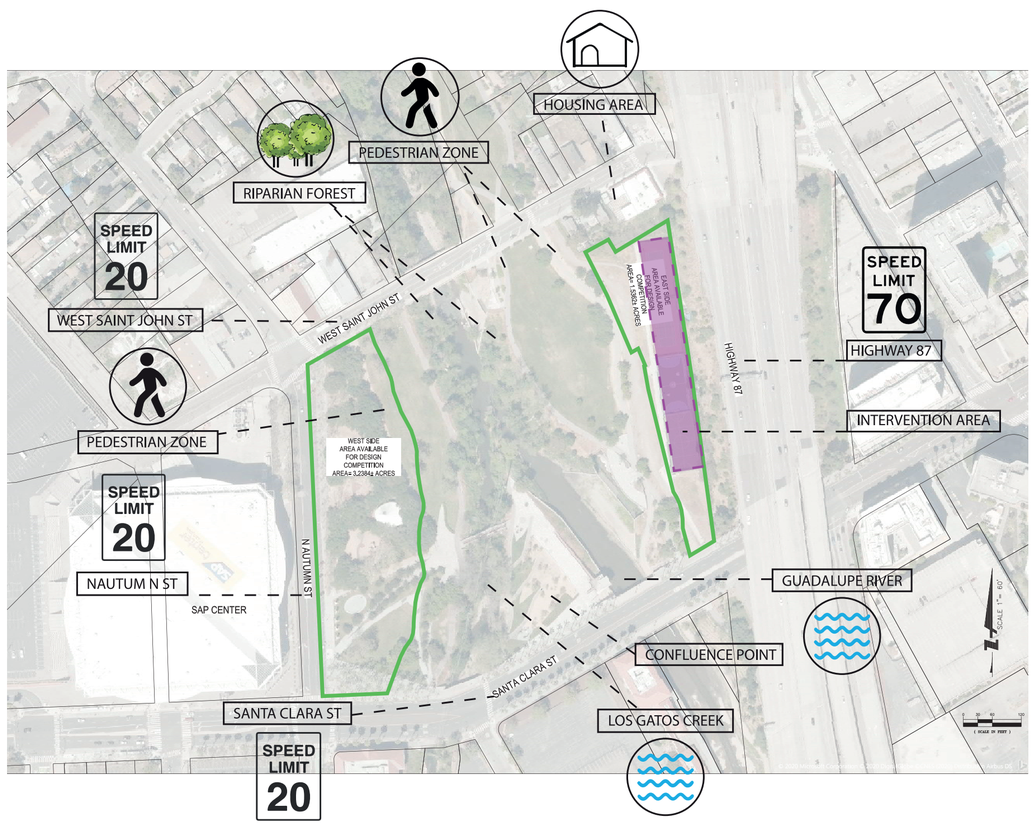
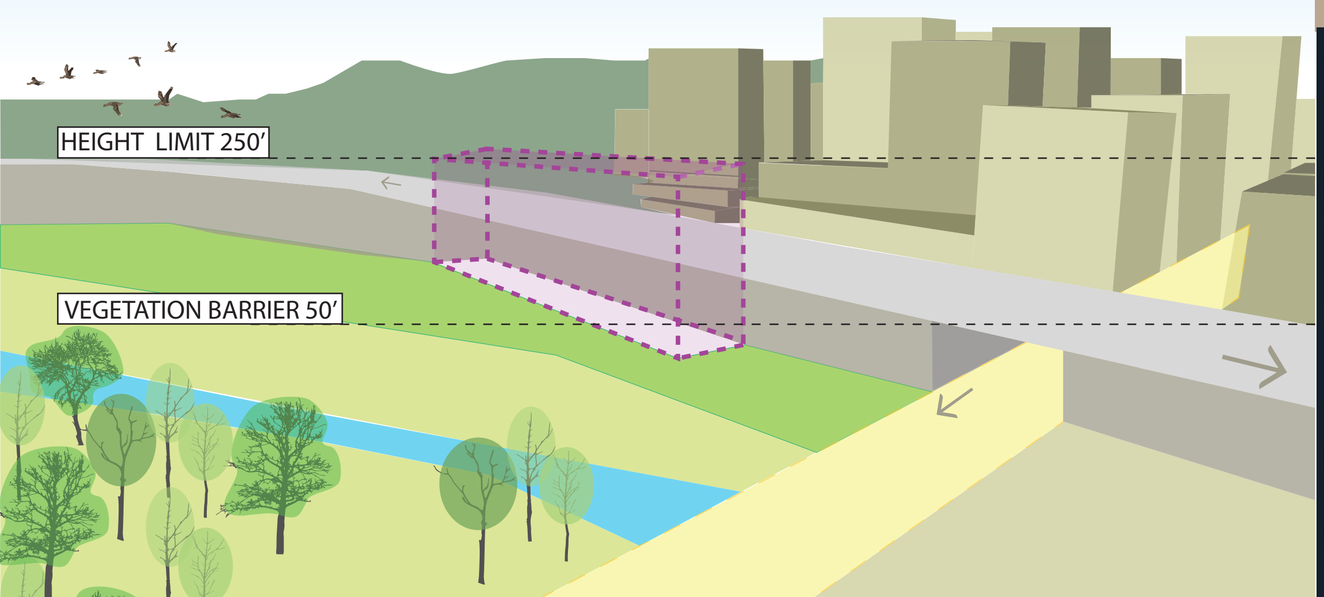
CONFLUENCE HUB FOR ITINERANT PEOPLE

