

the water Tower

A Cultural Hub for Milanino



TERRAVIVA

The Water Tower



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Intro

Tn the heart of Milan's metropolitan area, where urban expansion intersects with the industrial history of the early 1900s, lies a town unlike any other: Cusano Milanino. **Just a few kilometres from the city centre, it stands out for its ability to preserve a distinct identity, defined by tranquillity, architectural elegance and a privileged relationship with urban greenery.**

Anyone arriving here for the first time immediately perceives an atmosphere quite different from the typical Milanese outskirts. Tree-lined streets, orderly boulevards and a harmonious urban fabric tell the story of a community that, already at the beginning of the 20th century, imagined a new way of living the city. **Not just a simple residential expansion, but an innovative urban experiment in search of a healthier, more human, more sustainable lifestyle.**

Walking through its blocks, one can still recognise the distinctive traits of this pioneering vision: sober, well-crafted houses, generous private gardens and neighbourhood services. It is a place where past and present coexist, where historical heritage blends seamlessly with the needs of a contemporary community.

Cusano Milanino appears as a rare fragment of urban history, a district that has managed to preserve over time the founding principles upon which it was conceived: harmony, high-quality spaces and a direct relationship with the surrounding nature.



"NEIGHBORHOOD"
Cusano Milanino, 2025
© Terraviva

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"VILLA"
Cusano Milanino, 2025
© Renato Aldo Ferri

Garden City

In the early 1900s, as Europe was rethinking the role and form of its growing cities, a new idea took shape: the Garden City. Inspired by the progressive visions of the English urban planner Ebenezer Howard, this model combined the services of modern life with the environmental quality of green spaces, proposing an entirely new balance.

It was this forward-looking approach that guided the creation of the Milanino district, conceived by Luigi Buffoli as one of the first examples of planned residential development in Italy. Ordered plots, tree-shaded boulevards and homes immersed in greenery defined an environment designed to promote well-being, social interaction and high-quality daily life.

The urban plan, developed with great attention to the morphology of the territory and the constant presence of vegetation, gave rise to a place where nature and architecture coexist in harmony, shaping a district with a clear and recognisable identity.

Within this framework, water management quickly took on a strategic role. **To meet the needs of a rapidly expanding community, a new structure was built - one that would soon become a defining landmark of the local landscape: the Water Tower.**

The Water Tower



"GARDEN CITY"
Cusano Milanino, 2025
© Terraviva

The Building

At the centre of Milanino's main boulevard, in a strategic position along the urban axis designed in the early 20th century, stands the Water Tower: one of the most recognisable symbols of the Garden City.

Built to meet the water-supply needs of the time, the tower was more than just a technical structure: it embodied the ambition to equip the new neighbourhood with a modern and efficient infrastructure, fully aligned with the progressive aspirations of the era.

Constructed in two phases - initially as a low-volume structure in 1913 and later elevated in 1926 to host the large storage tank - the tower distinguished itself through an architectural language that combined aesthetics and functionality.

Its reinforced concrete surfaces were enriched with terracotta cornices, geometric motifs and details inspired by the Lombard tradition, while openings of different shapes and sizes articulated the façades with a refined balance of solids and voids.

The pitched roof, octagonal plan and elegant decorative elements gave the building an almost fairy-tale character, evoking the image of a small medieval tower reinterpreted with the materials of modernity.

For decades, the Water Tower served as a reference point for residents: a visible landmark, a vertical marker within the neighbourhood and a silent symbol of the "good living" that defined Milanino. Over the years, however, this image gradually faded, giving way to a condition increasingly distant from the building's original splendour.



"THE WATER TOWER"
Cusano Milanino, 2025
© Terraviva

The Water Tower

"AERIAL VIEW"
Cusano Milanino, 2025
© Terraviva





"DECAY"
Cusano Milanino, 2025
© Terraviva

Decay

As water-supply needs evolved, the building gradually lost its original function, eventually becoming - by the early 2000s - the subject of a partial renovation that converted the lower levels into spaces for cultural and theatrical activities.

Today, after years of closure, water infiltration, vandalism and progressive neglect, the tower appears fragile, marked by time and by incomplete interventions. Over the years, several attempts to reactivate it have been made - temporary openings, collaborations with local associations, cultural initiatives - valuable efforts, yet not sufficient to restore a stable and continuous use.

