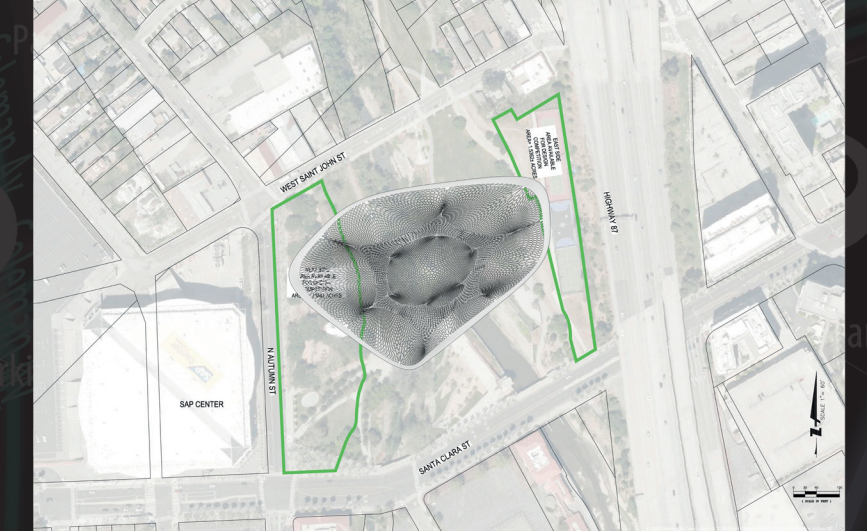


The Silicon Valley Cloud

The Silicon Valley Cloud is the landmark from the digital world that transcends into the physical world. Since the boundary of the digital and physical world is vanishing and the digital presence is so strong as if it is manifested into the physical world. Proposed is the physical manifestation of the data world in the form of a cloud, informing about the importance of merging these two worlds together. Proposed urban feature, architectural structure, is the physical manifestation of its digital counterpart in the form of transparent cloud-like structure, with integrated interactive, digitally driven light installation.

Site Map



without the interconnected layers of digital and physical realms. Location of this event sits in Silicon Valley, and San Jose as its epicenter should have a monumental physical manifestation, a reminder of the legacy of Silicon Valley.

The Silicon Valley Cloud aside from representing the legacy of Silicon Valley it should also serve as a reminder about the strong presence of the digital world and influence it has. It should raise the public awareness about how personal digital activity is easily accessible and to open deeper discussions and understanding about all the benefits, and on the other hand all the possible down sides of the data collection, inviting the society to participate.

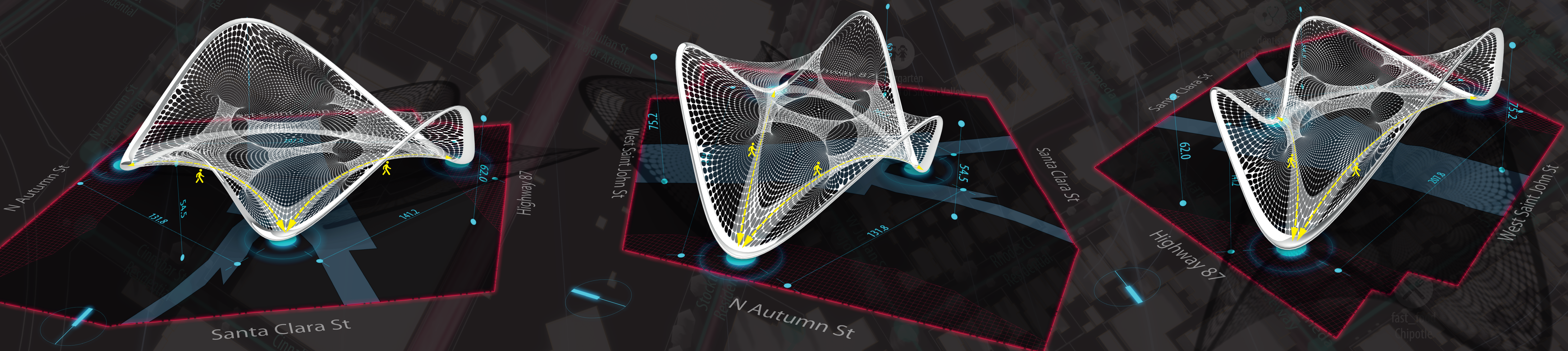
Place making
It was considered important to connect all the land around the river confluence, in order to activate all land uses and allow for diversity of functions. The structure connects three land pieces with three pedestrian crossings engaging with pedestrians into the "walk through the cloud" experience, with the night time variant with interactive digitally driven light design.