The land is nestled, like an oasis within a developed and massive urban area, surrounded by commercial spaces, business centers, offices, housing; spaces fed by communication routes of different speeds and capacities, from highways to service alleys.



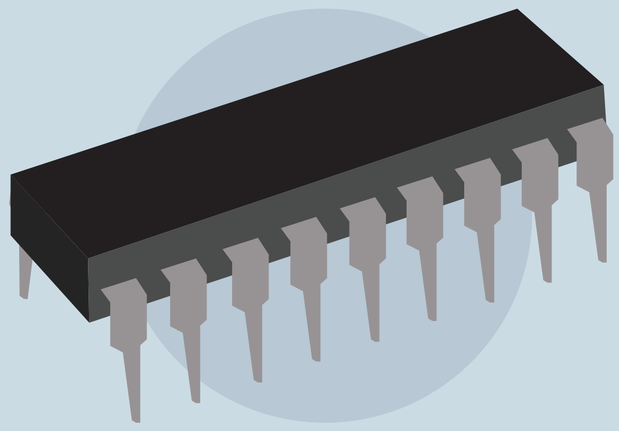
One of the most important characteristics of the space is the direct correlation between the body of water and the riparian forest (living elements that divide the terrain in two), this relationship is what makes this space one of the most important living elements in the city; This living space allows the coexistence of animal species such as: birds, bats, turtles, fish, among others, which converge within the limits of the land, as a result of which we have to consider specific care for each one of them (lighting, materials, noise, among other).



Defined as a single-dimensional structure with a body designed to conduct information / data, in which circuits are completely integrated into a single element.

Chips are currently found in all modern electronic devices: watches, cars, televisions, mp3 players, etc; They are almost ubiquitous in the digital age, the areas covered are: computing, communications, manufacturing, transportation and the internet, among others.

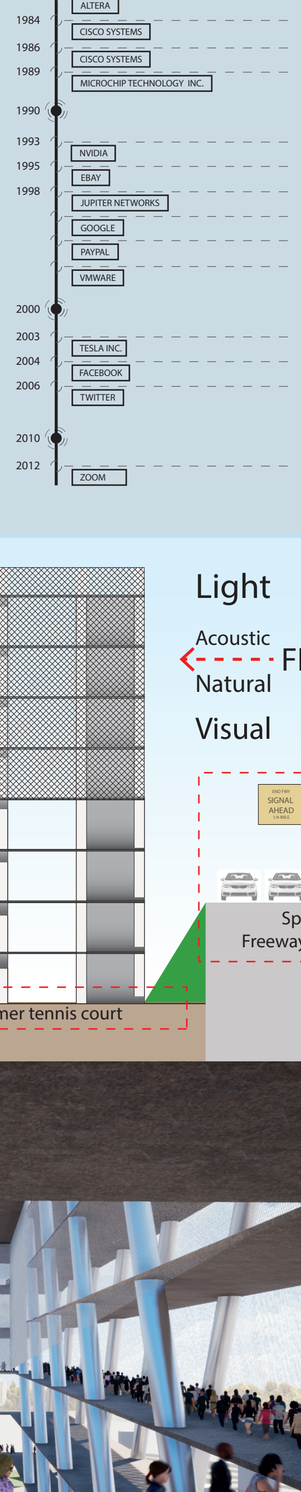
It is impossible to think of modern digital life without the chip as an essential element of that development.

