

La Madreselva

A Contemporary Retreat in the Argentine Countryside

La Madreselva



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Intro

San Antonio de Areco is a small town of about 26.000 inhabitants, located 113 km northwest of Buenos Aires, the capital of Argentina. Founded in 1730 on the banks of the river that bears the same name, it is one of the oldest cities in the province.

Nestled in the Pampas plain, its vast agricultural landscapes, full of signs of labor and a culture deeply rooted in tradition, blend with local crafts, literature and music.

The region's climate is characterized by hot humid summers, with days that can become stifling, and mild winters, with temperatures that rarely drop below 10°C. The flat topography allows winds caused by Antarctic polar air masses to bring sudden changes in temperature.

Also known as the "Cradle of Argentine Tradition," it was declared the *National Capital of Tradition* on January 29, 2015.

Today, San Antonio de Areco retains all the hallmarks of a traditional town in the Pampas region. The community's most distinctive expression is its passion for criolla music and native dances. Peñas (folk gatherings) and guitarreadas (informal guitar sessions) are reasons for get-togethers at any time of the year.



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Tradición Gaucha

The first settlements date back to the 17th century, when the Jesuits settled on the banks of the Areco River. A small village began to take shape, although conflict between the *Querandí* people and the Spanish was inevitable.

After a series of confrontations, the settlers vowed to build a chapel in honor of Saint Anthony of Padua. The area became a strategic point and a transit hub for travelers, merchants and militias.

This town stands out not only for its age, but also for its central role in shaping Argentina's *Criolla* and *Gauchesca* identity. Over the centuries, it has kept rural traditions alive - fieldwork, horse taming (*doma*), *payadas* (folk poetry), leather and silver craftsmanship - all reflecting the spirit of the people of the Pampas.

This same identity is captured in the work of Ricardo Güiraldes, author of *Don Segundo Sombra*, a famous novel inspired by a real *gaucho* from the area. The literary universe, deeply tied to the town's everyday life, turned the character into a national symbol of cultural heritage.

Since 1939, a group of locals organises every year the *Fiesta de la Tradición*, the oldest *criollo* celebration in the country, as a tribute to the countryman and his way of life.

San Antonio de Areco is not just a town with history: it is a living symbol of Argentine tradition. **Its landscape, customs and people ensure that *gaucho* life is not just a memory, but a living present, drawing both national and international tourists.**

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Cultural Tourism

Thanks to its proximity to the city of Buenos Aires, Areco has become an ideal destination for short trips and weekend getaways.

The cultural and scenic contrast with the capital, combined with its unique features and authentic traditions, allows for a tourism experience marked by a calm and unhurried pace of life.

Among its main attractions is the *Heritage Preservation Zone*, popularly known as the Historic Center (*Casco Histórico*). This urban area, known for its “Italianate-Criollo” architecture developed between 1870 and 1930, has become one of the most visited places in the city.

Groups of photographers roaming the streets with their cameras, capturing old ironwork, moldings and antique doors, have become a familiar sight in the daily life of the locals. The old bars, boliches and stores frozen in time are must-see spots and a classic part of any visit to the town.

The inhabitants regularly welcomes a significant number of tourists, particularly drawn by its connection to the *gaucho* culture.

Today, San Antonio de Areco offers all the amenities for a comfortable stay, excellent dining options and a range of accommodations, from simple inns to the most elegant manor houses.

Among the living traces of local culture, there is an almost hidden corner where time seems to have stood still: a historic *estancia* that preserves the very essence of *gaucho* tradition: ***La Madreselva***.



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At kilometer n. 113 of the National Route 8, a turnoff into the countryside leads directly to the Camino del Quintón.

After traveling four kilometers through fields and groves, visitors arrive at Puesto San Miguel: a place steeped in history, where in the past, carriages crossing the country from north to south would regularly stop to change horses.

The memory of this site was immortalised by Ricardo Güiraldes in *Don Segundo Sombra* and still lives on in the local imagination.

In this landscape of tradition and silence stands *La Madreselva*, an old country house surrounded by two hectares of natural scenery. A witness to *gaucho* history and an example of peaceful contemplative tourism.

The Main House, which accommodates up to 6 people, preserves its warm rustic interiors, inviting rest and relaxation. To the north, a metal structure serves as a storage building; to the south, a structure used as a quincho (barbecue area), built with traditional techniques (mud walls and tiled roof), retains the spirit of a bygone era.

These architectures are connected by the green space, where among the century-old trees, the wind carries the birds' songs.

