

SILICON'S NEW MOON

"SILICON'S NEW MOON" IS A NEW ICONIC INSTALLMENT IN SILICON VALLEY. ITS STRUCTURE CONSISTS OF 2 PARTS: CORPOREAL AND INCORPOREAL STRUCTURE.

THE CORPOREAL STRUCTURE TAKES SHAPE OF A PART OF THE MOON'S SHELL, WHICH PERSPECTIVELY CAN BE VIEWED AS SOMETHING RESEMBLING A NEW MOON. NEW MOON IS THE MOON AS ITS SMALLEST THAT CAN BE PERCEIVED FROM EARTH. A NEW MOON IS DRAWN TO MOTION, ASPIRE TO MOVE AND SEEK TO ACHIEVE ITS MOST PERFECT SHAPE, TO ACHIEVE THE ROUNDESS OF A FULL MOON. A NEW MOON HUMBLY OPENS UP TO BE FILLED IN WITH IMAGINATION, KNOWLEDGE AND CREATIVITY. THIS SEEMS TO BE NO DIFFERENT TO THE CULTURE AND THE ATTITUDE OF THE PEOPLE WHO CHOOSE TO START THEIR DREAM WITH SILICON VALLEY. BEING A GLOBALLY ESTABLISHED PIONEER IN INNOVATION AND TECHNOLOGY, SILICON VALLEY IS CONSIDERED A PLACE OF POSSIBILITIES. SEEKING THE UNKNOWN AND FULFILLMENT IN KNOWLEDGE HAS LONG BECOME ITS PEOPLE'S ASPIRATION. ASPIRATION TO CONQUER THE KNOWLEDGE OF THE WORLD IN THE PAST, NOW TO CONQUER THE KNOWLEDGE OF THE UNIVERSE.

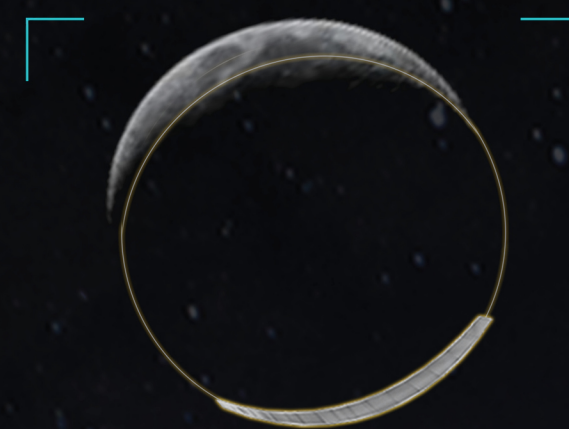
THE INCORPOREAL STRUCTURE IS CONSTRUCTED USING HOLOGRAM LIGHTING PROJECTION IN A REVERSE MANNER WITH THE MOON PHASES. THIS "DIGITAL MOON" PERIODICALLY CHANGES SHAPE IN SYNC WITH THE MOON ITSELF TO ALWAYS ACHIEVE ROUNDESS. IN THIS WAY, AN ICON CAN BOTH OPEN TO CHANGE AND ALSO ACHIEVE ITS CONSISTENCY.