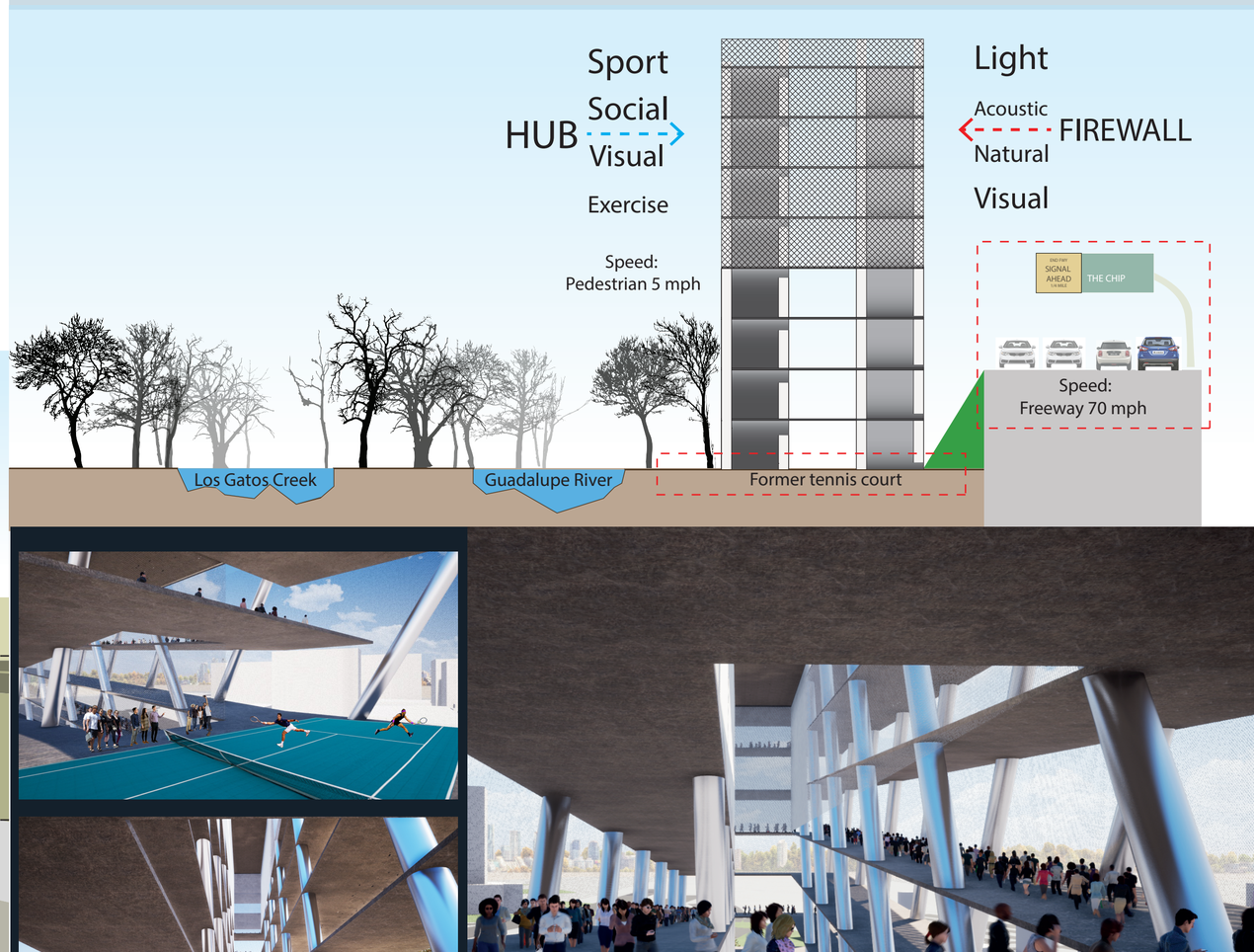


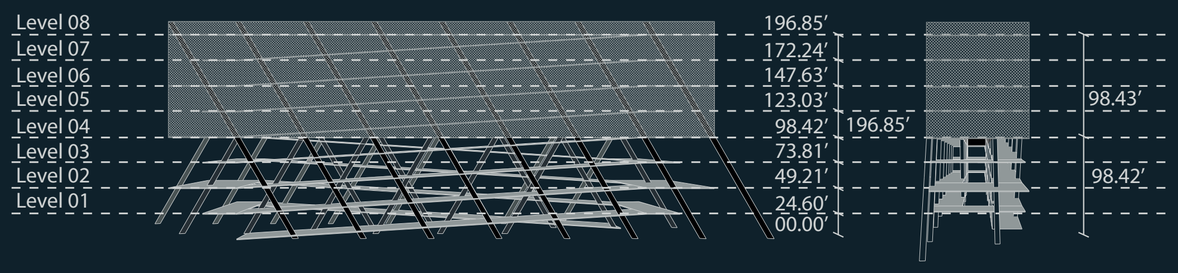
It is impossible to consider the historical development of the area without thinking about the creation of the chip, the two stories are directly related to each other, thanks to the pioneers who began to manufacture silicon integrated circuits in the area, this allowed companies to settle in Silicon Valley giving way to a rapid increase in technology-focused job opportunities, although initially the name of Silicon Valley came from the manufacture of silicon conductors, now it refers to all the high-tech businesses based in this area.

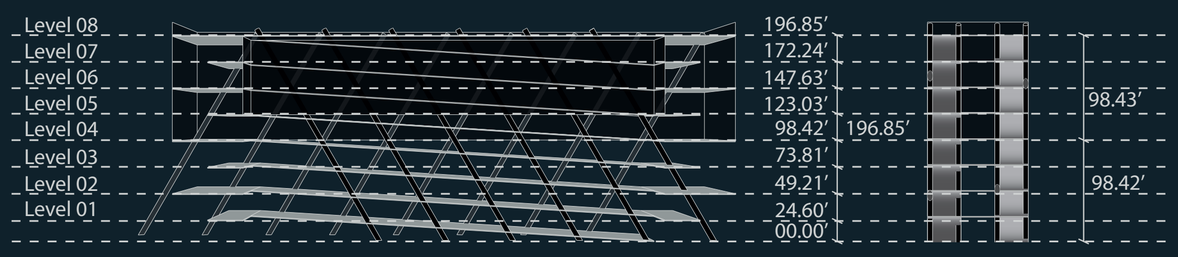
Currently Silicon Valley continues to be considered a leader in investment, innovation, research and development of high technology worldwide.

