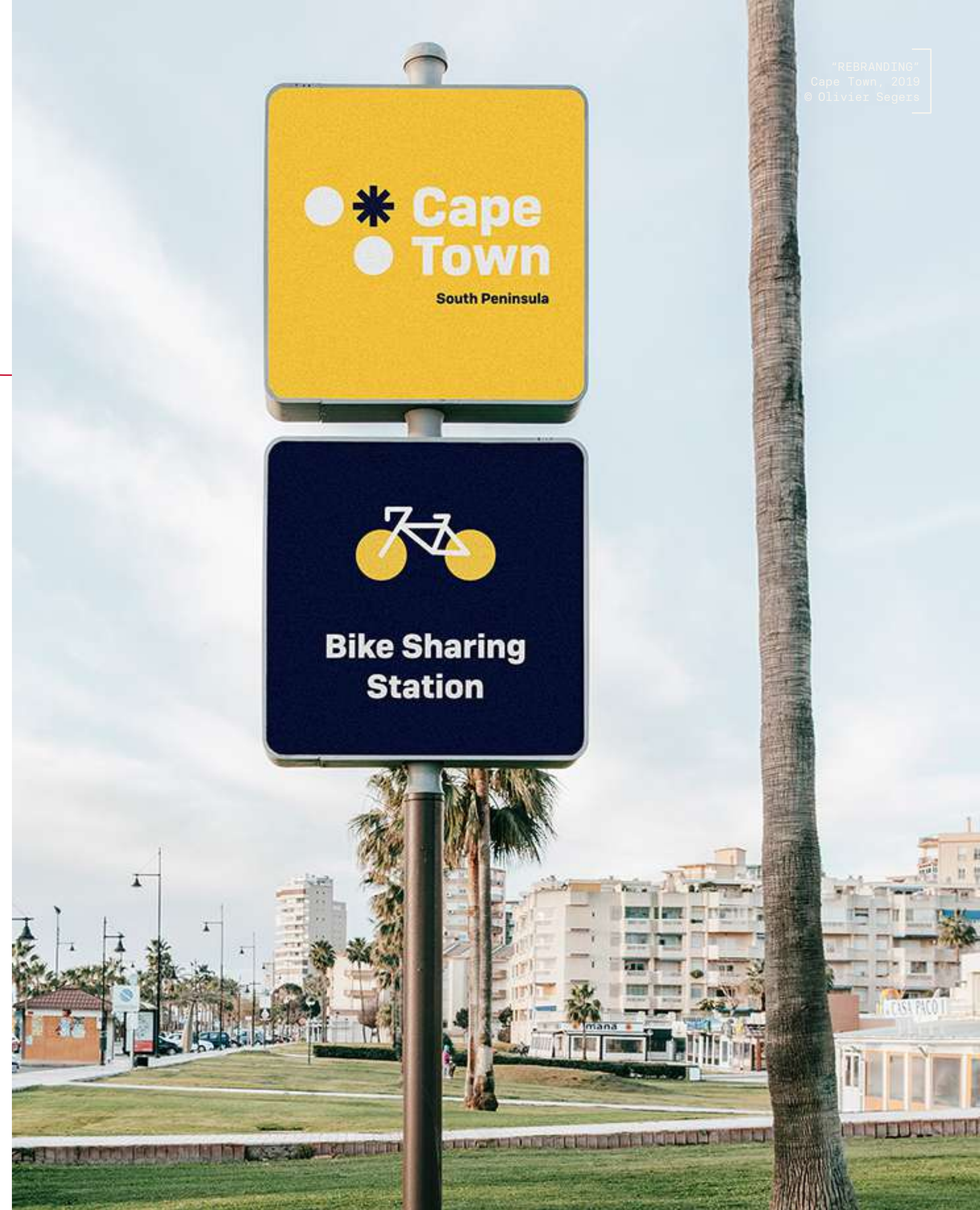
For instance, New York has redefined its image to reflect a more positive and inclusive vision, while Porto has reimagined its traditional azulejo tiles, merging historical heritage with a contemporary narrative.