And yet, precisely in its current condition, the tower reveals extraordinary potential: the possibility of once again becoming a place for the community, a point of encounter and a cultural centre capable of giving back to the neighbourhood a symbol that has always belonged to it.

The Water Tower is not merely a building to be restored: it is a significant fragment of Milanino's identity, a presence that deserves a new life and a new function, worthy of the role it has played for generations.

The Water Tower



The Water Tower

Across Europe, several disused infrastructures of this kind are finding a new purpose through processes of adaptive reuse: buildings originally designed for technical functions that are now being transformed into cultural, panoramic or community spaces. **Water towers themselves - once quiet, utilitarian elements of the urban landscape - are experiencing a renewed season of attention and valorisation.**

A number of successful examples prove this approach: in the Netherlands, similar towers have been converted into panoramic viewpoints and event venues; in Italy, many structures of the same kind have become cultural spaces open to the public. **These interventions demonstrate how technical heritage can be reinterpreted in a contemporary way.**

The Water Tower of Milanino fits perfectly within this scenario. With its octagonal shape, terracotta decorations and an elegance that sets it apart from typical industrial artefacts, it represents an architecture of great potential - one capable of engaging with the neighbourhood and reclaiming a central role in local life.

It is precisely with this vision that The Water Tower competition was conceived: an international call that invites architects to imagine a possible future for the Milanino tower, transforming it into a new cultural and social hub. An open and accessible space, capable of hosting diverse activities and giving back to the community a building that has always been part of its history and identity.



The Water Tower



"LOCATION"
Cuseno Milanino, 2025
© Google Earth



"CONCRETE"
Cusano Milanino, 2025
©Terriaviva

The Competition

The Water Tower invites participants to envision a project that can reclaim the dignity and centrality the structure had in the past. **The competition seeks proposals that imagine a building once again alive, accessible and used daily by people of all generations.**

The rehabilitation project must focus on the entire complex - both interior and exterior spaces - interpreting its potential with maximum design freedom. How could a vertical structure of this kind become a place of encounter? **Which functions might allow it to operate seven days a week? What spaces, activities or services could transform it into a true point of reference for the neighbourhood (and beyond)?**

As for the programme, each team is free to propose uses, spatial configurations and scenarios capable of enhancing both the structure itself and its relationship with the surrounding context. The challenge lies in defining a new identity for the tower, respecting its character while embracing experimentation and innovation.

Designers are therefore encouraged to present original visions - proposals capable of transforming a currently inactive building into a centre of culture, creativity and social life: **a place that is recognisable, vibrant and deeply rooted in the everyday life of Milanino.**

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"DECORATIONS"
Cusano Milanino, 2025
© Terraviva

The Project

Participants are asked to intervene across all the areas of the building, with the aim of transforming it into a multifunctional place: open, active and continuously alive.

The tower should be reimagined as a contemporary cultural centre capable of hosting a wide range of activities: fixed and recognisable functions, flexible spaces for events and gatherings, and rooms that can be independently used by associations, community groups or creative organisations. The challenge lies in conceiving a building that remains vibrant throughout the seasons and that is able to function consistently, seven days a week.

The interior spaces may be completely reinterpreted, transforming the various levels into welcoming and comfortable environments: coworking areas, small conference rooms, exhibition spaces, rooms dedicated to theatre or music, a bar or literary café, study zones, workshops and any other function aligned with the cultural vision of the project. The possibilities are endless and no predefined programme is imposed: what matters is a coherent, inclusive and well-structured strategy.

Particular attention should be devoted to the architectural value of the building by preserving the façades, original decorations and historic graffiti that characterise the tower.

