

THE CUBE

THE "CUBE", WHILE MAINTAINING THE VERY SIMPLE IDEA OF SOCIAL NETWORKS, TO CONNECT PEOPLE AND BRING CULTURES TOGETHER, REDEFINES THE VIRTUAL EXISTENTIALITY OF THEM, BY PROPOSING A PHYSICAL STRUCTURE THAT INTERACTS WITH THE WHOLE WORLD LIKE NO OTHER. ITS ANAMORPHIC DIGITAL FACADE ALONG WITH A SMARTPHONE APPLICATION, TURNS IT INTO THE FIRST PHYSICAL "NEWS FEED" OF THE WORLD. JUST BY SIGNING INTO THE "CUBE APP", ANYONE CAN POST A PICTURE, AN OPINION, SHARE A STORY, LIVE STREAM OR SHOWCASE THEIR WORK FROM ANYWHERE IN THE WORLD AT ANY TIME, AS IT WILL APPEAR ON THE DIGITAL FACADE OF THE STRUCTURE. IT CAN GENERATE DIFFERENT KINDS OF EVENTS OR ACTIVITIES EVERY SINGLE DAY AND ASSURE A SITE ACTIVATION THAT CAN CORRESPOND TO EVERY TASTE, AGE GROUP OR CULTURE. USERS WILL HAVE THE ABILITY THROUGH THEIR MOBILE PHONES TO REACT TO A SPECIFIC EVENT ACCORDINGLY AND SHAPE THE ESSENCE OF THE GIVEN EVENT, WHILE THE SITE VISITORS CAN ENJOY OR REACT TO ITS OUTCOME. FOR EXAMPLE, THE STRUCTURE CAN ACT AS AN ART MUSEUM WHERE ARTIST FROM AROUND THE WORLD CAN SHOWCASE THEIR WORK BY SIMPLY UPLOADING THEM TO THE DIGITAL FACADE, WHILE SITE VISITORS, CAN ENJOY FOR FREE THE FINAL OUTCOME. IT CAN ALSO ACT AS A WORLD TV, FOR YOUTUBERS AND INSTAGRAMMERS, A DATING APP, AN OPEN-AIR CINEMA WITH AUDIENCE SITTING ON THE STEPS OF THE STRUCTURE AND MANY MORE. THE POSSIBILITIES ARE ENDLESS!!! IN ADDITION, THE PROGRAM INCLUDES AN UNDERGROUND CAFE/RESTAURANT, A SITTING/PICNIC SPACE, PUBLIC TOILETS, AND INTERIOR GLASS ELEVATORS THAT ALLOWS FOR STUNNING VIEWS OF THE CITY, IN ORDER TO FURTHER ENHANCE THE FREQUENCY OF VISITS TO THE PARK.

@DOWNTOWN SAN JOSE

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PILOT: I'VE NOTICED THAT EVERYTIME WE FLY OVER THIS NEW THINGY, THE PANELS OF THE FACADE PEEL BACK. IS IT JUST A COINCIDENCE?
CO-PILOT: NO! DON'T YOU KNOW WHY?...

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THE CUBE APP

POWELL HILLY

GIVING YOU A DIFFERENT EXPERIENCE EVERY DAY...

UPCOMING EVENTS

ART FESTIVAL

12 FEB 2022

UPLOAD NOW YOUR WORK OF ART AND SEE IT GOING LIVE ON THE SCREEN OF THE MOST INNOVATIVE AND CREATIVE PLACE OF SAN JOSE.

UPLOAD HERE

GLOBAL TELEVISION

13 FEB 2022

ARE YOU AN INFLUENCER? YOUTUBER OR YOU BEFORE TO BE? MAKE A MESSAGE THAT COULD CHANGE THE WORLD? GO LIVE ON THE SCREEN AND GET INSTANT FEEDBACK. KNOWING ABOUT ALL THAT NOISE FROM THE SITE? WORRY NO MORE! VISITORS OF THE SITE WILL BE GIVEN HAPPYHOURS TO LISTEN EVERY ONE OF YOU CRISTAL CLARE!

PRESS TO LIVE STREAM OR UPLOAD YOUR VIDEO HERE

FIND YOUR LOVE

14 FEB 2022

HAPPY VALENTINE'S DAY! STILL SINGLE AND READY TO MINGLE? GET YOUR CHANCES HERE BY UPLOADING YOUR SELFIE AND YOUR BASIC INFO. YOU WILL BE GIVEN A CODE SO THAT OTHER USERS CAN EASILY SPOT YOU ON THE SCREEN AND DIRECT MESSAGE YOU!

