

CULTURE CLOUD

IMAGINE ALL THE PEOPLE AND THE WORLD AS ONE



VIEW FROM HWY 87 AND VIEWING TOWER VIEW 1

PROJECT NARRATIVE

San Jose is the hub of our digital, social, and cultural achievements, for the U.S., and the entire world. What if we could take this idea of the icon, and turn it into a way to showcase human achievement, and the essence of the San Jose area. A new type of icon, a feedback loop, that showcases worldwide human achievement. An icon that gives back to its visitors and welcomes diversity. Art shows, performances, digital workshops, think tanks, public advocacy, and cultural food markets / seminars, can all be held here.

Culture Cloud is not just a static icon, but part sculpture, part structure, and part object. The structure is made of glass fiber reinforced concrete and sprinkled with dimmable kinetic light screens with time sensors to limit negative exposure to the local flora and fauna.

In order to stay out of the ecological zone around the river, both structures are placed on the far edges of the site. Culture Cloud is at Arena Green West as a gateway to the entire park, taking advantage of its proximity to the SAP Center. In order to activate the entire Arena Green Park, a viewing tower is located at Arena Green East. This houses a raised food court, roof top access (as an extension of the park) to view 'Culture Cloud', and a market with shops to cater to the future growth of the surrounding urban downtown. The viewing tower would draw visitors to view the 162' tall cloud icon in its entirety. This also allows for views of the surrounding cityscape, Los Gatos creek, and the Guadalupe River; something that can be enjoyed night and day.

The cloud-like form establishes a strong ephemeral visual presence with its scale and perforated affect, and is meant to evoke qualities of the digital revolution we are in, ever changing and ever growing. There is a journey through vastness that is somewhat hard to grasp; something unknown, while still being known.

Culture Cloud is supported at five points to minimize its footprint and be as open as possible to encourage fluidity and activation throughout Arena Green Park. A skybridge threads through the cloud-like form to allow visitors a complete experience through the cloud. Across the top is an array of solar panels to address net-zero energy design principles and generate power for the project and other park amenities.



MAIN EXHIBITION HALL VIEW 2



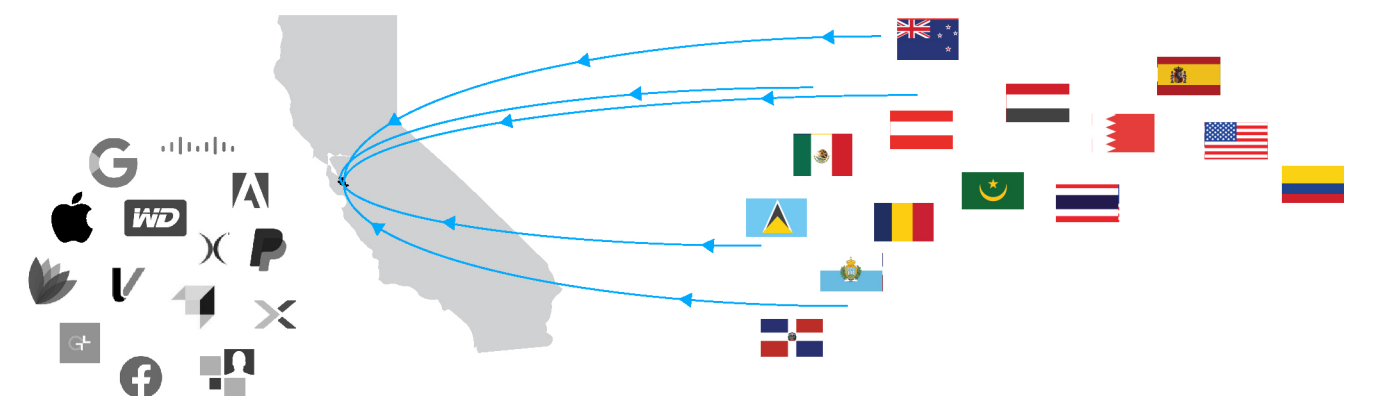
BUILDABLE AREA + STRUCTURE SITE LOCATION