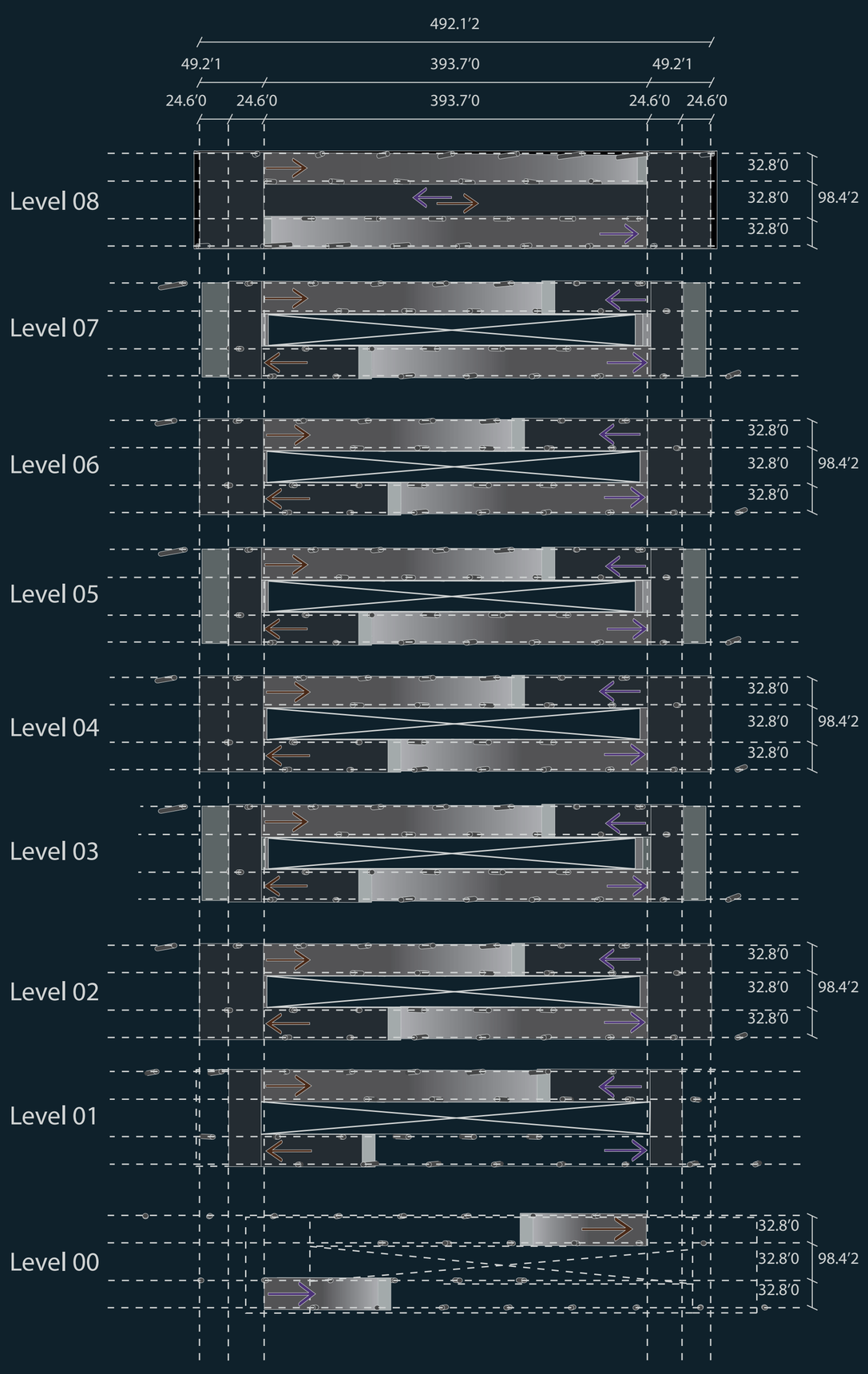
SILLICON VALLEY TECHNOLOGY TIMELINE

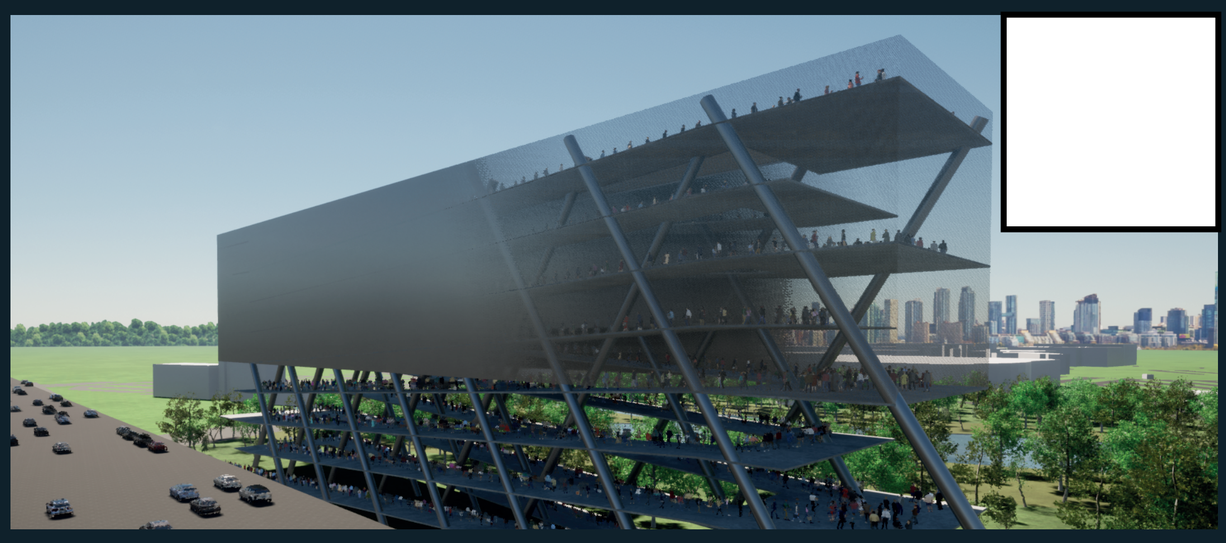




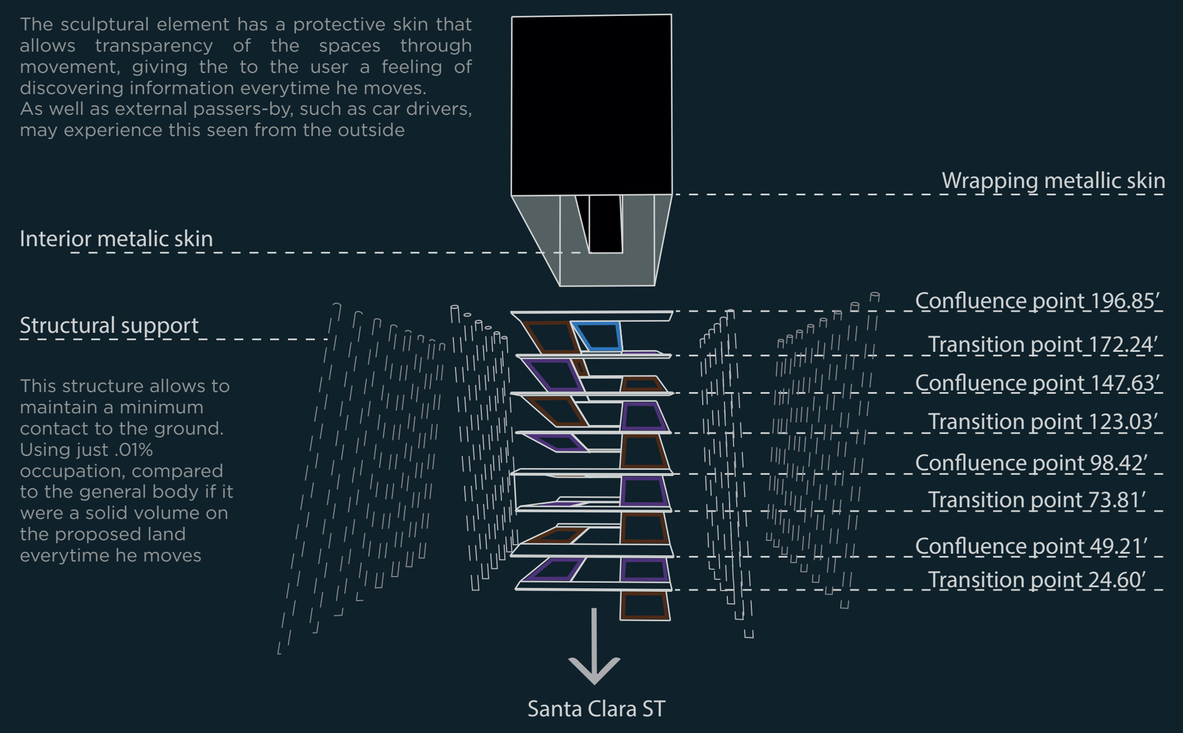








The sculptural element has a protective skin that allows