UPLOAD HERE

THE CASUAL

15 FEB 2022

TODAY'S THE CASUAL. HAVE A CUTE SELFIE? ANYTHING ON YOUR MIND? A FUNNY MILEAGE? UPLOAD NOW YOUR POST AND SHAPE THE NEWS FEED OF THE WORLD FROM THE CRACK OF YOUR PHONE!

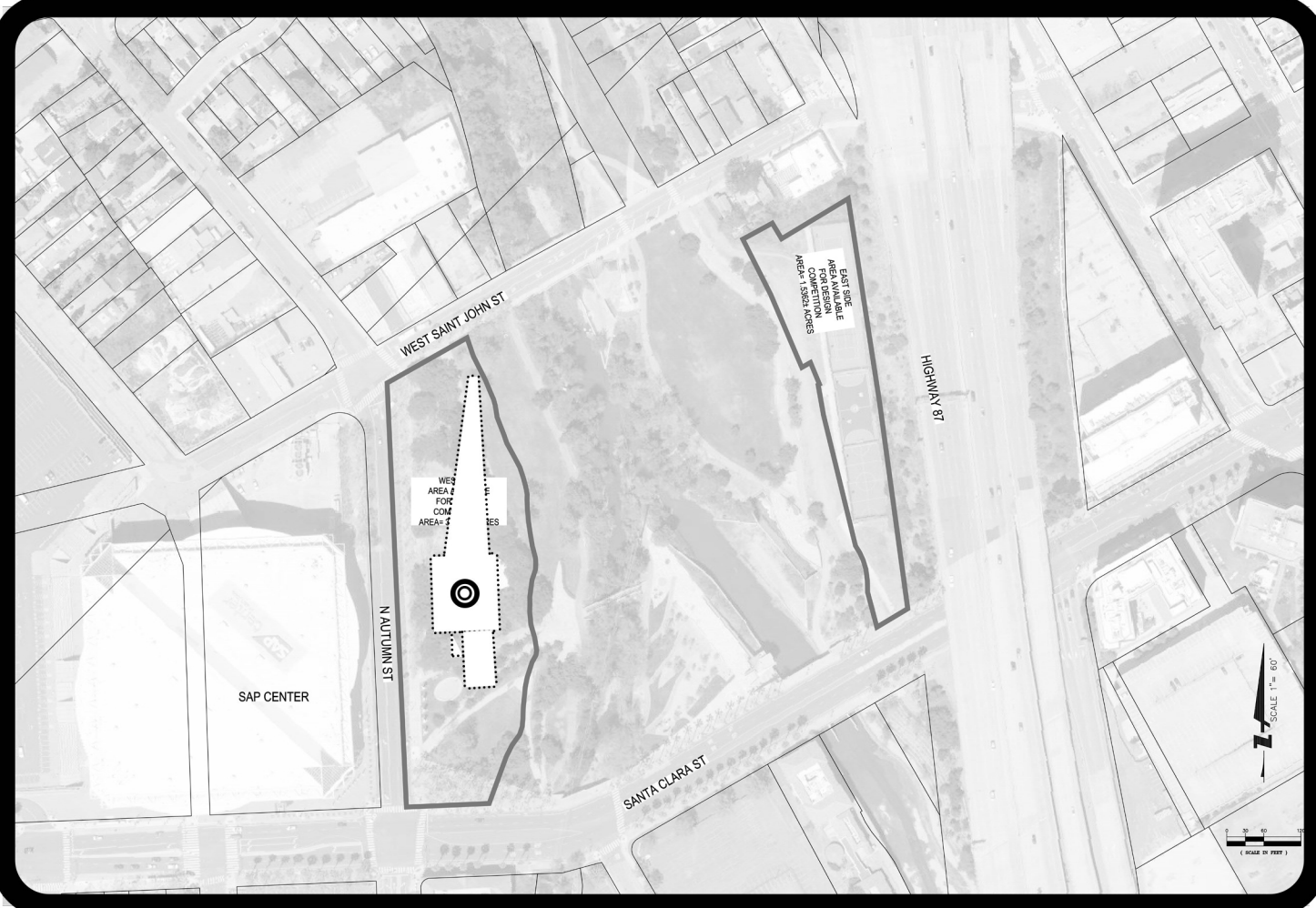
UPLOAD HERE

MOVIE NIGHT

16 FEB 2022

TONIGHT WE PROJECT THE MOVIE OF YOUR PREFERENCE. CLICK ON THE LINK BY 11PM. YOU'LL STOP AT 11:59PM ON THE LINK BY 11PM.

