

PROJECT SUMMARY:

THE CUBE IS AN EVENT CREATOR OBJECT AND THE FIRST LANDMARK IN THE WORLD THAT IS ENTIERLY SHAPED BY ITS VISITORS AND USERS. CONNECTED THROUGH A SMARTPHONE APPLICATION, 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 ITS DIGITAL FACADE AND THUS SHAPE THE ESSENCE OF THE GIVEN EVENT. 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.