Place Branding can serve numerous strategic purposes, from attracting tourists, investors and residents to fostering a sense of belonging and making the city a desirable place to live.

The branding process involves much more than just a logo or slogan; it's about conveying the essence of a city's culture, history and values.

In Termoli's case, the beauty of its coastal landscapes, its marvellous old town, its deep connection to the sea and its rich culinary traditions are just some of the key elements shaping its identity.

In essence, Place Branding promotes the spirit of a community and strengthens the bonds between people and the places they call home. When done well, it builds lasting emotional connections, transforming a location from a mere destination into an experience that stays with people for years to come. By aligning a city's brand with its vision and values, Place Branding consolidates its identity and reputation.



Rebranding Termoli





The Competition

The city of Termoli stands at the crossroads of history, culture and modernity. This charming coastal town on the Adriatic Sea is undergoing a transformation, redefining its identity on both national and international stages, embracing the power of art and culture as essential tools for this evolution.

Through this unique TerraViva competition, architects, designers, artists and creatives are invited to contribute with their ideas to Termoli's rebranding efforts. Acknowledging the pivotal role of art in shaping its urban fabric, the city aims to establish a new Place Branding strategy that honors its illustrious past while envisioning its future as a vibrant forward-thinking destination.

This ambitious initiative seeks to craft a fresh and engaging visual identity for Termoli, one that resonates with both residents and visitors. The goal is to enhance the city's cultural significance and amplify its appeal as a tourist destination, cultural-commercial hub and investment opportunity.

Participants are encouraged to delve into Termoli's multifaceted richness, exploring its heritage, stunning coastal landscapes and ever-evolving cultural scene. How can the city's medieval roots and maritime lifestyle blend seamlessly with its aspirations to connect with a global audience?

The answer to this question will serve as the foundation for designing an authentic, contemporary and impactful urban brand.

The winning project will be awarded the prestigious Premio Termoli and adopted by the Municipality as the city's new visual identity. Additionally, the three winners and ten honorable mentions will be showcased at the MACTE Museum as part of a dedicated exhibition, further celebrating the innovative contributions of this competition.

Rebranding Termoli

Clear Channel

 Oslo



Sammen lager vi
et trygt Oslo

Sol To er samarbeids-
modellen til Oslo kommune
og Oslo politidistrikt for å
forebygge kriminalitet
og rusmisbruk blant
barn og unge.

oslo.kommune.no

The Project

The competition encourages participants to explore their creativity without limitations, designing a contemporary and innovative identity for the city. The objective is to create a cohesive and positive brand that addresses the following elements:

Originality: focus on what makes Termoli unique, its Adriatic charm, its medieval heritage and cultural landmarks. How can these distinctive characteristics be highlighted through design?

Authenticity: reflect carefully on the intrinsic character of Termoli and its people, ensuring that your concept aligns with local values and represents them intelligently and transparently.

Impact: aim for a memorable and enduring solution, utilising compelling storytelling and evocative imagery to ensure the proposal resonates with a diverse audience.

Place Making: the strategy should extend beyond a logo and slogan, embodying the city as a dynamic and welcoming place.

Proposals will directly contribute to Termoli's urban development and local identity, fostering a strong and cohesive sense of community.

Imagine transforming public spaces with artistic installations, urban furnishings and signage celebrating the extraordinary beauty of the local heritage. Public transport stops, bike-sharing stations and public vehicles could become iconic city landmarks, combining functionality with creative design.

Another approach could involve reimagining underused urban spaces, transforming them into vibrant branded areas that invite social interaction. Temporary events and pop-up markets could showcase local art and craftsmanship, strengthening the bond between the city and its inhabitants. Additionally, a network of informational totems could be designed for placement at the city's most iconic locations.