NOTE HERE



LOCATION
DUE TO ITS SCALE, THE STRUCTURE IS LOCATED ON THE WEST SIDE OF THE CREEK. THAT MAKES IT EASIER FOR VISITORS OF SAP CENTER TO ACCESS THE LANDMARK, AND ADDITIONALLY, IT ALLOWS THE PRESERVATION OF EXISTING ACTIVITIES ON THE EAST SIDE OF THE PLOT. IT IS EXPECTED THAT EXISTING VEGETATION AND INFRASTRUCTURE WILL BE RELOCATED EITHER ON THE EAST SIDE OF THE PLOT OR ANYWHERE ELSE ACCORDING TO SITE INVESTIGATION.

EVENT: FIND YOUR LOVE

DATE: 14/02/2021 DECIBEL: 85

HAPPY VALENTINE'S DAY! STILL SINGLE AND READY TO MINGLE? GET YOUR CHANCES HERE BY UPLOADING YOUR SELFIE AND YOUR BASIC INFO. YOU WILL BE GIVEN A CODE SO THAT OTHER USERS CAN EASILY SPOT YOU ON THE SCREEN AND DIRECT MESSAGE YOU!

I HAVE A BOYFRIEND!! EYE...

HEY GIRL... ARE YOU THE NEW GIRL ON THE SCENE? HONDA HATE?