At the center of the property, the old Tanque Australiano - now transformed into a rustic swimming pool for the summer season - has become a symbol of rural authenticity and adaptation. Despite its unique charm, *La Madreselva's* limited capacity means that only a few can fully experience it.

However, the site's potential suggests new possibilities: **expanding its facilities without losing its essence, so that more people may, even if only briefly, inhabit the deep tranquility of the Pampas.**

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The Competition

Today's travelers are no longer just looking to rest, they seek authentic experiences and genuine cultural immersion. Sleeping in a ranch, waking up to the sounds of the countryside, drinking a *mate* with locals or spontaneously taking part in a *doma*.

The interest is no longer in observing tradition from a distance, but in living it, sharing everyday life with locals in active rural settings.

The competition invites participants to envision an expansion of *La Madreselva*, allowing it to accommodate up to 20 guests at the same time, without losing the essence of the place. The northern portion of the property, currently undeveloped, is the ideal area for this intervention.

The goal is to design small-scale lodging units that integrate harmoniously with the Pampas landscape. A sensitive use of materials and the application of sustainability principles will be essential to preserve the site's identity and enhance its appeal.

From digital nomads to families or groups of friends, those who come to *La Madreselva* share a common desire: to leave behind the fast pace of city life and reconnect with the calm of the countryside. Stays typically range from a long weekend to a full week, allowing for true disconnection and immersion in the surroundings.

But this challenge goes beyond designing a simple rural lodging. It's about establishing a dialogue between past and present, proposing an architecture that connects the new structures with the existing ones and with the surrounding landscape.

The expansion should encourage communal living: spaces that foster spontaneous gatherings, bonfires, folk music, *payadas* and shared *mate*. An architecture that not only welcomes visitors, but makes them part of a living tradition.



La Madreselva

"LA MADRESELVA"
San Antonio de Areco, 2025
© Terraviva





The Project

The expansion of *La Madreselva* invites the proposal of a sensitive and contemporary design strategy, one capable of integrating respectfully into a setting rich with history.

The goal is to shape a collection of new lodging units that coexist harmoniously with the Pampean landscape and the existing buildings, without disturbing the site's serene atmosphere.

The area designated for the intervention includes the entire existing property. Within it, participants are free to define the placement and spatial organisation of the new units, as well as their relationship with the original structures.

The configuration is open-ended: participants may propose a flexible system of varied accommodations, a single repeatable unit, or a combination of both strategies. **The layout may take the form of a single volume containing multiple functions, scattered elements throughout the landscape, or interconnected groups of buildings.**

Each lodging unit must include the minimum necessary spaces to ensure a comfortable stay: one or more bedrooms, a full bathroom, a kitchen-dining area and a living room.

Designers may define the scale and capacity of each unit, adapting them to different visitor profiles.

Intermediate spaces - such as patios, galleries, pergolas, terraces, or outdoor paving - will be key to creating a smooth transition between the interiors and the landscape, offering comfort and enjoyment throughout all seasons.

In addition, the incorporation of shared-use spaces is encouraged, such as areas for bonfires and *payadas*, traditional dance floors, grills, playgrounds, sun decks, spa, swimming pool, gym, open-air cinema, etc.

Proposals will also be valued for their ability to integrate existing vegetation, preserve views, respond to solar orientation and ensure privacy between units, without losing visual and material connection to the surroundings.

Existing buildings may not be demolished, but they can be renovated, either maintaining their current functions or being repurposed as communal spaces: breakfast room, reading lounge, tasting room and/or shop for local Km0 products, coworking area, local restaurant, among others.

All types of proposals will be considered, as long as they seek dialogue with the rural context, enhancing it in every design decision. Therefore, special attention must be given to landscape design and the definition of outdoor spaces.

La Madreselva



Design Guidelines

Site Coordinates

- 34°11'59.99"S - 59°29'1.59"O

Recommendations & Suggestions

- The area designated for the intervention is outlined in the graphic documentation available in the Download Package;
- The new units must have a total capacity to accommodate a maximum of 20 people;
- The minimum capacity per unit will be of 2 people. The maximum capacity of each lodging unit is at the discretion of the designers;
- The project may be conceived as a single volume, a system of independent volumes, or a combination of both;
- The choice of materials is entirely open to the interpretation of the participants;
- The incorporation of lightweight elements such as pergolas, outdoor furniture, gazebos, or bicycle parking will be allowed;
- It will be possible to include new constructions intended for common activities (for example: *quinchos*, shared-use rooms, workshops, etc.);
- The access route to the complex and a parking area must be considered, with location and size left to the discretion of each proposal;

