

PROJECT SUMMARY

A new idea can often lead to innovation. Ideas multiply and merge into each other. They grow when the soil is fertile. And that is the the goal of this design: to show the power of great ideas and a great place combined.

Booming is a journey: from the ground where ideas blossom to the union of many of them (and the power of the collective), culminating in the explosion that leads to the transformation of the universe. A sensory experience, filled with lightness, that leads from incredible spaces to the top of a tower with an amazing view.