

PROJECT SUMMARY

Silicon Valley, well known for the concentration of high tech companies, is home to many world's brightest brains in the tech industry. The proposed Icon of Silicon Valley, The Brain, is a display of the region's success. The structure is a lattice of walkways connecting a number of modular viewing pods, which represent the companies in the region. Red represents Boldness of innovation, while the labyrinth of walkways echoes the collaborative ecosystem created by the companies. Each pods can be adopted and personalized by companies in Silicon Valley to display their latest innovations.