The key is to ensure that Termoli's new brand is not just a graphic for brochures but something people experience daily as they navigate the city. Every square, sidewalk and blank façade could tell a story about what makes Termoli unique, leaving a lasting and meaningful impression on visitors.



"IDENTITY SYSTEM"
Melbourne, 2009
© Landor

Rebranding Termoli



"I AMSTERDAM"
Amsterdam, 2004
© AdobeStock




The Exhibition

After the winners are officially announced, the **MACTE Foundation** will organise an exhibition at the museum to showcase the best proposals selected by the international jury.

This initiative will celebrate the innovative ideas and projects submitted by the participants, offering Termoli's public a unique perspective on the creative process behind the most compelling Place Branding strategies.

The exhibition will not be just a static display of the best proposals. **Instead, it will serve as a dynamic platform for citizen engagement, where visitors can explore how each project reflects Termoli's identity and vision for the future. Visitors will also have the opportunity to vote for their favorite designs.**

**Rebranding
Termoli**

I  **IN** **Y**®

Italian Capital of Contemporary Art

In 2025, the Italian Ministry of Culture will officially launch the call for designating the Italian Capital of Contemporary Art for 2027. **This prestigious recognition aims to encourage and support Italian cities' capacity to promote and enhance contemporary art.**

The program will fund cultural projects, including exhibitions, festivals, and events, as well as the creation and redevelopment of spaces dedicated to contemporary art.

Therefore, a secondary goal of this competition will be to develop an ad hoc variation of Termoli's new logo, specifically tailored for the city's ambitious bid for this application which will be officially submitted in the coming months. While the jury will primarily focus on the general Place Branding strategy, this collateral aspect will play a relevant role during the evaluation process.

Termoli is committed to achieving this significant milestone and the competition winners could play a crucial role in contributing to the success of the city's candidacy.



Rebranding Termoli

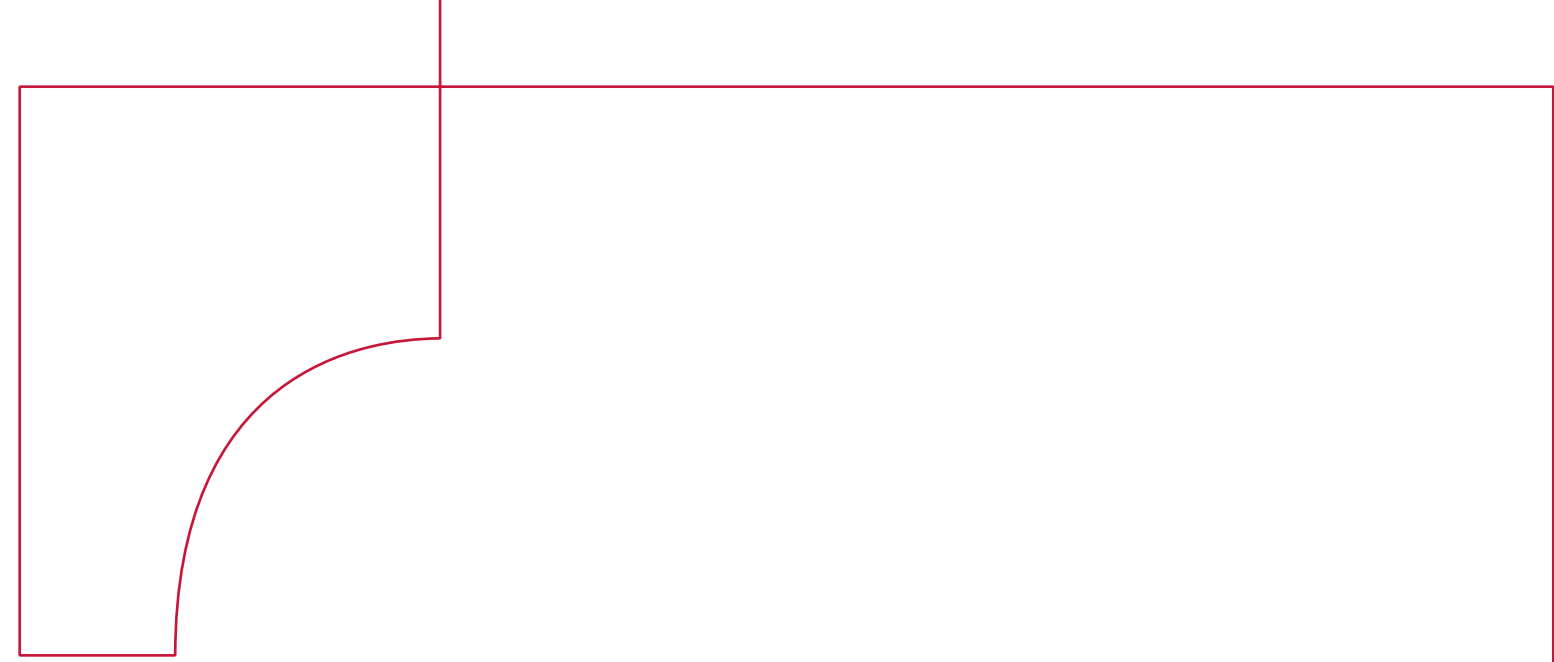
"VALENCIA TOURIST BRAND"
Valencia, 2023
© Lavernia & Cienfuegos