SAN JOSE - THE GLOBAL DIGITAL INNOVATOR

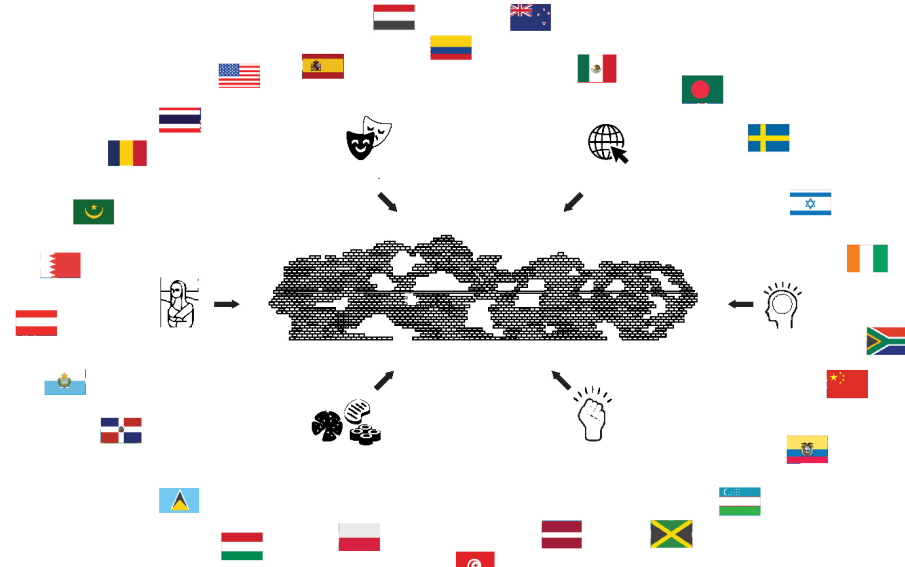


GLOBAL DIGITAL INFLUENCE



THE CULTURAL FEEDBACK LOOP

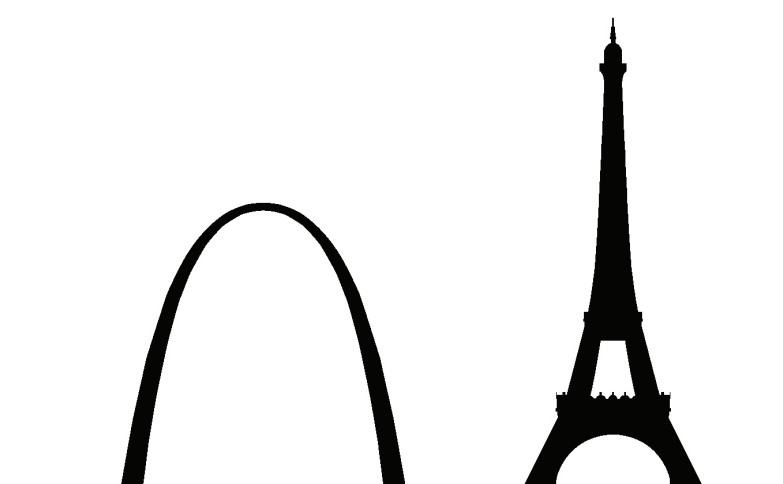
What if the San Jose area became the location for a world cultural hub. Where a cultural feedback loop is created. Allowing for all of the world's people to come together as one.



CULTURE CLOUD

A new type of cloud can act as a platform for world cultural innovation and diversity