Inside, however, a more contemporary reinterpretation is encouraged, one that

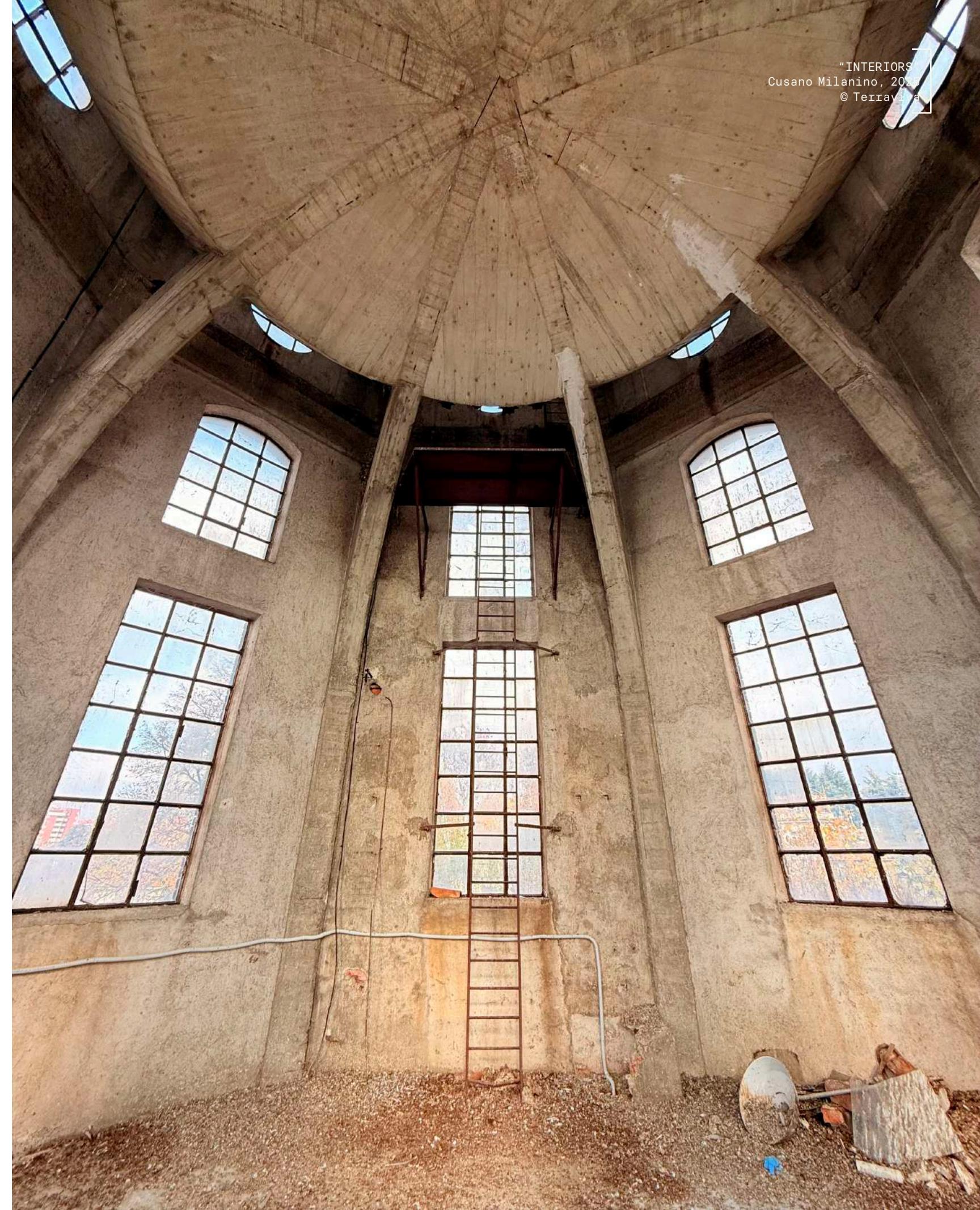
responds to current needs and new ways of inhabiting public spaces.

Modifications to the layout are permitted, including new spatial subdivisions, relocation of non-loadbearing walls, the creation of double heights, openings through floor slabs to improve vertical circulation, movable panels and any other spatial solution that can make the interiors more fluid and functional.

Material and furniture choices will play a key role in giving identity and character to the proposal, making each project unique and recognisable. Both bold, visionary approaches and more discreet, measured interventions will be evaluated with equal consideration, provided they are supported by a clear and well-grounded concept.

Exterior spaces will also play an important role. Designers are invited to enhance the existing topography, access points, level changes and surrounding green areas - imagining terraces, outdoor event spaces, small rest areas or micro-plazas that can effectively complement the activities hosted inside. Universal accessibility must be guaranteed at every step, revisiting recent interventions where needed to improve functionality and overall comfort.