transparency of the spaces through movement, giving the to the user a feeling of discovering information everytime he moves.
As well as external passers-by, such as car drivers, may experience this seen from the outside

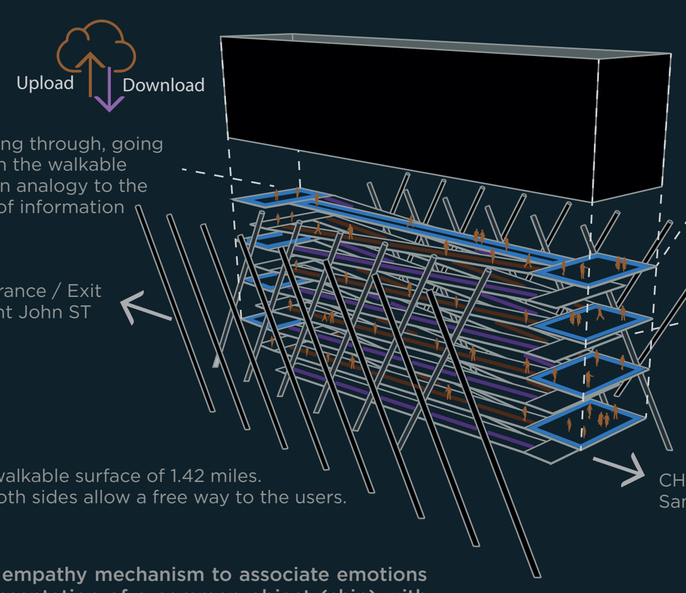


This structure allows to maintain a minimum contact to the ground. Using just .01% occupation, compared to the general body if it were a solid volume on the proposed land everytime he moves