1. Art shows
2. Performances
3. Digital Workshops
4. Think Tanks
5. Public Advocacy
6. Cultural Food Market / Seminars



ST. LOUIS ARCH 630'
St. Louis, Missouri, USA

EIFFEL TOWER 1,063'
Paris, France

FROM
STRUCTURAL
INNOVATION



TO
GLOBAL CULTURAL
INNOVATION

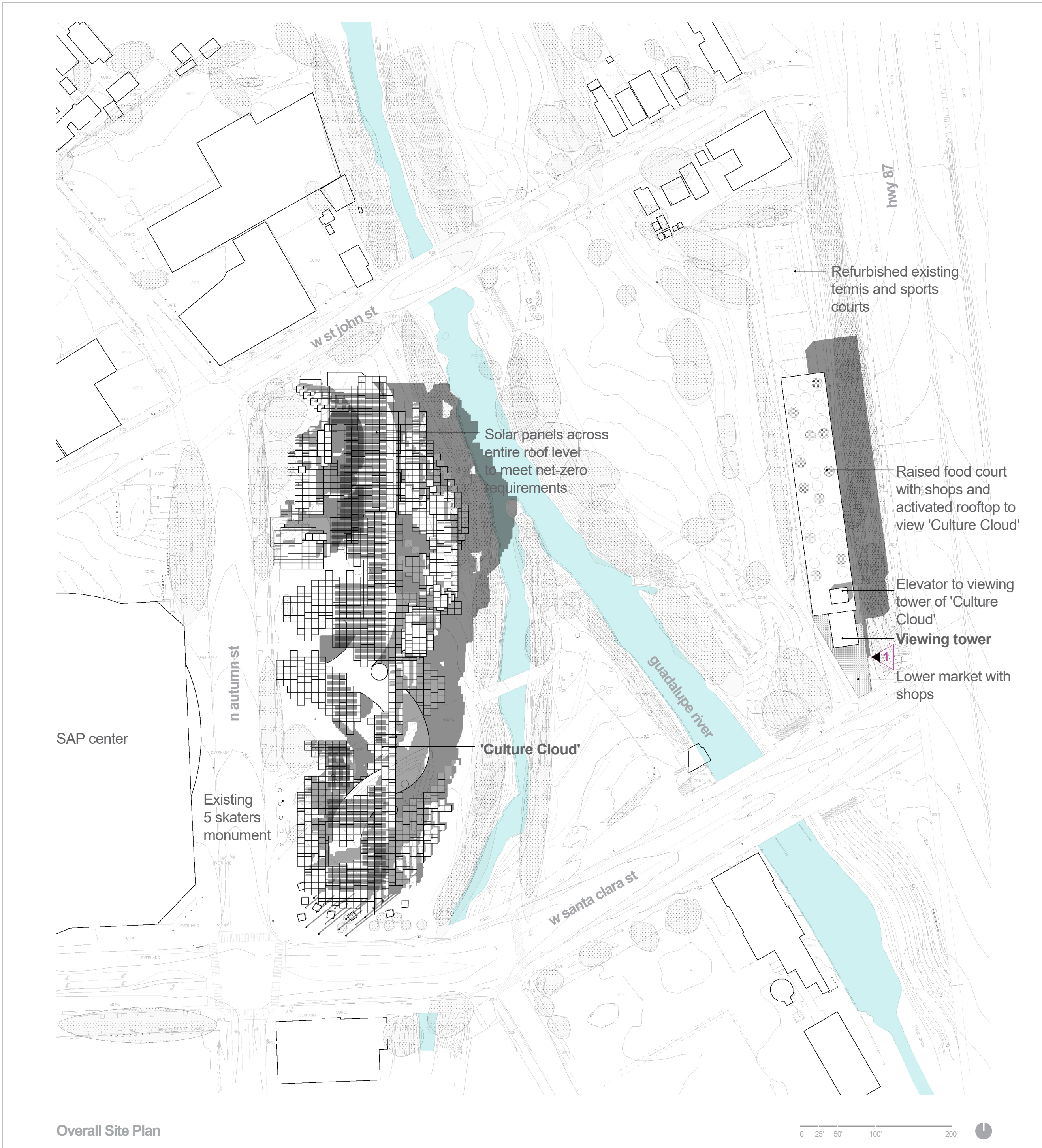
WORLD HEALTH DAY



OPEN GATHERING AREA VIEW 3

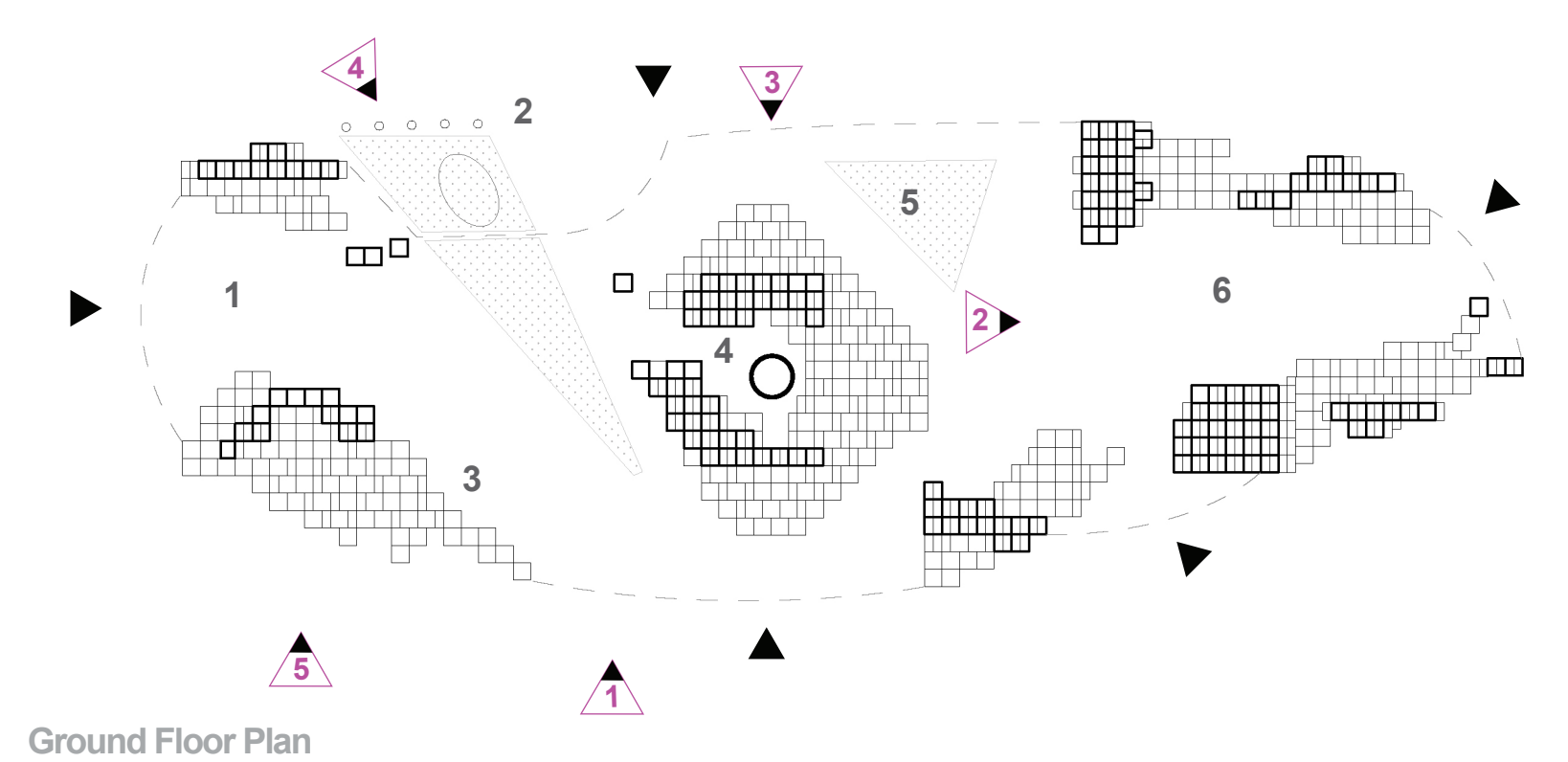


FIVE SKATERS / CHILDREN'S PLAY ZONE VIEW 4

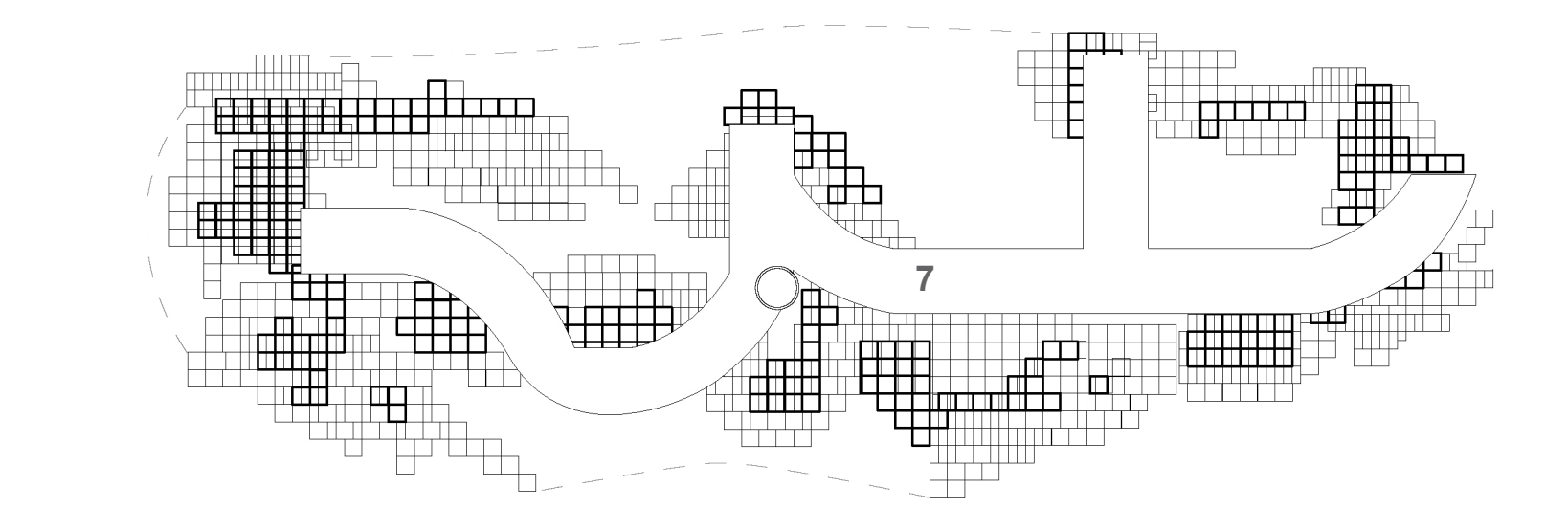


Overall Site Plan

- Refurbished existing tennis and sports courts
- Solar panels across entire roof level to meet net-zero requirements
- Raised food court with shops and activated rooftop to view 'Culture Cloud'
- Elevator to viewing tower of 'Culture Cloud'
- Viewing tower
- Lower market with shops