This competition therefore offers fertile ground for creativity. **Participants will have the freedom to explore innovative scenarios, visionary architectural solutions and original approaches capable of giving the Water Tower a new meaning.**



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"AUTUMN"
Cusano Milanino, 2025
© Terraviva





Design Guidelines

Site Coordinates

45°33'16.41"N, 9°11'35.58"E

Recommendations & Suggestions

- The project must address the entire complex, including all interior and exterior spaces of the tower and its immediate surroundings;
- The interior layout may be completely reimagined to accommodate new functions: cultural spaces, coworking areas, conference rooms, exhibition zones, workshops, a bar or literary café, theatre or live music spaces, study areas and any other use consistent with the overall concept;
- Particular appreciation will be given to proposals that enhance the building's façade, including lighting strategies designed to highlight architectural details and improve its nighttime presence;
- Exterior areas may be organised to host outdoor activities, temporary events, small rest areas and new pathways, taking advantage of the site's topography and level changes;
- Accessibility must be guaranteed throughout the building and its exterior areas, ensuring clear connections, inclusive entrances and barrier-free routes;
- Any additional complementary function may be proposed freely, provided it aligns with the cultural and social vision behind the competition;

- Full modification or replacement of design interventions carried out in the early 2000s is permitted, as well as a complete redesign of the interiors, provided the building's original historical framework remains intact.

Restrictions & Limitations

- The demolition of the tower or any of its main structural components is not permitted: the external envelope must be preserved and enhanced;
- Structural alterations to the façade are not allowed, including the creation of new openings or modification of existing ones. However, the introduction of lightweight "plug-in" elements -such as walkways, small volumes, panels, screens or temporary devices - is permitted, provided they are sensitively integrated and fully justified by the project concept;
- Technical or construction-level detail is not required; the focus should be on a clear functional, spatial and aesthetic strategy;
- The addition of new buildings is prohibited; however, lightweight external elements (pergolas, ramps, pathways, platforms, urban furniture, etc.) are allowed;
- All proposals must respect the protected context of the Garden City and the historical value of the tower.

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"BLUE BOTTLE COFFEE"
Shanghai, 2022
© Schemata Architects



Evaluation Criteria

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

- **Originality of the concept**
- **Creative interpretation of the program**
- **Effectiveness in the adaptive reuse**
- **Sensitive use of materials and textures**
- **Social impact of the proposal**
- **Graphic representation**

Projects that express a special sensitivity towards the integration of historical heritage and contemporary interventions will be highly valued.

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, maps) will be available for all participants on Terraviva website.



"M50 BIRD WATER TOWER"
Shanghai, 2023
© FLIP Studio

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"NOT JUST LIBRARY"
Taipei City, 2020

© JC. Architecture & Design

Prize Pool

16.000€

1° Prize: 8.000 €

2° Prize: 4.000 €

3° Prize: 2.000 €

5 Golden Mentions: coupon for a free membership

10 Honorable Mentions: coupon for a free competition

30 Finalists: published on Terraviva channels

Prizes (14.000 €) powered by the Municipality of Cusano Milanino & Mentions (2.000 €) covered by Terraviva



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 > "The Water Tower";
- 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 "The Water Tower" package (check also the spam folder);
- Inside the Download Package you will find the competition brief and the instructions for the final submission;
- In the confirmation email you will also receive the Order Number that will be your identifier on the final submission procedure;

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"M50 BIRD WATER TOWER"
Shanghai, 2023
© FLIP Studio

Submission

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 or italian**

Panels must include all the information necessary to best explain the project (title, diagrams, sketches, 3D visualizations, plans and sections, renders, collages, model photos, etc). 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.

Panels and text file must NOT contain any other reference to the identity of the authors (name, office, university, etc).

