

## ***THE CUBE***

### **CONCEPT:**

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.

### **FORM:**

THE STRUCTURE'S NAME WAS GIVEN AFTER ITS FORM. INTENTIONALLY THE CUBE WAS SELECTED AS A SHAPE THAT IS MORE EASILY REMEMBERABLE AND RECOGNIZABLE, ASPECT WHICH IS IMPORTANT FOR A LANDMARK, WHILE IT IS A SIMPLER SURFACE THAT ALLOWS THE SCREENING OF IMAGES WITHOUT THE LOSS OF QUALITY. THE MAIN STRUCTURE'S HEIGHT IS A TOTAL OF A 115 FEET WITH THE ACTUAL CUBE MEASURING A TOTAL OF A 100FT(W) X 100FT(L) X 100FT (H).

### **NET ZERO STRATEGIES**

THE ENERGY HARVESTED BY A SERIES OF NET ZERO STRATEGIES, 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.