EVENT: MOVIE NIGHT

DATE: 16/02/2021 DECIBEL: 90

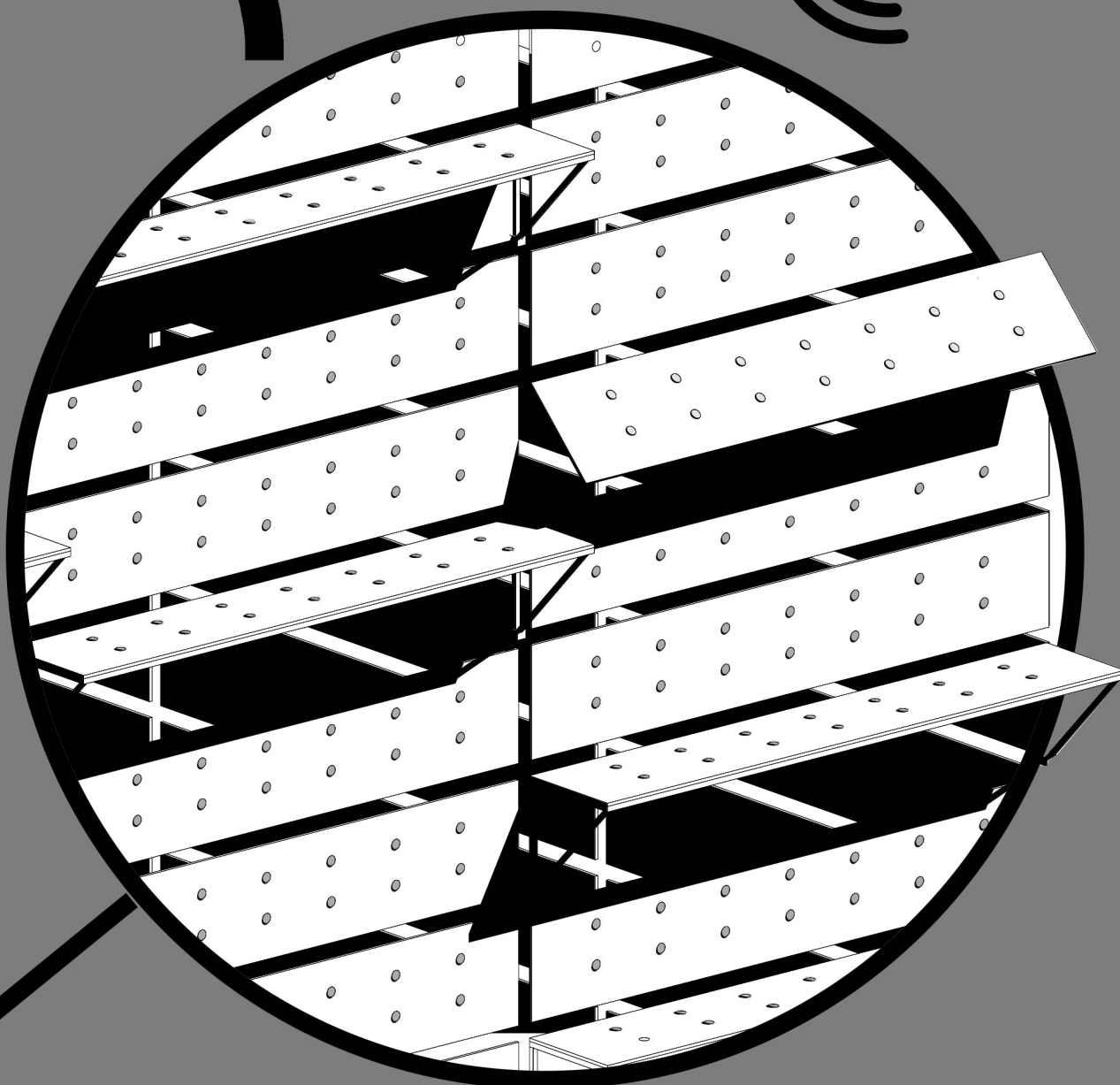
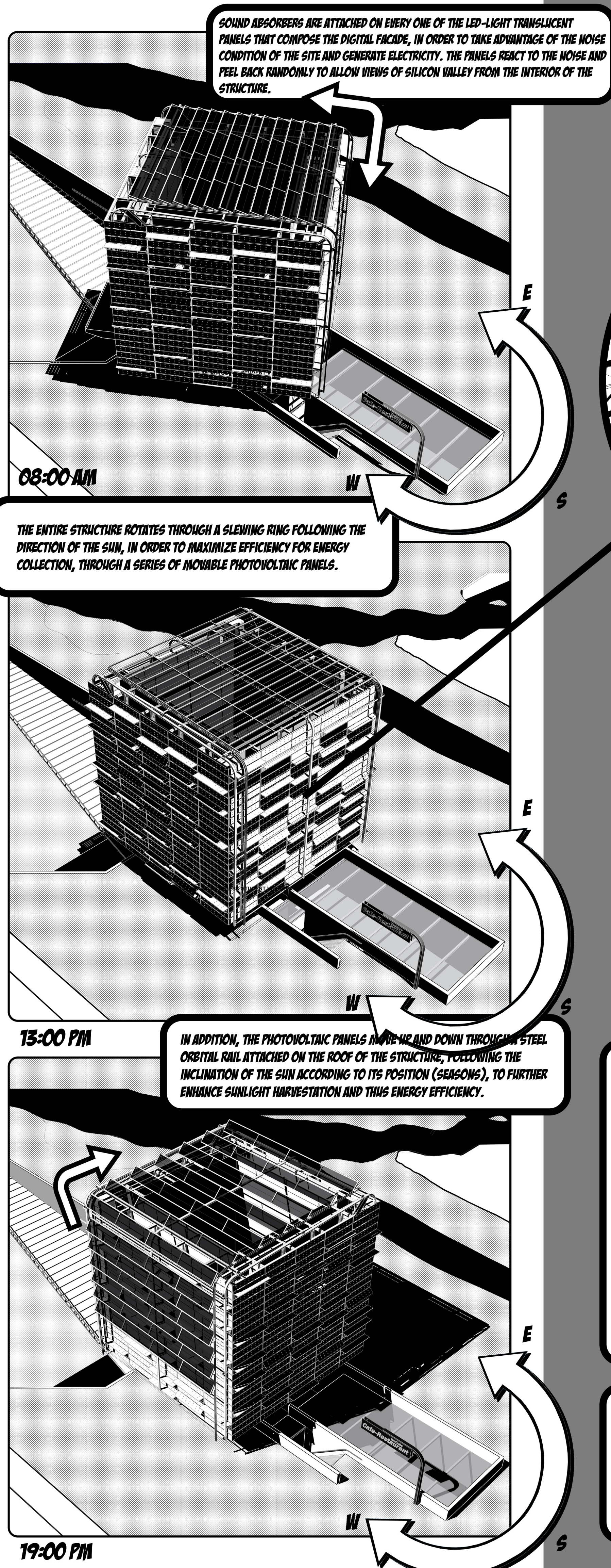
TONIGHT WE PROJECT THE MOVIE OF YOUR PREFERENCE. CLICK ON THE LINK BELOW AND VOTE NOW. THE VOTING WILL STOP AT 11:59PM ON 15TH OF FEBRUARY.