2 Brief Text describing the project

- 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 or italian**

Calendar

“Early” registrations

12.12.2025 — 27.02.2026
(h 3:00 pm CET)

“Standard” registrations

27.02.2026 — 10.04.2026
(h 3:00 pm CET)

“Late” registrations

10.04.2026 — 30.04.2026
(h 3:00 pm CET)

Submission deadline

30.04.2026
(h 3:00 pm CET)

Winners announcement

01.06.2026
(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



Comune di Cusano Milanino

Lidia Arduino

Cusano Milanino, Italy

Lidia Arduino, born in Milan in 1945 and graduated in Architecture in 1969. From 1972 to 1987 she taught drawing and design in a secondary school. In 1989 she wrote a textbook on drawing titled *Dal cucchiaio alla città*, published by the Zanichelli group. Since 1970 she has worked as a freelance architect, focusing on architectural restoration and urban regeneration. In 1994 her practice became the Laboratory of Architecture on Via Redi 10A in Milan, which also serves as a showroom and exhibition space for emerging artists and design objects. In 2001 she founded Qualife Srl, a company dedicated to architecture, art, and design based on Via Broggi 13 in Milan, where she serves as Sole Administrator. In 2012 she introduced a new professional role, the "Coach of Living," and created a blog exploring themes related to living spaces. In 2014 she was appointed to the municipal council of Cusano Milanino by the mayor, serving as Deputy Mayor with responsibilities for planning and urban quality. Since 2024 she has held the position of Councillor for Public Works and Culture.



Politecnico di Milano

Luciano Crespi

Milan, Italy

He is regarded by the international scientific community as the founder of the new design approach to regeneration of Abandoned Spaces. Associate Professor in Architectural Technology at the Faculty of Architecture of Milan since 1992. He was a full professor of Design at the School of Design of the Polytechnic of Milan, one of the founders and president of the Interior Design Study Course at the School of Design of the Polytechnic of Milan from 2009 to 2015, member of the Board of the Doctorate in Design, director of the Master in "Exhibition design" and of the International Master in "Urban Interior Design". He was a member of the Steering Committee of the Scientific Society of Design. Among his latest publications: *Design of the Unfinished. A New Way of Designing Leftovers Regeneration* (Springer 2021); *Regeneration of Abandoned Spaces: A new Design Approach* (Bentham 2024); *Stop City Now. Progetti di Architettura dal finito al non-finito* (LetteraVentidue 2025).



Lula Ferrari Studio

Lula Ferrari

Milan, Italy

Lula Ferrari was born in Milan, where she currently lives and works. She graduated in Architecture at Politecnico di Milano. Working as an architect and art director for various companies, she has managed a wide range of projects: from residential and commercial complexes to industrial facilities, from conservation and restoration of historic buildings to the design of workspaces, offices and showrooms. After more than ten years of experience in leading architecture firms, Lula founded her own practice in 2008, Lula Ferrari Studio, which today operates across multiple areas of architectural design. Her goal is to interpret and shape contemporary living through continuous design research. Her refined interior projects are developed from concept to detail, with particular attention to the use of innovative materials. Each project is grounded in the integration of new technologies, often developed in collaboration with research teams and specialised professionals. The design process thus becomes a balance of technical, functional and strategic aspects, aiming to achieve a high-quality vision capable of standing the test of time.



pc-|< paolo cesaretti Arch-

Paolo Cesaretti

Florence/Milan, Italy

Paolo Cesaretti is an Italian architect and creative director whose work revolves around designing spaces as relational systems for sharing information and experiences. His portfolio spans a diverse range of projects across commercial and cultural sectors, including exhibition design, retail identity, and urban activation. Cesaretti's consultancy is sought after by international companies to help implement branding strategies. His practice, Paolo Cesaretti Arch, has participated in numerous exhibitions, including the 13th Venice Architecture Biennale and the XXIV Compasso d'Oro in Milan, and has been featured in five editions of the ADI Design Index, the best of Italian design yearbook. In 2020 and 2023, his work won the Red Dot Award for Brands and Communication Design. Cesaretti has also contributed to education as a visiting teacher and critic at prestigious institutions, including IED Florence (2019-2022), SPD Milan (2003-2015), Domus Academy (2004-2014), and Politecnico di Milano (2007-2012).

Jury



Semarchitettura

Matteo Scaltritti

Gallarate, Italy

Matteo Scaltritti graduated in Architecture from Politecnico di Milano with a thesis in restoration, where he also obtained a PhD in Maintenance Planning and Redevelopment of Building and Urban Systems. For over a decade, he carried out research at the Milanese university in the field of building restoration technology, with constant attention to historic and protected structures, working as well on UNESCO sites and buildings of great significance. At the Faculties of Architecture in Milan and Mantua, he held teaching positions in design studios focused on the built environment for nearly fifteen years. He works as a freelance professional in the field of historic building restoration and cultural heritage enhancement, developing projects and supervising construction works in numerous valuable contexts for public bodies, ecclesiastical institutions, and private clients. As a restoration consultant, he collaborates with internationally renowned architectural firms. He is the author of several publications and a member of landscape commissions as well as the Diocesan Commission for Sacred Art of Milan.