VALENCIA VALENCIA VALENCIA





"LOGO"
Helsinki, 2017
© Werklig



Evaluation Criteria

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

- **Originality of the concept;**
- **Alignment with Termoli's identity;**
- **Impact and memorability of the proposal;**
- **Applicability across urban settings;**
- **Visual and strategic cohesion;**
- **Graphic representation;**

Proposals emphasizing creative sensitivity and a deep understanding of Termoli's urban richness will be particularly appreciated by the jury panel.

Rebranding Termoli



Stockholm ska v
en mångsidig oc
upplevelserik, i
och växande sto
boende, besöka
företag



Prize Pool

10.000€

1° Prize: 7.000 € + Realisation

2° Prize: 2.000 €

3° Prize: 1.000 €

10 Honorable Mentions: exhibited at MACTE together with the 3 winners

30 Finalists: coupon for a free competition

prizes awarded by



Registration & Submission

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

- Open www.terravivacompetitions.com and go to Competitions > "Rebranding Termoli";
- 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 "Rebranding Termoli" package (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 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 address any questions to info@terravivacompetitions.com. Every question will be answered by email until 15 days before the submission deadline and updates will be published weekly in the FAQ section of the competition website;

Rebranding Termoli

Nata per Crescere.



Brescia
La Tua Città
Europea.

Nella tua città europea il futuro
è sempre stato presente.

brescia.tuacitta.europa.com

Submission Requirements

1 A Pdf Presentation [max 20 pages]

- File name: **order n°** (ex. 12345)
- Maximum file size: **50 MB**
- File orientation: **horizontal**
- Text language: **english or italian**

The presentation must NOT contain any reference to the identity of the participants. It should contain all the necessary information to explain the project in the best way.

- **Concept explanation:** brief description about the creative process;
- **Logo:** the main logo design;
- **Variations of the primary logo:** colour variations (full colour, alternative versions, black and white) or orientation variations (vertical vs horizontal);
- **Font info:** details of any fonts used in the logo and suggestions for the text elements, including licensing information if applicable;
- **Palette:** colour codes used in the logo and in the new identity (HEX, RGB, CMYK);
- **Mockups:** visualisations showcasing how the branding will appear in real-life contexts (signage, public transportation, promotional materials, cultural events, urban installations, gadgets, business cards, website landing page, stationery, merchandising, etc);
- **Italian Capital of Contemporary Art:** variant of the logo for the 2027's candidacy;
- **Extra:** any additional relevant material;

2 A Jpg A1 Panel [59,4 × 84,1 cm]

- File name 1: **order n°_1** (ex. 12345_1)
- Maximum file size: **20 MB**
- Panel orientation: **vertical**
- Text language: **english or italian**