HOLOGRAM-PROJECTION LIGHTING

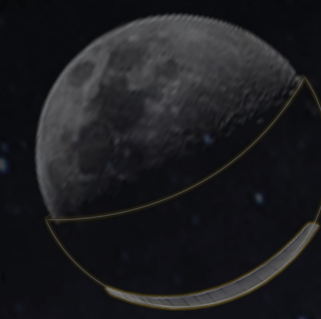
MOON'S SHELL

CRATER-SKATING LANDSCAPE

ARENA GREEN'S 3D PROJECTION



Waxing Crescent



First Quarter



Waxing Gibbous



Full moon

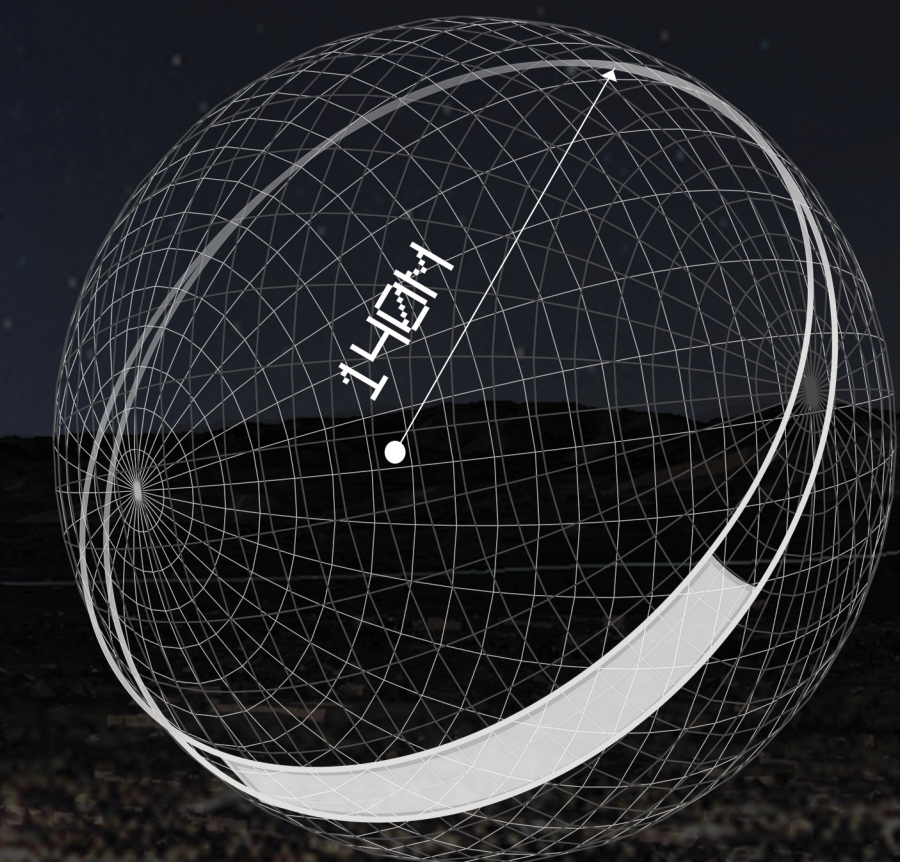
San José, CA, USA
Wednesday 11:00
Clear

10 °C °F

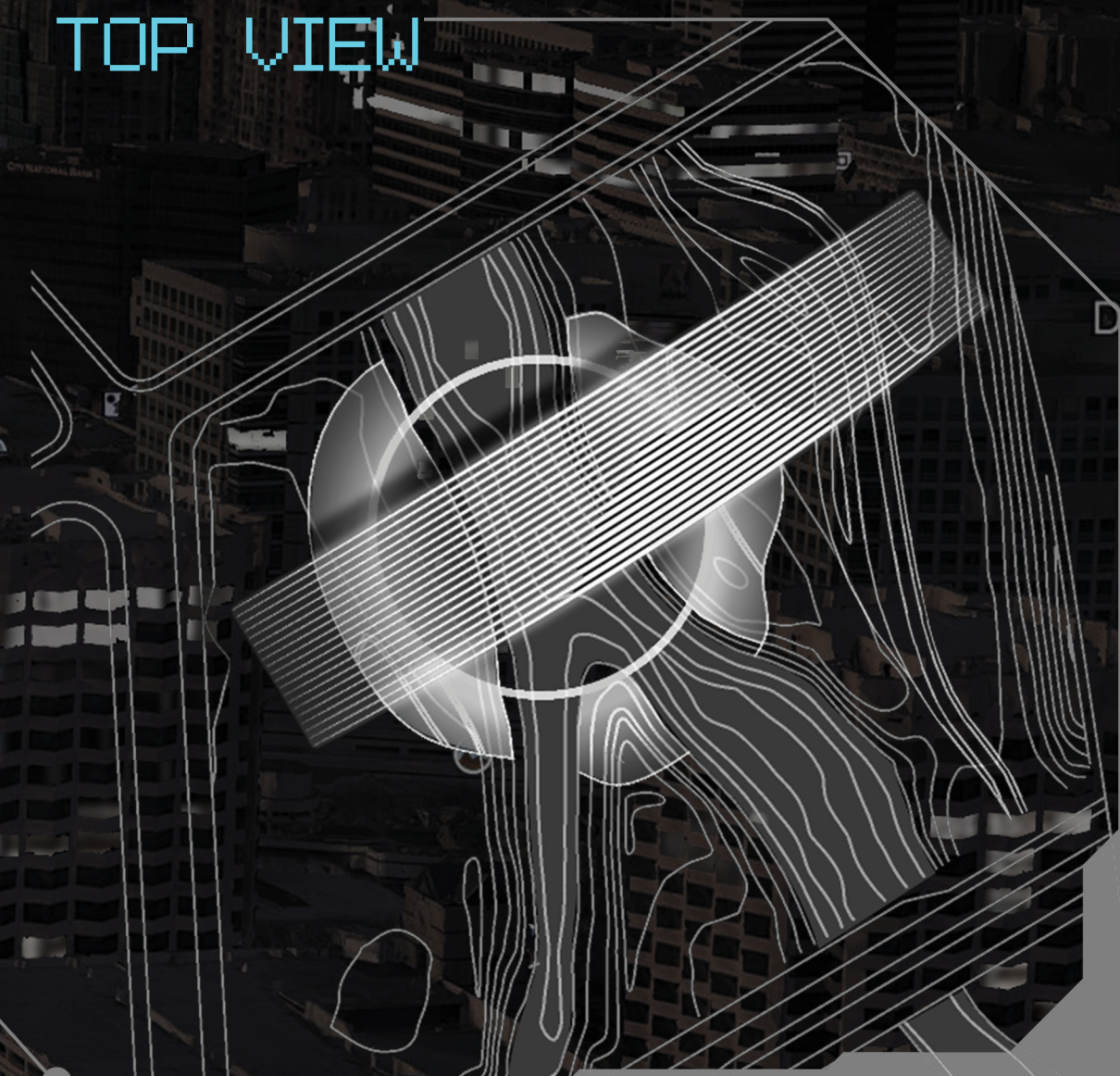
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STANDING AT THE CONFLUENCE OF TWO STREAMS, THE ACCESS TO A TRANSPORTATION HUB AND THE GATEWAY TO THE ONE AND ONLY SILICON VALLEY, STRIVING TO BECOME A GLOBALLY UNIQUE ICON, THE 2-PARTER STRUCTURE IS NO LONGER HEIGHT-RESTRICTED BY AN OH LINE AND THE FLIGHT SAFETY ZONE. AN UNDER-200-FOOT STRUCTURE THAT CAN ONLY BE SEEN WITHIN 5KM RADIUS CAN NOW ACHIEVE 1500-FOOT HEIGHT AND CAN ACTUALLY BE RECOGNIZED FROM SAN FRANCISCO BAY. SILICON'S NEW MOON HAS BROKEN FREE FROM ITS PHYSICAL CONSTRAINTS AND APPEARED TEN-FOLD BIGGER TO ACHIEVE ITS OWN GREATNESS OF AN ICON.