- Earthworks and excavations are allowed, provided they are justified by the concept;
- The relocation or removal of existing vegetation may be considered only if it is strictly necessary for the coherence of the intervention;
- The Australian Tank - currently a rustic swimming pool - must be preserved as one of the site's identifying elements; proposals that include its renovation will be especially valued, with the possibility of incorporating solarium-type platforms, relaxation areas and, if deemed appropriate, new pools;

Restrictions & Limitations

- Existing buildings may not be demolished. They may change function, be renovated internally, or be expanded through minor interventions, always respecting their heritage value, both structural and formal;
- There are no limits on built surface area nor a fixed number of units to be proposed;
- Proposals may not exceed a maximum height of ground floor plus one story;
- Physical access to the project area by participants is not permitted, as it is private property;



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"LA MADRESELVA"
San Antonio de Areco, 2025
© TerraViva





Evaluation Criteria

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

- **Originality of the concept;**
- **Integration with the rural context;**
- **Creative interpretation of the program;**
- **Sensitive use of materials and textures;**
- **Landscape design solutions;**
- **Graphic representation;**

Projects that express a special sensitivity towards the natural context and quality environmental design solutions will be highly appreciated.

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

A complete package with all the documentation regarding the site (photos, videos, plans, dwg drawings, etc) will be available for all participants on Terraviva website.

La Madreselva



Prize Pool

10.000€

1° Prize: 5.000 €

2° Prize: 2.000 €

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

Prizes (8.000€) and Mentions (2.000€) covered by



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 > "La Madreselva";
- 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 "La Madreselva" package (please 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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"CASA NO TEMPO"
Montemor o Novo, 2014
© Aires Mateus + João & Andreia Rodrigues



Submission Requirements

1 Two A1 panels [59,4 × 84,1 cm]

- Files format: **jpg**
- File name 1: **order n°_1** (ex. 12345_1)
- File name 2: **order n°_2** (ex. 12345_2)
- Maximum file size: **20 MB each**
- Panels orientation: **horizontal**
- Text language: **english**

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

All kinds of graphic representations will be accepted.

The Order Number (ex. 12345) must be placed in the upper right corner of each panel and text file.

The panels and text file must NOT contain any other reference to the identity of the participants (name, office, university).

2 A brief text describing the proposal

- File format: **docx/doc**
- File name: **order n°_text** (ex. 12345_text)
- Text length: **250 - 500 words**
- File layout: **A4**
- File orientation: **vertical**
- Text language: **english**

Calendar

“Early” registrations

01.07.2025 — 19.09.2025
(h 3:00 pm CET)

“Standard” registrations

19.09.2025 — 07.11.2025
(h 3:00 pm CET)

“Late” registrations

07.11.2025 — 05.12.2025
(h 3:00 pm CET)

Submission deadline

05.12.2025
(h 3:00 pm CET)

Winners announcement

12.01.2026
(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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Jury



Marco Rampulla Arq.

Marco Rampulla
Cordoba, Argentina

Marco Rampulla is an architect graduated from the National University of Córdoba, with further studies at the Faculty of Architecture in Porto, Portugal. From 1994 to 2006, he collaborated with renowned architect Álvaro Siza, contributing to projects in Spain and Argentina. Since 2006, he has led his own independent practice based in Córdoba, Argentina, while actively engaging in academia. He currently teaches as a Full Professor of Architectural Design II and Associate Professor of Architectural Design IV at the Catholic University of Córdoba. He has delivered lectures and workshops across Argentina and Spain, and his work has been published in both national and international platforms. Marco has received several architecture awards, including the 2014 BIAU Award and multiple first prizes in public and educational competitions. His work emphasizes architectural identity, a strong connection to context, and a commitment to design experimentation.



Navello Klotzman Arq.

Ana Lina Klotzman
Rosario, Argentina

Ana Klotzman is an architect graduated with academic distinction from the National University of Rosario in 1999. She is a partner at Navello Klotzman Arquitectas, a studio focused on small and medium scale projects. Since 2003, she has been a professor and researcher in the design area at the Faculty of Architecture, Planning and Design of Rosario, and since 2022. She has received numerous awards in both national and international architectural competitions, notably winning first prize in 2023 for the Preliminary Design Competition for San Patricio School in Funes. In 2014, she was part of the Official Argentine Selection of Works for the IX Ibero-American Biennial of Architecture and Urbanism (BIAU). She received the Built Work Award in 2014, 2021, and 2023. Her works and academic writings have been published both in Argentina and abroad. Since 2015, she has been a member of the Designing Heritage Tourism Landscape Network. She holds a Master's degree in Landscape Architecture, with a thesis focused on the productive and cultural heritage of rural towns in the Argentine Pampas.