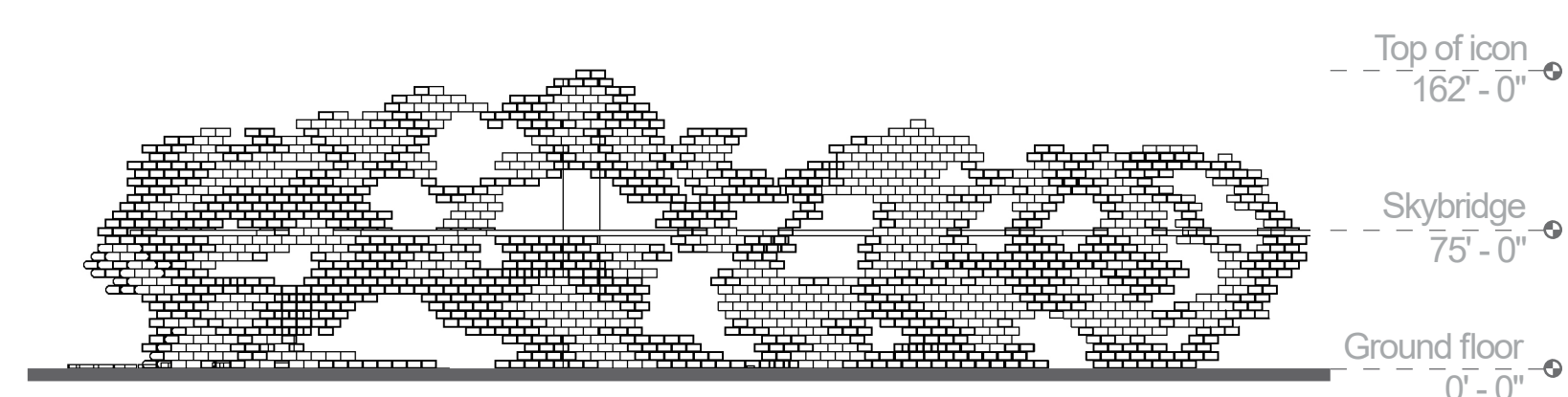


Ground Floor Plan

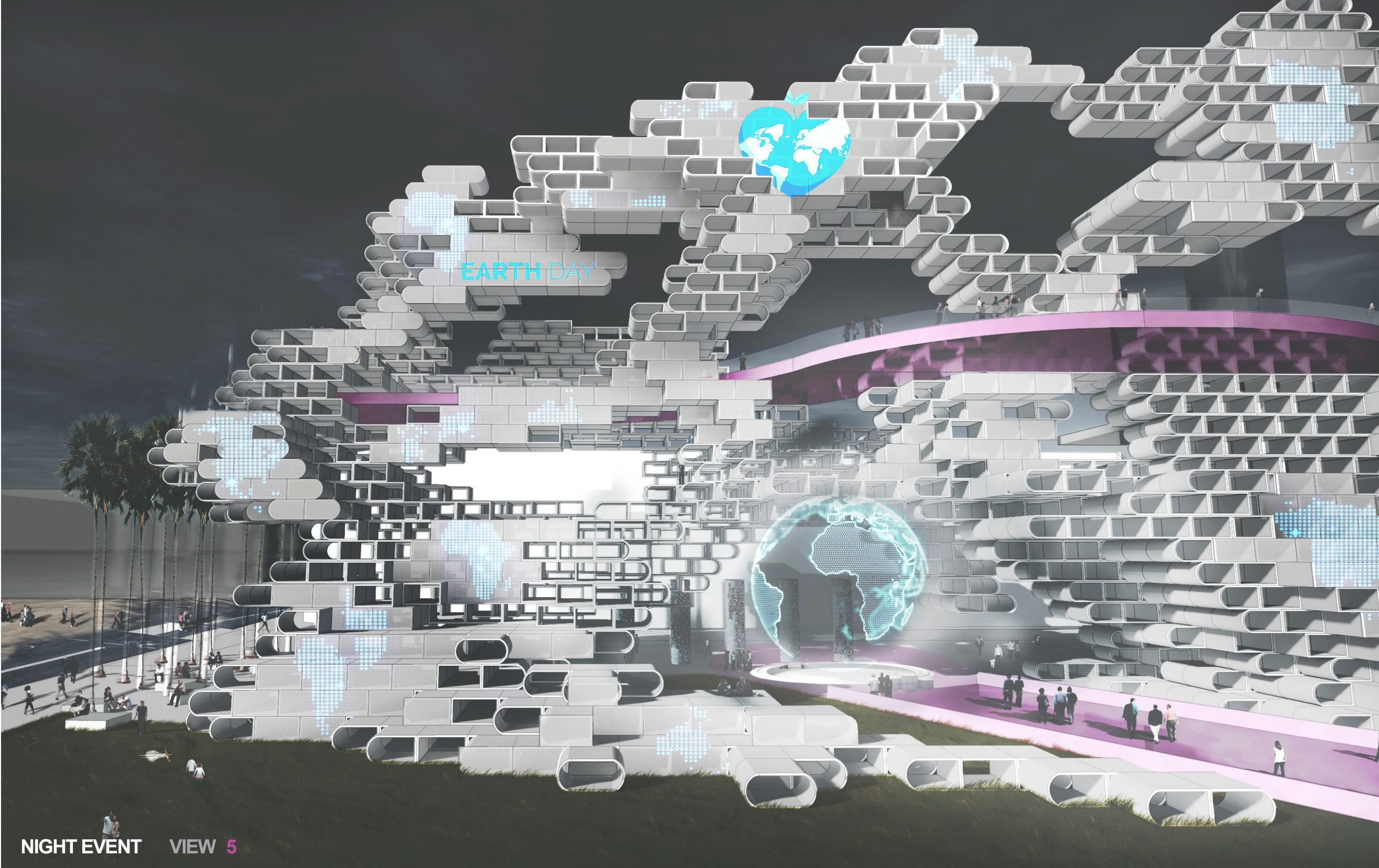


Upper Floor Plan (Skybridge)