MOON'S SHELL



TOP VIEW



SAN JOSÉ AIRPORT

SAP CENTER

Autumn - Montgomery

Untitled Placemark

Central San Jose

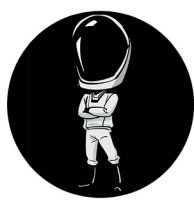
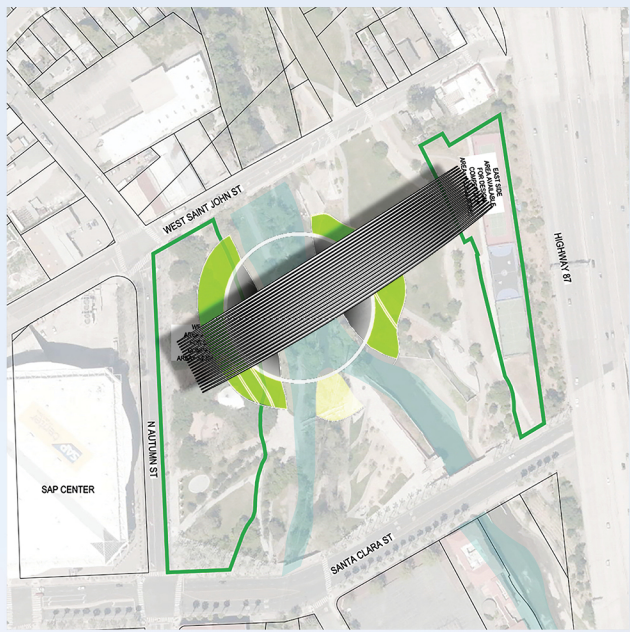
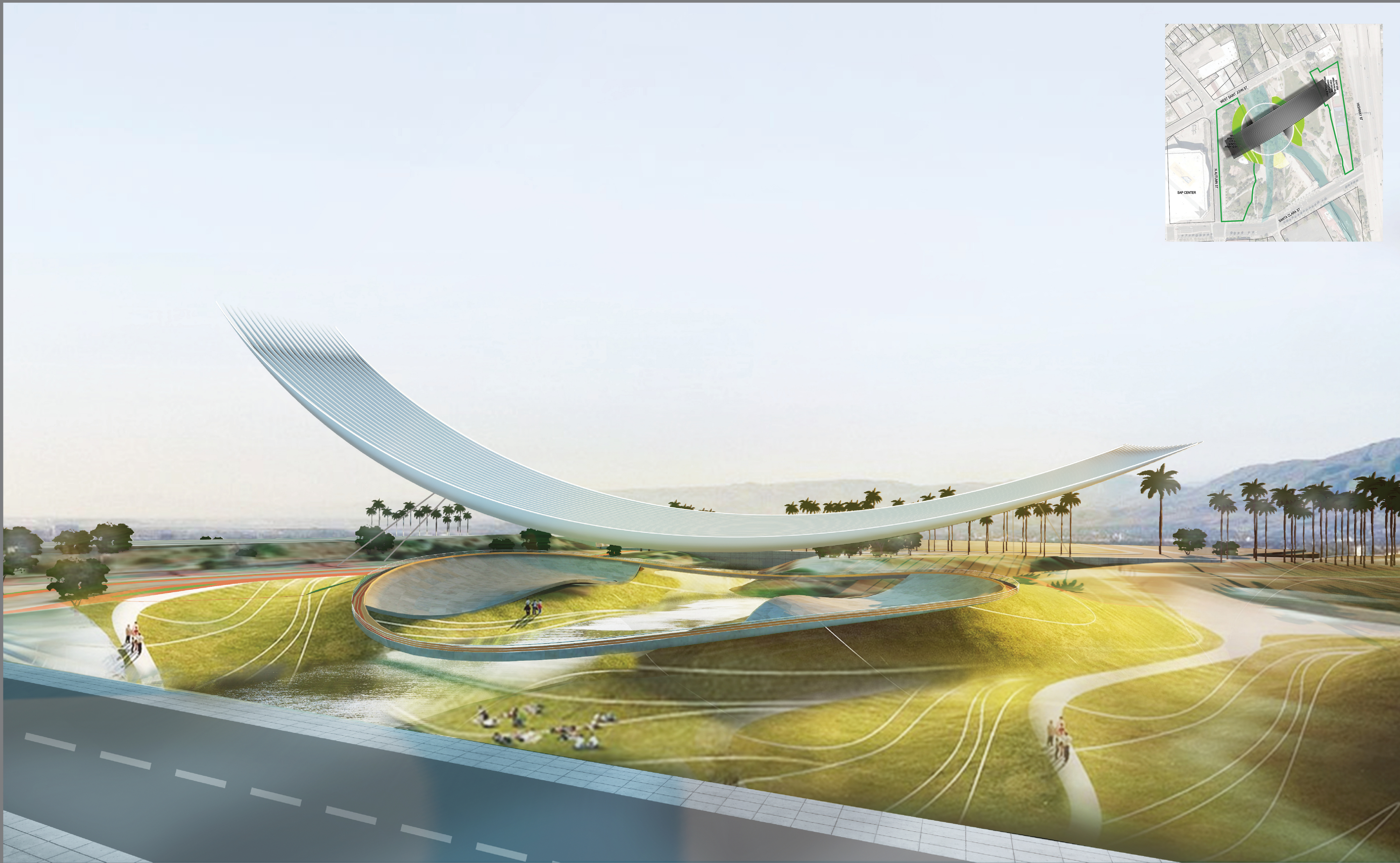