Studio Nebbia

Valerio Poltrini
Milan, Italy

Valerio Poltrini is an architect based in Milan, Italy, where he co-founded Studio Nebbia in 2022. He graduated with honors from Politecnico di Milano and has been a teaching assistant there since 2021, contributing to design studios and thematic seminars. His work focuses on the cultural and spatial dimensions of architecture, with particular attention to urban identity, representation, and the relationship between form and experience. Since 2018, he has curated @dereaedificatoria, a visual archive that shares and documents lesser-known architecture. Studio Nebbia operates across different scales, from public architecture to interiors and graphic design. Its projects combine research, design, and visual communication, with a consistent interest in context and narrative. Alongside commissioned work, the studio takes part in national and international competitions as an opportunity for experimentation and critical engagement.



Jayson Architecture

Iuliia Tambovtseva
San Francisco, United States

Iuliia Tambovtseva is a Designer and LEED Green Associate focused on creating lasting, positive impact through sustainable and community-centered design. She holds a Master of Architecture from the University of Texas at Austin and a Sustainability Certificate from UCLA Extension. Through her work in the United States and abroad, she has contributed to a diverse range of projects, including mixed-use developments, public spaces, and library buildings. Whether in professional practice or personal design explorations, Iuliia strives to push boundaries, tell stories, and shape spaces that evoke emotion and foster meaningful social interaction. Having experienced the competition process firsthand, her collaborative win with her sister Valentina in the 2024 TerraViva "Golden Sand Waterfront" competition provides her a valuable perspective for evaluating design submissions as a Jury member and demonstrates her design expertise and commitment to advancing the field of Architecture.



FAPyD

Lara Andrea Pendino
Rosario, Argentina

Lara Andrea Pendino was born in Rosario, Argentina, in 1991. She is an architect, having graduated in 2016 from the School of Architecture, Planning and Design at the National University of Rosario (FAPyD–UNR). Since 2018, she has been teaching in the subject Theory and Technique of Architectural Design, both in the Basic and Advanced cycles of the Architecture program. She participates in research activities as an intern at the Rosario University Center for Urban and Regional Research (CURDIUR–CONICET), where she is part of the Educational Spaces Laboratory. She is also a member of the editorial team of the AYP journal, published by FAPyD, where she coordinates the graphic design of the section dedicated to the archive of architectural works in the city of Rosario. Since 2017, she has been working independently in professional practice, focusing on the design and management of residential projects in Rosario and its metropolitan area.



Interboro Partners

T. R. Radhakrishnan
New York, United States

T. R. Radhakrishnan is an urban designer at Interboro Partners in New York. His research and design work explores the intersection of science, technology and artistic expression to address contemporary challenges such as climate change. He holds a Master of Architecture in Urban Design from the Harvard GSD, where he was a Dean's Merit Scholar and contributed to both research and teaching, and a Bachelor of Architecture from Anna University. His professional experience spans independent practice and consulting roles with governments, development organizations and private clients, encompassing work across buildings, cities and products. He has trained at leading architectural firms, including RCR Arquitectes and Sou Fujimoto Architects. He regularly lectures on design-related topics and serves as a juror for academic studios and international competitions. His work has received awards and grants from various professional forums and institutions, including MIT and Harvard, reflecting a commitment to sustainable design and curiosity-driven inquiry.



Kohn Pedersen Fox (KPF)

Weiyu Xu
New York, United States

Weiyu is an architectural designer at KPF with four years of experience. Before joining the firm, she founded her own studio focusing on climate research, sustainable design, and community revitalization. Her work explores ecological resilience and urban innovation, with a strong emphasis on inclusive, adaptive strategies. Her award-winning projects include Aqua Dome, which received the Platinum Winner title in the Museum, Exhibition & Gallery Design category at the IADA 2025 and Silver in Cultural Architecture at the NY Architectural Design Awards. Floating Leverage was honored with Gold in Green & Eco-Friendly Design and Silver in Sustainable & Green Architecture at IADA 2025. Terra Carbon earned a Silver award for Sustainable and Green Building Technologies at the NY Architectural Design Awards. Her work has been showcased internationally, including exhibitions such as Fractured Horizon by NYCxDESIGN and Borders by Its Liquid, both receiving media attention.