The panel should be designed as a sort of summary of the most relevant content shown in the presentation;

In the event that the project is selected for the exhibition that will be organised at MACTE, the panel will be the element which will be exhibited to the public;

The panel must NOT contain any reference to the identity of the participants;

All kinds of graphic representations will be accepted;

Schedule

“Early” Registrations

07.01.2025 — 21.03.2025
(h 3:00 pm CET)

“Standard” Registrations

21.03.2025 — 18.04.2025
(h 3:00 pm CET)

“Late” Registrations

18.04.2025 — 02.05.2025
(h 3:00 pm CET)

Submission Deadline

02.05.2025
(h 3:00 pm CET)

Winners Announcement

30.05.2025
(h 12:00 pm CET)

Rebranding Termoli

"VISUAL LANGUAGE"
Oslo, 2019
© Knowit Experience





Fondazione MACTE

Paolo De Matteis Larivera
Campobasso, Italy

Paolo graduated in 2004 in Economics of Institutions and Financial Markets from Bocconi University (Milan). Subsequently, he obtained his Master's degree in Economics and Management of Financial Institutions and Markets from the same university (2006). Few years later he pursued an Advanced Training Course in Vineyard Management at CUOA Foundation in Altavilla Vicentina (Vicenza), engaging in modules covering Wine Legislation, Supply Chain Management in Wineries, Vineyard Management and Environmental Relations, as well as Winemaking Processes and Cellar Management. Throughout his career Paolo has held various managerial roles in the companies affiliated with the EMI Holding group, operating across sectors such as information technology, local public transportation, property management, retail, and hospitality. Since 2019 he serves as Founder and President of the MACTE Foundation - Museum of Contemporary Art in Termoli.



Stefano Boeri Architetti

Paloma Herrero E.
Havana, Cuba

Paloma Herrero E. graduated in Cuba, Havana in 2013 from the Instituto Superior Politecnico Jose Antonio Echeverria, (CUJAE). She then moved to Milan, where she graduated in 2016 from the Master of Science in Architecture course at the Politecnico di Milano. After graduation she remained in Milan, collaborating with the magazine AREA (Rivista di Architettura e Arti del Progetto), where she was author of several articles and a series of photographs. Since 2017 she joined the Stefano Boeri Architetti team, where she worked for international and Italian projects of various scales and complexities. For the time living in Milan, she has always connected her work and professional activity with Cuba and has participated in numerous expos, lectures and events linked with Cuban architecture and culture. She is currently co-curating with Adrian Labaut.



Comune di Termoli

Mattia Torraco
Termoli, Italy

Mattia Torraco graduated in Visual Communication Design in 2021 from the G. D'Annunzio University of Pescara. His thesis project was mentioned as a case study at We Make Future 2020 and in national articles and magazines. After graduation, he settled in Termoli, a city for which he has a deep love, where he started his freelance career as a visual designer and joined the staff of the Municipality of Termoli as a communication officer, mainly focusing on the promotion of events and initiatives organized by the local authority, including Giro d'Italia, Estate Termolese, BIT Milano, Bandiera Blu, Termoli Summer Festival, and Termoli Città del Folklore. In 2023, he collaborated with a communication agency based in Puglia, working with clients active in international markets. Currently residing in Termoli, he continues his work as a visual designer for public entities, sports organizations, and local businesses, with the aim of spreading the importance of visual communication in the region that "does not exist."