EVENT: MOVIE NIGHT

DATE: 16/02/2021 DECIBEL: 90

TONIGHT WE PROJECT THE MOVIE OF YOUR PREFERENCE. CLICK ON THE LINK BELOW AND VOTE NOW. THE VOTING WILL STOP AT 11:59PM ON 15TH OF FEBRUARY.

LET'S ALL HAVE A BREAK UNTIL THE NOISE GOES OFF!



NET ZERO STRATEGIES

AT A 115 FEET HEIGHT, THE CUBE HAS THE POTENTIAL OF STUNNING 360 VIEWS OF SAN JOSE AND SILICON VALLEY. HOWEVER, ITS ENTIRE PERIMETER IS CLAD BY AN ANAMORPHIC FACADE COMPOSED BY A SERIES OF SMART LED TRANSLUCENT PANELS ON WHICH SOUND ABSORBERS ARE ATTACHED. ONLY WHEN THERE IS SUFFICIENT NOISE (AND THUS ENOUGH ENERGY AFTER HARVESTED BY THE SOUND ABSORBERS), THE PANELS RANDOMLY PEEL BACK TO REVEAL CLEAR VIEWS OF THE CITY TO THE VISITORS. THE FACADE CONSTRAINS, LIMITS, AND VARIES THE VIEWS AVAILABLE AS IT CONTINUALLY ADJUSTS TO THE VARYING NOISE CONDITIONS OF THE SITE. THIS WAS INTENTIONALLY DESIGNED SO THAT THE NET ZERO STRATEGIES WERE UTILIZED IN SUCH WAYS THAT ARE NOT CONSIDERED JUST AS ENVIRONMENTAL SUPPLEMENTS OF THE STRUCTURE BUT AS INTEGRAL PARTS OF THE CONCEPTUAL OPERATION OF IT. ALSO, THE FROSTBATION ON THE SATISFACTION CREATED TO THE VISITORS BY THE FACADE (THE PEELING OF THE PANELS BACK AND THE ALLOWANCE OF VIEWS FROM THE INTERIOR, ON THE FEELING FORTH AND THE ALLOWANCE OF A CLEAR DISPLAY FROM THE EXTERIOR, ACCORDINGLY) CREATES A MORE MEANINGFUL RELATIONSHIP BETWEEN THE VISITORS AND THE ENVIRONMENTAL CONSIDERATIONS OF THE OVERALL STRUCTURE AND THE VALUE OF NET ZERO STRATEGIES IN GENERAL. IN ADDITION, A SERIES OF MOVABLE PHOTOVOLTAIC PANELS ON THE ROOF ARE RESPONSIBLE FOR THE ROTATION OF THE OVERALL STRUCTURE, WHILE FOLLOWING THE ROTATION OF THE SUN THROUGHOUT THE DAY. IN SOME CASES, THE PV PANELS CAN BLOCK ENTIRELY THE VIEWING POSSIBILITIES OF A FACADE, REQUIRING VISITORS TO CONSCIOUSLY READJUST THEIR POSITION IN THE STRUCTURE. THIS ENHANCES EVEN MORE THE RELATIONSHIP BETWEEN VISITORS AND HOW THE STRUCTURE OPERATES THROUGH VARYING ENVIRONMENTAL CONDITIONS.

THE ENERGY HARVESTED BY BOTH MEANS, IS EXPECTED TO BE ABLE TO GENERATE SUFFICIENT ELECTRICITY FOR THE OPERATION OF THE STRUCTURE (ROTATIONS, PANEL PEELING, STRUCTURE LIGHTING, DIGITAL FACADE PROJECTION) AND THE LIGHTING NEEDS OF THE OVERALL PARK.

1. HIGH-DEFINITION SMART LED DISPLAY ON TRANSLUCENT PANELS (ANAMORPHIC FACADE).
2. STEEL ORBITAL RAIL (FOR PV PANELS).
3. SECONDARY STEEL STRUCTURE SUPPORTING PUBLIC CIRCULATION TRAILS.
4. ANTI-REFLECTIVE PHOTOVOLTAIC PANELS.
5. PUBLIC GLASS ELEVATORS (VIEWING PLATFORMS).
6. COUNTERWEIGHT/ ENERGY STORAGE.

7. STEEL DRAINAGE BEAMS SUPPORTING FLOOR.
8. FLOOR.
9. ROTATING SLEWING RING.
10. FIXED PARALLEL ESCALATORS.
11. UNDERGROUND RETAIL STORE.
12. STEPS/ BLEACHER/ SITTING SPACE.
13. PICNIC SPACE.