MVRDV

Luana La Martina

Rotterdam, Netherlands

Luana La Martina is a Senior Visualizer, Art Director, and visual storyteller working at the intersection of architecture, design, and digital media. She holds a Master's Degree in Architecture and a II Level Master in Digital Architecture from Università IUAV di Venezia. She works at MVRDV in Rotterdam, contributing to major projects and shaping the studio's visual identity through image-making and art direction. Her collaborations extend to academic institutions and creative studios across Europe, where she lectures on visualization, composition, and the poetic potential of imagery. She has also collaborated on PR campaigns in New York, including the 252 Fifth Avenue skyscraper by 5th Point. Luana has led workshops and given talks at TU Delft, SCAD University, IUAV, and Politecnico di Milano, and curated graphics for architectural publications with Sapienza University of Rome. Her work explores how technology and storytelling shape contemporary visual culture.



Studio 3Mark

Michele Cassino

Cuneo, Italy

Michele Cassino is an architect and co-founder of Studio 3Mark. Born in 1980, he graduated in Architecture from the Politecnico di Torino after a formative experience at the École d'Architecture de Normandie in Rouen. With Studio 3Mark, he works on projects ranging from architecture to urban regeneration, from interior design to exhibition design for public and cultural spaces. He collaborates with institutions and local administrations, serving on Landscape Commissions and on the Disciplinary Council of the Association of Architects of Cuneo. His work has been selected and awarded in Italy and abroad, with projects showcased in prominent venues such as the Venice Architecture Biennale and the Pisa Architecture Biennale. The works of Studio 3Mark, including artistic installations and design projects, have been published in national and international catalogues and specialized magazines.



Tectoo

Letizia Melzi

Milan, Italy

Graduated in Technological and Environmental Design from the Politecnico di Milano, she developed from the outset a strong interest in sustainability, technological innovation, and the evolution of design processes. From the early years of her professional activity, she has focused on the redevelopment of large complexes, including the former Falck areas in Sesto San Giovanni, tackling the environmental and urban challenges typical of disused industrial sites. The theme of time as the fourth dimension of space is central to her research: she studies how architecture can adapt, transform, and remain functional throughout its different life stages. She won first prize in the Villard 17 competition with an urban regeneration project in Naples, aimed at creating new centralities in areas lacking a defined identity. This recognition, accompanied by a publication, highlights her contribution to understanding the urban transformations generated by increasingly multicultural contexts.