Museo Nivola

Luca Cheri
Orani, Italy

Luca Cheri has been director of Museo Nivola (Orani, Sardinia) since 2022, while he has been in charge of the museum's public programs since 2015. Museo Nivola is an institution devoted to the work of Costantino Nivola within the larger context of contemporary art, landscape and living traditions. The museum was established in 1994, a few years after the death of Nivola in 1988, thanks to the efforts of Nivola's widow, Ruth Guggenheim, the township of Orani and the Regional Government of Sardinia. PhD in History, Literature and Cultures of the Mediterranean, Cheri has curated numerous events, with a range of activities ranging from concerts to theatrical performances, social agriculture and exhibitions. He is responsible also for the cultural sector of the Municipality of Sarule (Nuoro) and coordinator of the Cultura al Centro network, a project which reunites public entities, private institutions and associations in the Nuorese area.

Jury



ECÒL

Olivia Gori
Florence, Italy

Olivia Gori is an Italian/American architect whose work focuses on public space and urban regeneration. She graduated from the University of Florence and has studied at the ENSA de Paris-Belleville. In 2016 she co-founded the architectural practice ECÒL. The group since then developed several projects on public space and public art in Italy and Europe, with the desire to develop unconventional strategies and aesthetics as a way to address contemporary issues and needs. In the past years of activity, she has been active in the research and creation of alternative practices in the field of urban design and has held a position of research fellow at the Architecture Faculty of the University of Florence. She currently teaches at Syracuse University School of Architecture and is involved in public space projects and territorial studies in Tuscany, Italy. The work of ECÒL was exhibited during the 16th Venice Architecture Biennale. Since 2021, together with her associate Emanuele Barili, she is head of ECÒL studio in Florence.



Barcelona City Council

Anna Cabrera Hens
Barcelona, Spain

Graduated in Barcelona as an architect and interior designer. She considers herself truly passionate about art and all the scales of architecture, from the furniture detail to the urban and natural landscapes. During her first years of professional experience, she has taken part of several prestigious firms and institutions like RCR arquitectes, Carles Enrich Studio and Barcelona City Council, where she is currently working as architect and city planner. During her career she worked in different locations and types of projects as private residences and facilities, landscape projects and public buildings. In 2018 she joined the Accademia of Architettura di Mendrisio and she spent two years working and studying in Switzerland. Currently she collaborates in some private projects in Italy. She committed to be a TerraViva jury member because she has always loved to discover new projects and ideas thanks to her critical vision on everything related with the field.



District

Hassan Nasser
Milan, Italy

Hassan is the Co-founder of District, an international recruiting platform focused on the design and tech sectors. With several years of experience in the headhunting field and hundreds of interviews conducted, he is dedicated to helping companies in finding the right people for their teams. Together with her co-founder Maria Francesca Di Alessandro, he works on growing and raising awareness for a community of over fifty thousand designers worldwide, promoting a more efficient, inclusive and dignified work environment.



CBA

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.

Rebranding Termoli





Comune di
Termoli



Premio Termoli



3OERI
STEFANO
BOERI
ARCHITETTI



ECÒL

Rebranding Termoli



Terms & Conditions

- 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 submission;
- 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/documentation related to the competition is available in the download section of the competition's official page. to download and use the materials/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 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. Therefore, it is 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 and 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 presentations or panels with texts not written in English or Italian;
- 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

- 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

TerraViva recognizes the legal and philosophical basis of the moral rights of creators with respect to creative and artistic works. Moral rights are the exclusive rights granted by the law to the author in order to protect his personality. Such rights are inalienable, infeasible and can never be given up. They are independent from the economic rights resulting from the creation of the work, even after the transfer of such rights to third parties. Such right of authorship may be exercised at any time by the author (art. 20 of Italian Copyright Law).

That said, each submitted document, both in paper and digital format, will remain in full property of Fondazione Macte, which may add all the necessary modifications at its complete discretion in any way it should consider appropriate, without admitting any kind of claim from TerraViva S.r.l. or the participants of the competition. The material may be published by Fondazione Macte and Comune di Termoli. The participants of the competition expressly renounce to any economic right related to the material produced under these Terms & Conditions.

The authors of the projects that have been awarded, including mentions and finalists, 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.



WWW.TERRAVIVACOMPETITIONS.COM

INFO@TERRAVIVACOMPETITIONS.COM