Fluidiforme

Davide Casaletto
Turin, Italy

Davide Casaletto is an Italian architect, co-founder of Fluidiforme office. He graduated with honors from Politecnico di Torino, while spending periods abroad studying in Paris. He previously worked for several international firms, including OXO Architects and LAN Architecture in Paris, as Herzog & de Meuron in Basel. During his Swiss experience, he worked on the design of office spaces and university campus across the world, taking part to different phases of the design process, from competition to design development. In 2023, Davide co-founded Fluidiforme, a laboratory of architecture and research based in Torino, interested in the meaning of the contemporary spaces according to the evolution of social, economical and digital issues. The firm won several prizes in international competitions and it was also included in the 10 young Italian practices for Premio Federico Maggia 2022. The office is now involved in the design development of private commissions and public competitions.

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"ARTIST RETREAT"
New York, 2014
© Gluck+



studio nebbia



Fluidiforme



INTERBORO



NAVELLO_KLOTZMAN
ARQUITECTAS

La Madreselva



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. Teams can consist of people of different nationalities and ages, but in any case all team members must be at least 18 years old. Once submitted, the team composition cannot be changed;
- C.** Participants are required to follow deadlines, procedures, fees, and submission guidelines. It is strongly recommended to complete any online procedures (including registration) in advance. 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 competition page. Access to these materials requires payment of a registration fee, which provides a unique identification code, unless specified otherwise. The registration fee for each competition is determined based on the competition calendar, and the amount does not vary with the number of team members. Restrictions on the number of team members may apply for Membership subscriptions;
- 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. However, Terraviva S.r.l. may offer promotions (e.g., "gift cards") or discounted fee packages, allowing Participants to obtain more than one identification code and access materials for multiple competitions (including those not yet launched);
- F.** Accepted payment methods include PayPal, Satispay, credit-debit card, bank transfer and cryptocurrency (via Coinbase). By authorizing the payment, the Participant confirms that the credit-debit card belongs to him/her or that she/he is the legitimate holder. Credit/debit cards shall be subject to verification and authorization by the issuing bank. Where such entity does not authorize payment, Terraviva S.r.l. shall not be liable for delay and/or no-authorization;
- 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.** Before proceeding with the evaluation procedure by the jury panel, Terraviva S.r.l. will carry out a pre-selection aimed at excluding those projects that do not comply with the Terms & Conditions and the minimum quality-standard requirements (established by Terraviva S.r.l. for each competition). 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 obligated 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 via bank transfer or PayPal. To receive the prize, the winner (individual or legal entity) must complete a declaration of receipt. Therefore, requesting an invoice is not possible. Terraviva S.r.l. has no liability for taxation aspects of the prizes under the Participant's tax regime;
- P.** Submission of projects or winning a competition does not create any professional relationship between the Participant and Terraviva S.r.l. and/or the jury members;
- 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 the submission deadline 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.** The Terms and Conditions and other rules may be modified by Terraviva S.r.l. without prior notice. Specific rules may apply to individual 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 maybe also in other languages, but in case of discrepancies, the English version will 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, 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.** 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;
- e.** 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;
- f.** 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 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;
- g.** By accepting the Terms and Conditions, Participants expressly declare that they do not fall under any of these causes of ineligibility;

Intellectual Property Rights

Participants maintain the intellectual property rights and/or industrial rights on their submitted projects. Terraviva S.r.l. 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/her personality. Such rights are inalienable, indefeasible 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).

Terraviva S.r.l. reserves the right to use – even for profit – 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). The material may be published by the participants of the competition and all competition partners. In case a projects submitted within this competition is implemented, in whole or in part, specific agreements will be established between the property of La Madreselva and the awarded designers. Such agreements will be separate from this competition, external to its scope and negotiated independently by the parties involved.

Limited to the finalists projects Terraviva S.r.l. acquires the right of economic exploitation of the project and the permanent, illimited, irrevocable, exclusive, internationally acknowledged right to use, realize, adapt, modify, publish in every media, display, reproduce and distribute the project also for marketing and/or advertising purposes and – in general – for profit, review the editorial, create works based on the project or give the project or parts of it to third parties in any means, way or through any technology also including

the freedom of panorama without any limitation in time or place. The 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/technical material which can be required by Terraviva S.r.l..

Withdrawal and Refund

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