The Water Tower





**lula ferrari
studio**



MVRDV

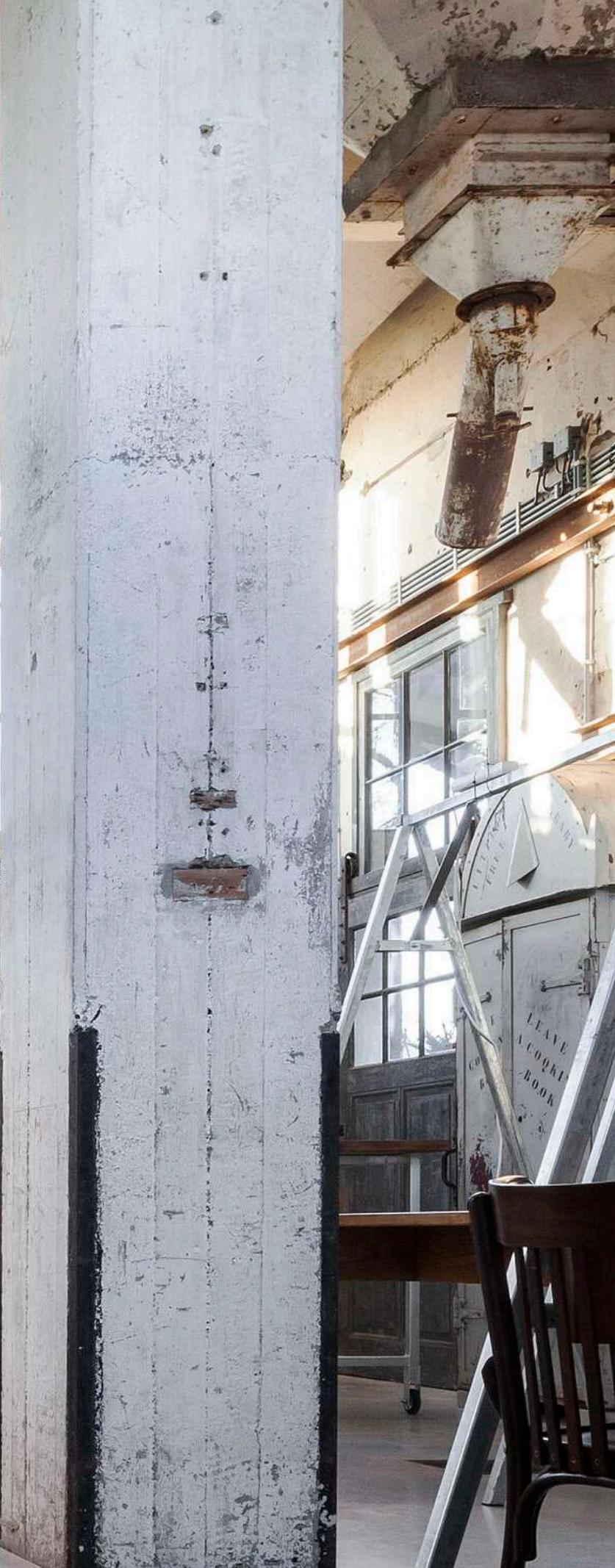
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The Water Tower

on Balkenbrij •
ampignonsoep
rons Vleesspies
arkenshaas
Biefstuk vd Haas
ldskoof
alkenbrij
with a twist

"BLACK SILO"
Deventer, 2015
© Wenink Holtkamp Architecten



Terms & Conditions

- A. The competition is open to students, architects, designers, urban planners, engineers, artists, makers, creatives and anyone interested in the fields of design and architecture (hereinafter, "Participants"). Participants must be at least 18 years old;
- B. Participants can enter the competition individually or as a team. There are no limits to the number of members in a team; however, restrictions may apply for Membership subscriptions;
- C. Participants are required to follow deadlines, procedures, fees, and submission guidelines. Terraviva S.r.l. is not responsible for any technical difficulties or website malfunctions;
- D. All competition materials and documentation are available for download on the official webpage. Access requires payment of the registration fee, which provides a unique identification code. The registration fee is determined according to the competition schedule and does not vary based on the number of team members. The applicable fees, excluding VAT, are as follows: early registration at €89, standard registration at €109, and late registration at €129. Alternatively, access may be granted through a monthly subscription at €19 excluding VAT;
- E. The payment of a single fee grants the Participant/Team one personal identification code for the submission of a single project. To submit additional projects, additional fees must be paid;
- F. Accepted payment methods include PayPal, Satispay, credit/debit card, bank transfer, and cryptocurrency (via Coinbase). Accepted payment methods may vary. By authorizing the payment, the Participant confirms that the credit/debit card used belongs to him/her or that he/she is the legitimate holder. All credit/debit card transactions are subject to verification and authorization by the issuing bank. If the issuing bank does not authorize the payment, Terraviva S.r.l. shall not be liable for any delay or failure in processing the transaction.
- G. Prizes are determined independently of the team size. Terraviva S.r.l. will cover its own bank fees for prize payments, but any fees applied by the winner's bank or those related to currency exchange will be the responsibility of the winner. Prizes will be awarded after verifying the winner's identity and receiving a signed self-declaration accepting all competition Terms and Conditions;
- H. Terraviva S.r.l., with a mere technical and objective evaluation, discards the projects that do not meet the requirements listed in the Terms and Conditions or in the special rules of the single competition and/or that do not comply with the minimum-quality standard requirements and/or constitute any of the listed cases. The discarded projects will not be evaluated nor considered by the jury. Disqualified participants and/or their teams will not receive any refund. Therefore, participants accept to respect and not to challenge for any reason the results of the pre-selection carried out by Terraviva S.r.l.;
- I. The jury consists of independent, impartial experts in the field of architecture and design. The jury's decision, based mostly on both aesthetic and technical evaluation, will be final. Participants agree not to challenge – in any case – the decision or the jury's evaluation. If any jury members withdraw, Terraviva S.r.l. will replace them with equally distinguished and impartial members;
- J. Terraviva S.r.l. is not responsible for the execution quality of any project. The jury's evaluation and prize-winning decisions do not imply any assessment of the project's technical feasibility and/or adequacy;
- K. Terraviva S.r.l. is not obliged to provide explanations regarding

