

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.