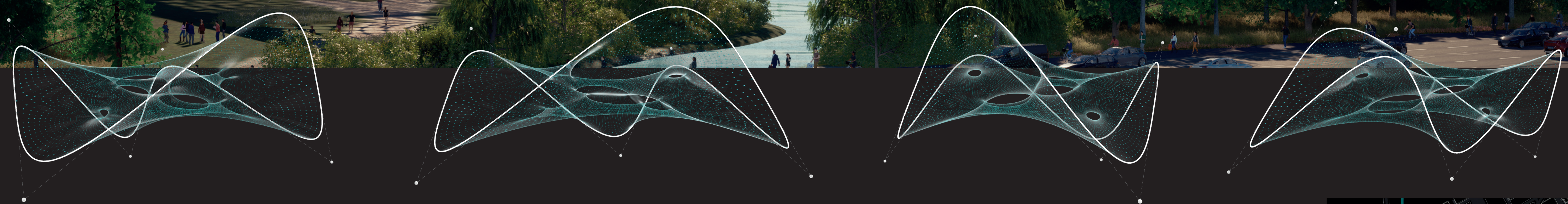
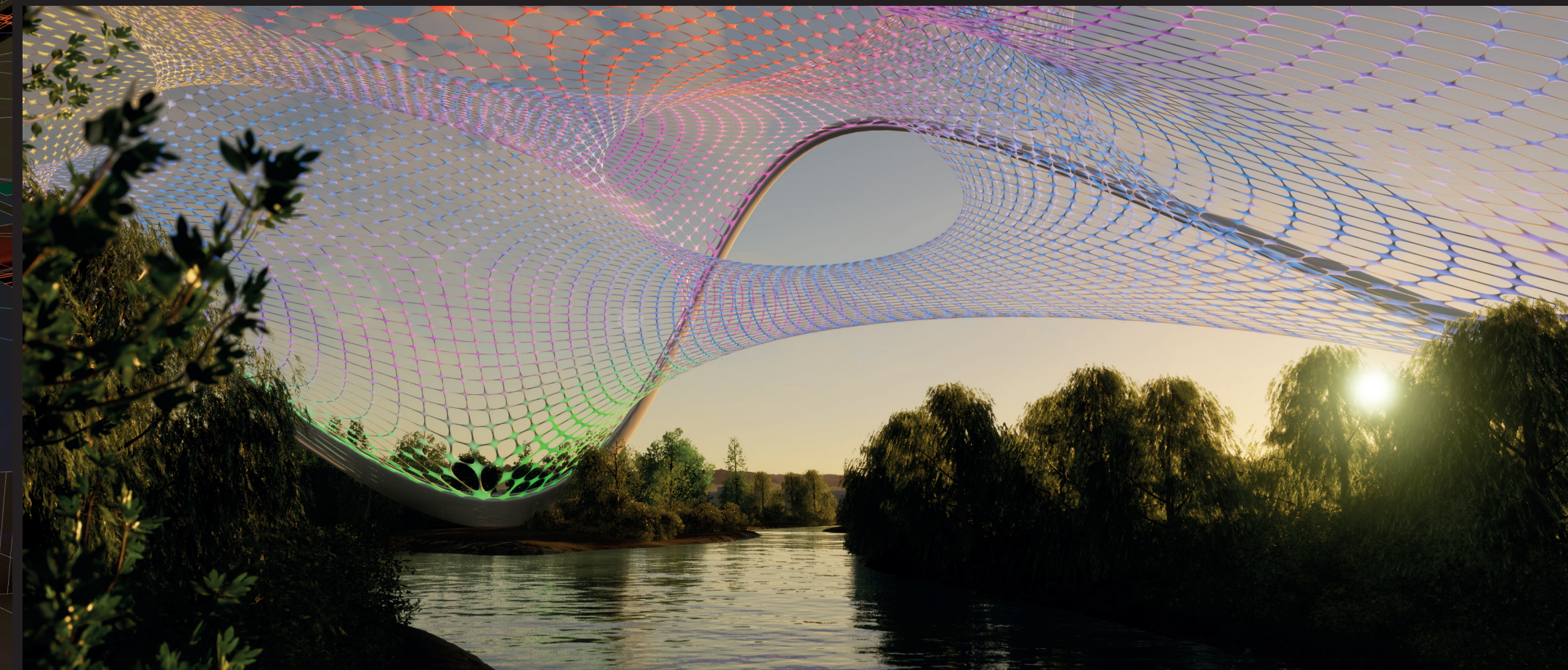
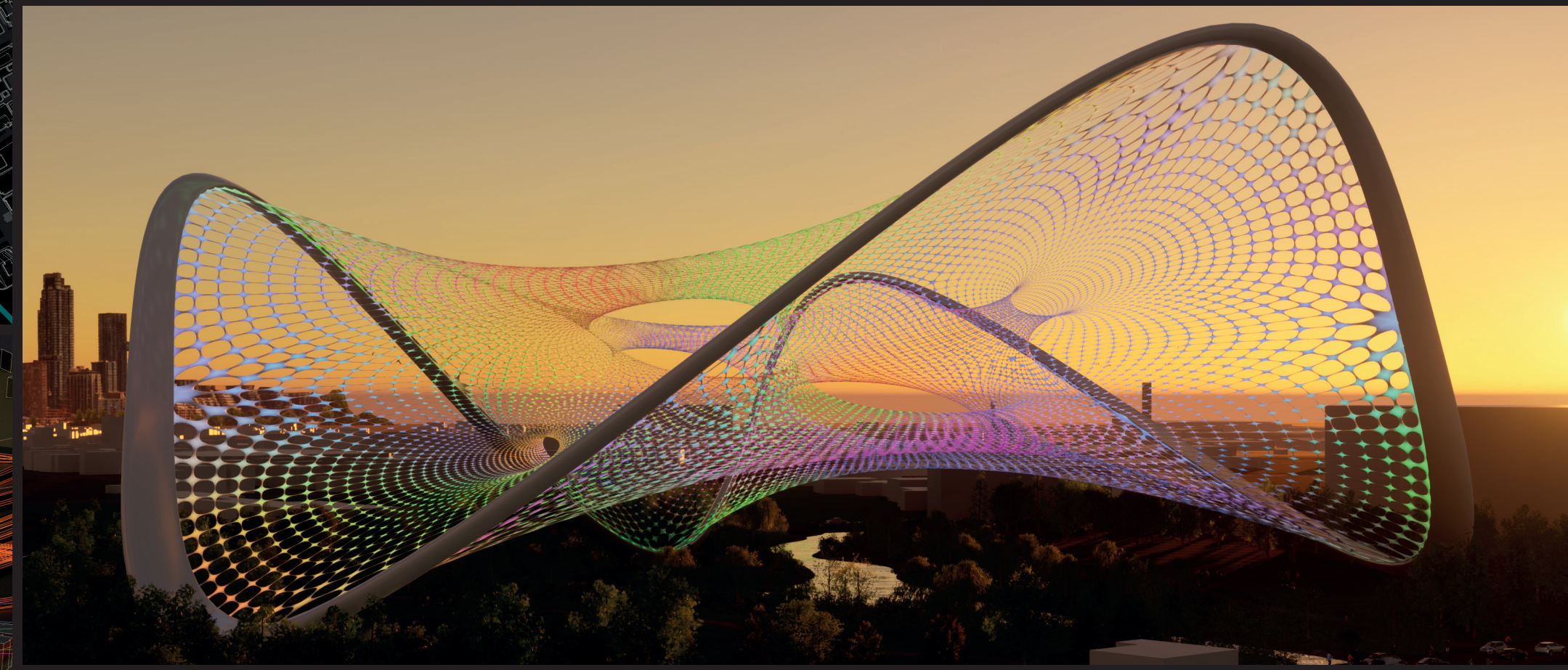
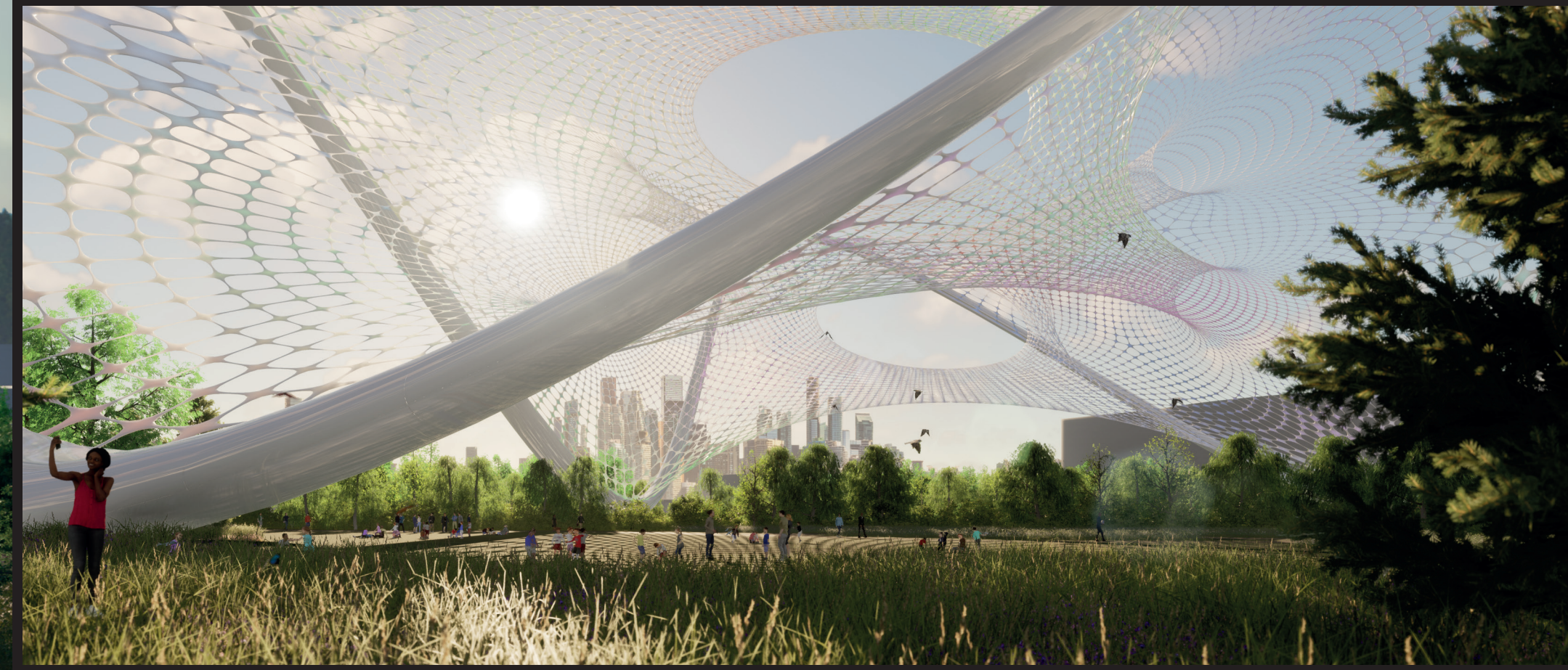
