

Parco Potentia [*Latin, “the park of potential”*] celebrates the genius of technology, culture, and innovation that emanates from San Jose, and unifies these elements with architecture, aesthetics, and energy. Inspired by iconic World’s Fair showcases, Parco Potentia is a world-class destination incorporating cutting-edge developments in sustainability, materials, computation, art, and culture. Visitors experience an elegant and beautiful futuristic “Metropolis” aesthetic, sited in urban parkland—acknowledging the city’s forward thinking and pioneering technology that runs our world.

**FUTURISTIC AESTHETIC:** The site has a World’s Fair configuration, with the striking grandeur of the Industrial Staircase, the art lighting-enhanced vistas from the Flybridge, and the Turrim of Power (Latin, “tower of power”). The two towers and the connecting pedestrian bridge unify the site and draw visitors to the Parco Pavilions, which feature cultural attractions from San Jose-based museums, galleries and culinary destinations.

**GRAND STAIRCASE:** The Turrim of Elevare (Latin, “tower to lift up”) is a grand spiral staircase circumnavigating a pristine white conical core. Topping out is a great workout and achievement, and the 180-foot climb rewards visitors with 360-degree vistas of San Jose along the way.

**SOARING AVIATION VIEWS:** In the San Jose Airport flight path, the Flybridge spans the Guadalupe River and offers a unique view of planes ascending and descending. The long span of the pedestrian bridge, 180 feet in the air, makes for an exciting crossing, day or night. After dark, the Flyway floor structure’s interactive LED lighting elements create an even more mesmerizing and beautiful experience.

**GROUNDBREAKING SUSTAINABLE ENERGY SYSTEMS:** At the eastern Flybridge terminus, visitors ride the elevator down, contributing the work from their tower climb and generating electricity—they add power for the site by taking the stairs up and the “Massive Potential” elevator down. Additional energy comes from solar panels (incorporated into stair treads and myriad other surfaces), egg-beater wind turbines, and novel thermo-galvanic bricks. Easily exceeding the daytime energy requirements, these sources also combine to run electric motors that lift multi-ton weights up the Turrim of Power’s height for later harvesting.

Parco Potentia reflects San Jose’s past brilliance through historical references, as well as shining a spotlight on future potentials, visible for miles. Gorgeous architecture, ingenious energy systems, and compelling pavilions combine to tell the story of the brilliance and innovation that San Jose already gifted to the world, as well as illuminate the latest in technology and the possibilities for the future.