competition results;

- L. Participants are prohibited from publishing their submitted materials before the official winners announcement. If Terraviva S.r.l. becomes aware that a Participant has published materials, Terraviva S.r.l. may, at its absolute discretion, exclude the Participant from the competition without the participant being entitled to any refund;
- M. Participants may not, under any circumstances, inquire the jury and/or Terraviva S.r.l. about the competition's results and, in general, on competition's information that are not public;
- N. Any team or individual who violates the Terms and Conditions during or after a competition may have their rewards, publication, or other competition outcomes revoked at any time;
- O. Prizes will be paid exclusively through traceable electronic payment methods. To receive the prize, the winner (individual or legal entity) must complete a declaration of receipt and provide all documents required by law;
- P. Submission of projects or winning the competition does not create any professional relationship between the Participant and Terraviva S.r.l., its partners, or any member of the jury;
- Q. Terraviva S.r.l. reserves the right to modify competition dates, jury members, or submission methods/rules. Any changes will be communicated at least 48 hours before via Terraviva's media channels;
- R. These Terms and Conditions do not constitute a public offer;
- S. By registering on Terraviva S.r.l.'s website, participants fully and unconditionally accept all the competition Terms and Conditions without any exception;
- T. Additional rules, requirements, or conditions may apply to specific competitions;
- U. Italian law governs the rules of the competitions and other website regulations. Any disputes will be exclusively handled by the Court of Milan;
- V. The Terms and Conditions will be available in English and maybe also in other languages, but in case of discrepancies, the English version will prevail.
- W. This Competition is classified as an Ideas Competition and requires only the submission of an ideative and/or creative proposal. Participation does not involve the performance of technical or professional services as defined by Art. 46 of Legislative Decree 36/2023 and R.D. 2537/1925, nor does it create any professional, contractual, or employment relationship. Furthermore, this Competition is not a "concorso a premi" (prize contest) under Italian law and is expressly excluded pursuant to Art. 6(1)(a) of Presidential Decree 430/2001. The prize awarded does not constitute a professional fee and is treated, for tax purposes, as "miscellaneous income" under Art. 67(1)(d) of the Italian Income Tax Code. The prize will be paid in accordance with applicable Italian regulations, and each recipient is responsible for declaring the amount received in their tax return based on their fiscal residence.
- X. The Municipality of Cusano Milanino is responsible for disbursing the prizes to the competition winners. Payments shall be made by bank transfer using the details provided by the beneficiary designer or, in the case of group participation, by the designated legal representative. Payment will be issued only after the Administration receives all required and compliant documentation, including any requested self-declaration, a valid identity document, and any additional information necessary for internal procedures. The Administration will process

the payment within 30 (thirty) days from the protocol registration of complete documentation. Any ancillary banking charges shall be borne by the Municipality of Cusano Milanino. Terraviva S.r.l. is exempt from any responsibility regarding prize payments and related disputes.

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/Italian, or any material that does not align with the competition principles or is considered incomplete, will result in disqualification. Failure to maintain anonymity or submitting a project that deviates significantly from the competition's purpose is not acceptable;
- d. Submitting panels and/or text files that do not contain the order number in the upper right corner;
- e. Participants who have a family relationship within the second degree or a direct professional connection with any of the jury members at the time of the competition or within the previous two years will be disqualified;
- f. Submitting a project that (i) is not new and original, or that does not reflect the intellectual work of the Participants and/or (ii) violates IP rights of third parties;
- g. By accepting the Terms and Conditions, Participants expressly declare that they do not fall under any of these causes of ineligibility.

Intellectual Property Rights

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