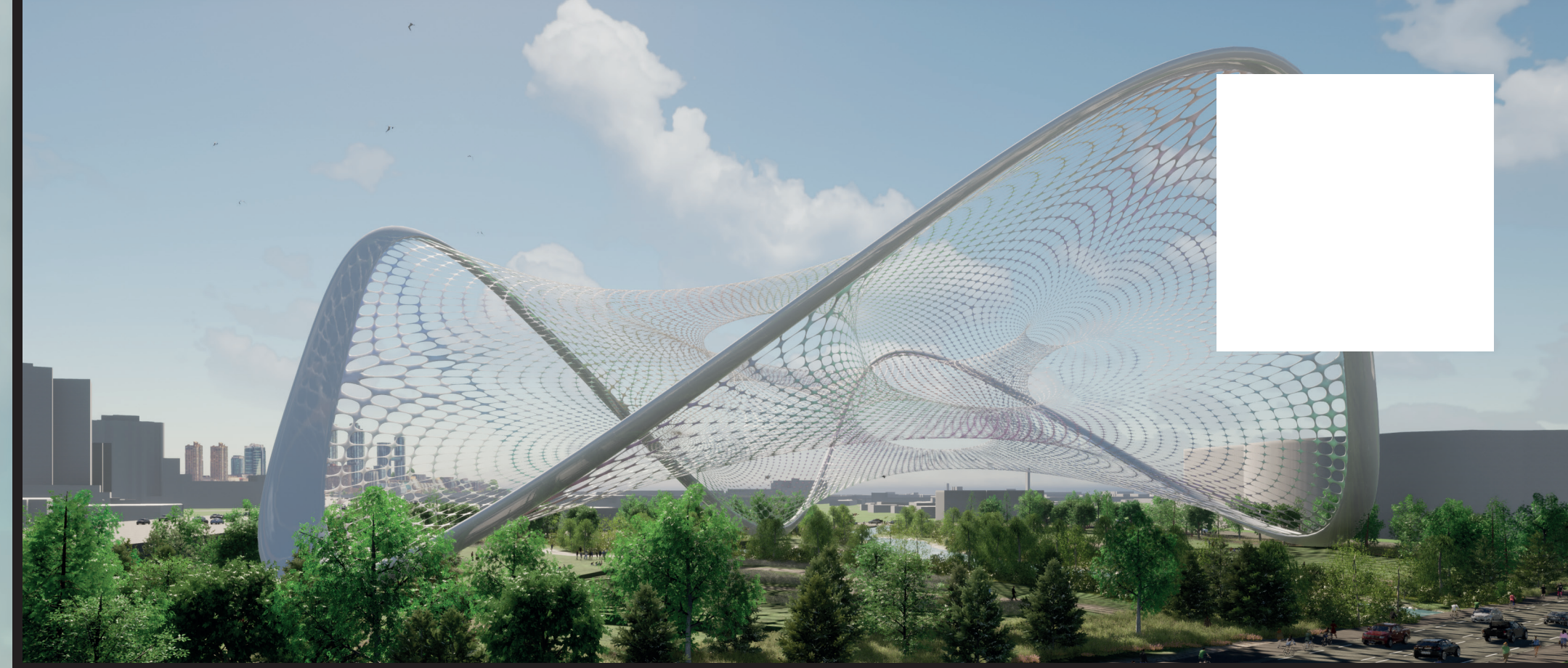
The structure lands, has contact with ground in three places. Along with two locations within the project boundary, proposed is one more point of support outside the project boundary, allowing for integration of the entire site.

