Subjective reality display

Subjective reality display is a public artwork and visitor attraction designed for Guadalupe River Park to monumentally represent Silicon Valley. The sculptural landmark acts as an optical device that turns reality into an abstract pattern visually resembling a digital fragment integrated into the real world. The landmark can be used and explored by everyone; it offers elevated public spaces for visitors and different views of the surrounding landscape at different heights. It introduces a new form of public infrastructure open and accessible as the culture and the place it represents.

Subjective reality display encourages its observers and visitors to question their perception of the world. It is inspired by the integration of computer-generated representation of reality with our daily life that we increasingly often experience. The relationship between reality and its representation is a subject that has commonly in history given meaning to art. Nowadays the ease to achieve photorealistic images allowed by the latest digital technologies challenges the visual distinction between reality and its representation. *Subjective reality display* visually abstracts the portion of reality seen through it from its context, acting as a poetic filter. The landmark achieves a striking and iconic appearance by merging the structure resembling a pixelated image with the physical space surrounding it. The visual language of digital technology and the Internet is blended into the physical world on a monumental scale.

A system of squared lenses installed on the structural frame, synthesize the colors of the surroundings seen through them. The appearance of the landmark is constantly changing according to the different light conditions and viewpoints from which it is observed. *Subjective reality display* becomes a medium between reality and our eyes. Some of the squared modules incorporate panes of color-effect filter glass, which appear to be different colors according to how the light hits them; the pattern shimmers, reacting to the weather, time of year or day, and the position and movements of viewers. At night the squared elements are illuminated and work as pixels to generate different graphics. The light show can be programmed in different ways and temporarily commissioned to artists or lent to sponsors for different light shows.

Net zero energy principles:
Each squared lens features a row of photovoltaic cells at its top. These cells power the LED smart lights illuminating each square at night and make the building energetically independent from the grid. The lenses work as diffusers for the light maximizing its effect with the minimum energetic effort. The landmark generates at least as much renewable energy as it uses. The main construction material used is steel to be sourced locally and from recycling sources. The footprint of the landmark occupies a very narrow area. As a consequence, the use of concrete for the foundations is minimized and the existing trees can be mostly left unaltered.