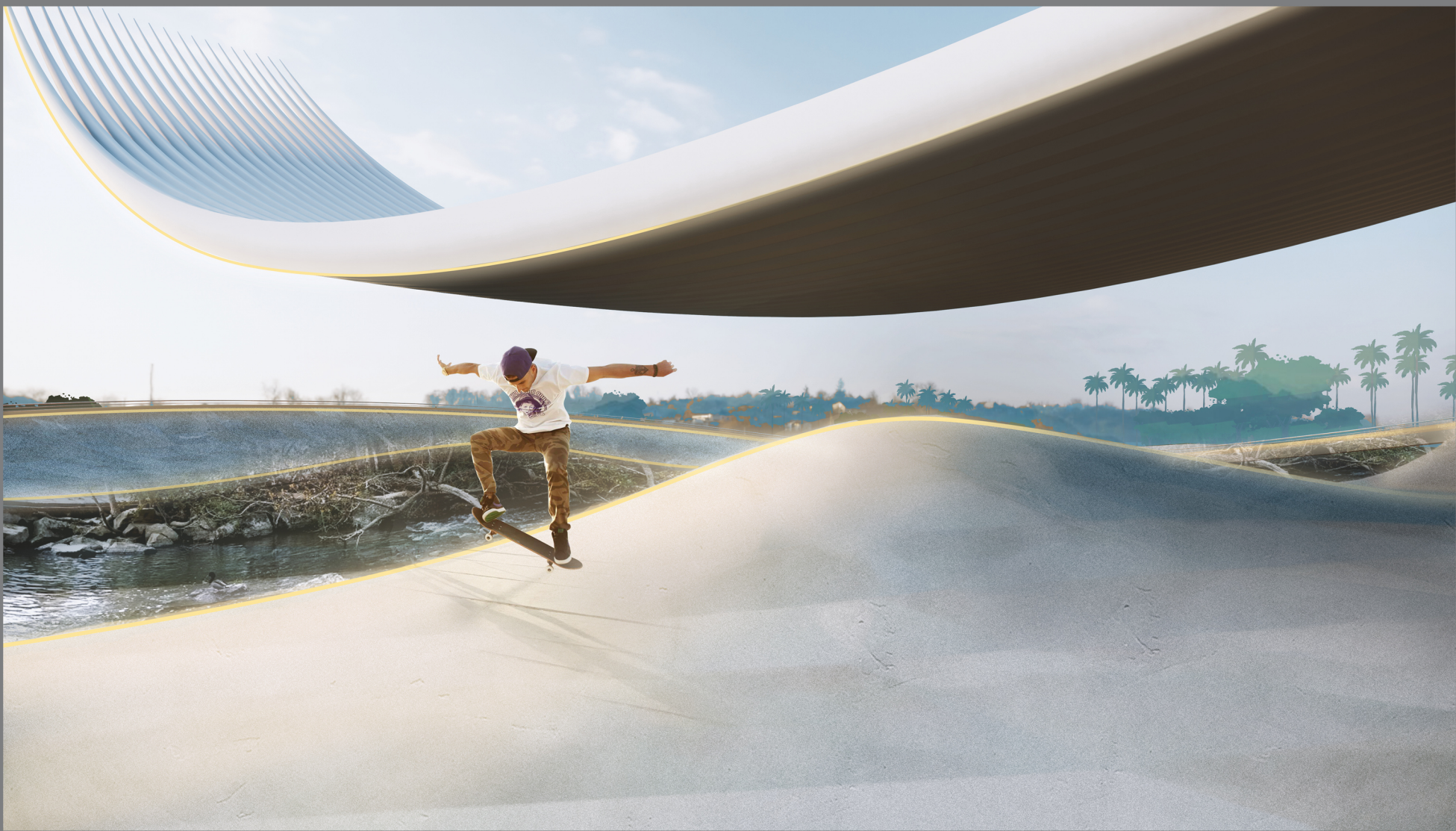
Lakehouse

[LANDING...]

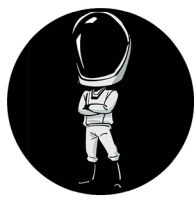
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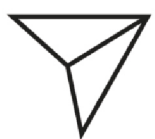
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