A strong visual presence during day and night, open space beneath it and interactive light installation, allows for flexible and resilient city attraction.

- Possible activities around the structure:
- Pedestrian crossing over the river confluence, engaging the pedestrians into "walk thru the cloud" experience
 - Open market
 - Open cinema
 - Open theatre, with designed light installation to be integrated with the show
 - Open music festivals, with designed light installation animation to enhance the music experience
 - National holiday celebrations with light installation replacing fireworks

- Pedestrian Crossing
- Structure support location





Form
The overall form of the structure describes a minimal surface. This specific class of geometries has one particular physical property, it guarantees constant tension in structural load and possibility of use of cable net structures.
This surface geometry is described with a tensioned steel cable system, as a structural system. Connection nodes of cable crossings are further articulated with light casing elements that span the entire steel section, generating a coherent and organic geometric composition. Light nodes are custom prefabricated translucent GRP elements.
The border of the surface, steel frame, arches in a continuous loop over three water bodies, connecting the entire site.
Aside from the form's functional properties, the dynamic and intriguing geometry along with transparent effect of the structure, creates a strong visual identity and recognizable landmark.

Structural System
Structural system is a self-supported tensile cable net structure, suspended on a steel structure frame. Structurally steel frame accepts compression loads while steel cables distribute the loads by tension.
Light Design
Incorporated light is the integral part of the structure. The structure itself is a 3D light canvas allowing for extraordinary digital light shows.
The LED lights are incorporated inside the translucent casing, producing a vivid, dimmed architectural light in order to reduce the impact on wildlife and to produce the unique light experience as well.
The Silicon Valley Cloud should serve as reminder about the strong presence of the digital world and influence it. One of the proposed light show designs is tracking the mobile devices

in the proximity of the structure, and displaying the mobile activity on the structure in the form of a light show. The mobile sensor registers the app used at the moment by the person and takes the predominant color of its logo and maps its RGB value to the structure. The form that users' mobile activity takes on the light show animation depends on the location, moment in time and neighbouring activities.
The purpose of this light play is to raise the public awareness about how personal digital activity is easily accessible and to open deeper discussions and understanding about all the benefits, and on the other hand all the possible downsides of the user data collection.
Aside from proposed permanent light show installation, the interface allows for infinite possibilities of light show designs.

Proposed permanent interactive light show installation

