

PROJECT STATEMENT

'DIGITAL ARENA' SEEKS TO DISPLAY THE CUTTING-EDGE TECHNOLOGY OF SILICON VALLEY EMBODIED IN A NATURAL ENVIRONMENT. THE PROJECT TAKES AESTHETIC CUES FROM DIGITAL COMPONENTS SUCH AS CIRCUIT BOARDS AND ADDS NATURAL ELEMENTS TO THEM.

THE TOWER PIECE REACHES THE MAXIMUM 200' HEIGHT ALLOWED FOR BY THIS COMPETITION. IT IS AN OPEN-AIR OBSERVATION COMPLEX THAT ALLOWS USERS TO EITHER CLIMB THEIR WAY TO THE TOP OR USE ONE OF TWO ELEVATORS. EACH CORNER OF THE TOWER HAS A UNIQUE ENVIRONMENT THAT PROVIDES SPACES FOR GATHERING AND INTERACTION, THEREBY MAKING THE TREK TO THE TOP MORE EXCITING AT EACH TURN.

THE BASE OF THE TOWER IS MADE UP OF STAGGERED BUILDING BLOCKS THAT ARE INTENDED TO BE A MIX OF RESTAURANTS AND SHOPS. THIS MIXED-USE BASE HAS A GREEN ROOF DECK THAT HELPS TO REINFORCE THE VERTICAL OCCUPANCY STRATIFICATION – USERS ARE SPREAD OUT BOTH HORIZONTALLY AND VERTICALLY.

'DIGITAL ARENA' IS SITUATED ON THE WEST SIDE OF THE SITE AREA AVAILABLE TO THE COMPETITION. THE ADJACENCY TO SAP ARENA WILL PROVIDE COMPLEMENTARY USES AND ALLOW FOR STIMULATING POST-GAME ACTIVITIES FOR VISITORS. THE WEST SIDE IS ALSO FARTHER AWAY FROM THE HIGHWAY, ALLOWING FOR BETTER VIEWS AND LESS NOISE.

OVERALL, THE PROJECT INTENDS TO MAKE A STRONG, ICONIC STATEMENT, BOTH OUTSIDE AND FROM WITHIN. THE STACKED STAIR BLOCKS CREATE A BOLD AESTHETIC, WHILE THE EXPERIENCE OF USERS ON THE INSIDE ALLOWS FOR 360 DEGREE VIEWS OF SAN JOSE.