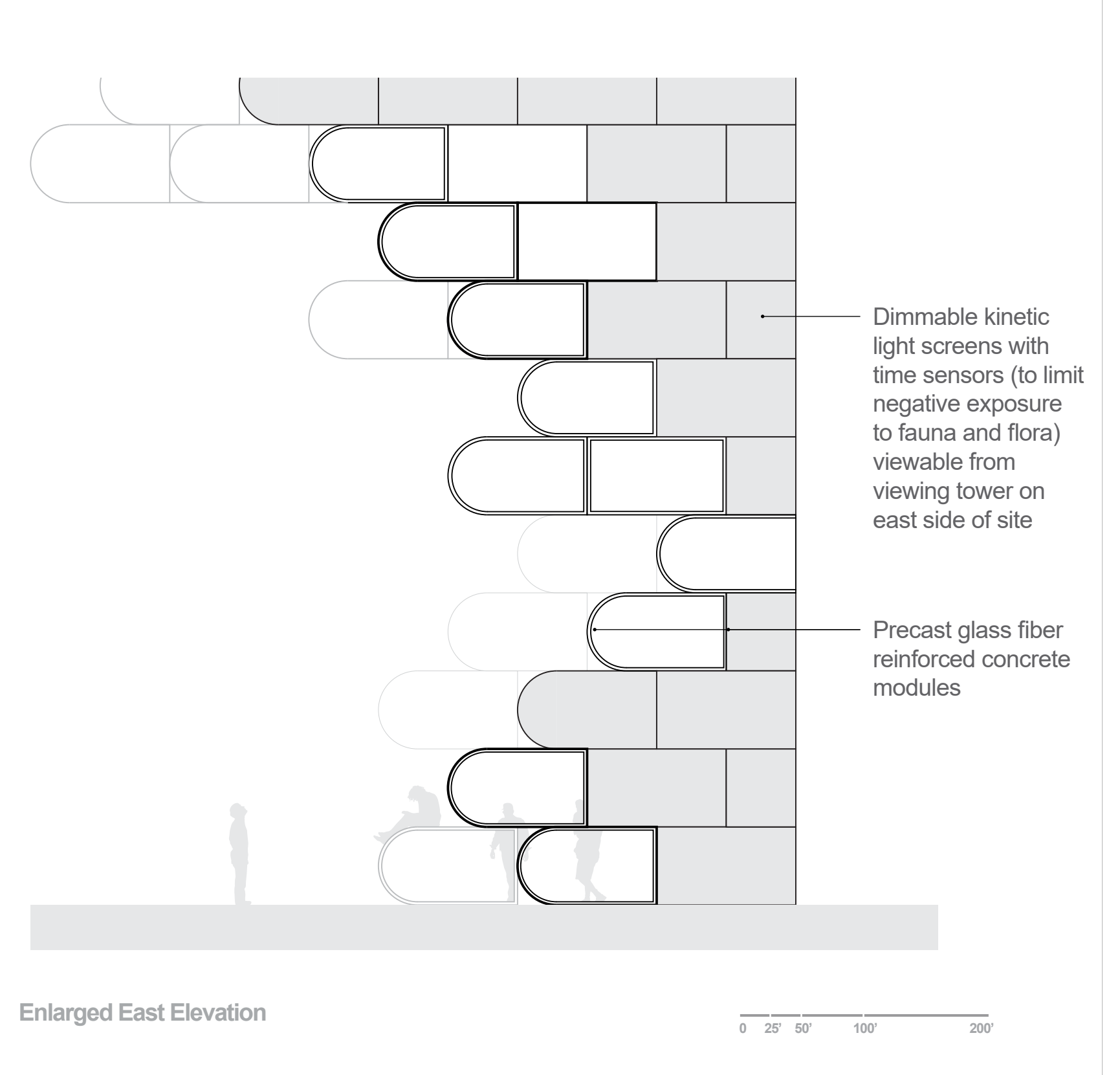
1. Main entrance
2. Five skaters / Children's play zone
3. Café / Culture Cloud Store
4. Elevator / Circulation Core
5. Open gathering space
6. Main exhibition hall
7. Skybridge



East Elevation



NIGHT EVENT VIEW 5



Enlarged East Elevation

- Dimmable kinetic light screens with time sensors (to limit negative exposure to fauna and flora) viewable from viewing tower on east side of site
- Precast glass fiber reinforced concrete modules