It is intended to guide the ability to process user information based on their own perception, the knowledge acquired through subjective characteristics that allow the information to be valued in the sense of learning, reasoning, attention and memory, ability to feel, observe, identify, compare and above all relate.

The intention is to change the classic observer for a modern spectator (stroller or planner), capable of interacting with a hierarchical and absolute space, symbolic and ritual, genuine and permanent. A static user in his definition although dynamic in his perception and interaction, a user in constant change, latent between messages and various scales in which the difference between profile and silhouette is understood.

At the same time, it interacts with multiple frameworks of simultaneous relationships and processes, evident that they develop in it. Thus, the classic observer and the modern walker would have given way to the contemporary explorer with a look of codes and information that is more hybrid and open to multiple stimuli, sensitive to the processes of scale and dimensions.



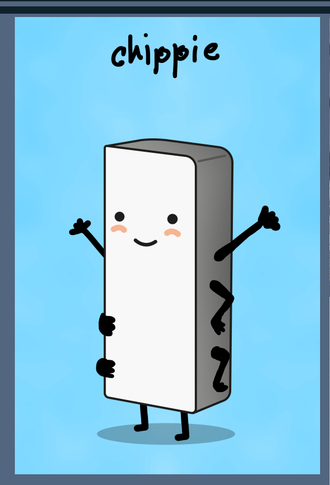
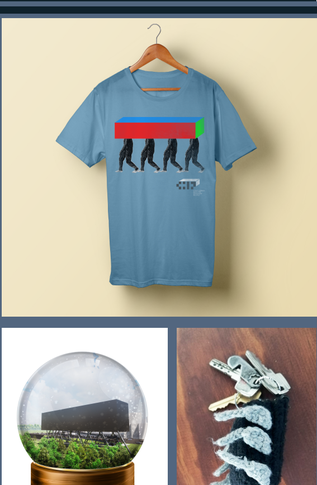
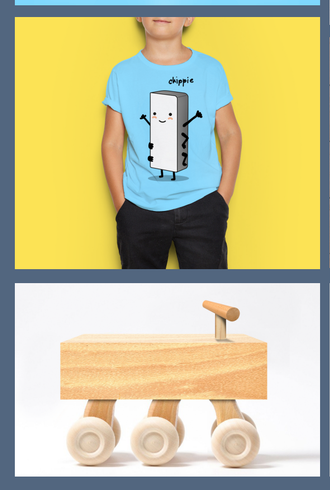
People moving through, going up and down the walkable surface, as an analogy to the movement of information through it

The user has a walkable surface of 1.42 miles.
The ramps on both sides allow a free way to the users.

We created an empathy mechanism to associate emotions about the representation of a common object (chip) with the intention of generating a sense of belonging to the user through a symbol as a conceptual metaphor, physically anchoring the idea to our brain and thus being able to move from one object to another through the relationships between inherent similarities.
Analogically arguing the general and particular characteristics shared in the project, which allow us to justify the existence of a mutual relationship between the proposed object and the initial inspiration.

We developed a guide to compare and determine the real meaning of the elements to be analyzed (chips), understanding that these objects share common similarities and properties, but in turn, that even though they are similar, the two have different functions.
We extend the comparison throughout the project, to talk about the chip as a final product instead of the actual reference integrated circuit itself.

BRANDING & MERCHANDISING

The brand design is inspired by the visual representation of the binary code, the exchange of information and the architectural design showing geometry and stability by adding the repetition of its visual elements, generating a texture that can be applied as complementary graphic elements in different objects that function as promotional items on the site, generating empathy, awareness and identity with users, in addition to proposing a lifestyle.
The font is inspired by the first digital characters, thought for the signals awakening nostalgia in the users at the moment of reading them, finding the appropriation of the place when being visited.

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