

A successful landmark must have 3 core factors:

- 1) Firstly to create a unique silhouette on the landscape. Something as simple as a shape of a building can become synonymous with the city itself. The Eiffel Tower, Big Ben, The Statue of Liberty.
- 2) Secondly, it should create a magnet, not just on an international level but on a local level. It should make people want to visit over and over again. To see something new and to therefore activate the area.
- 3) Finally, at its core; a landmark must be focused on unity, community and inclusivity. To unite and not divide. To give people a common purpose to focus upon. The answer to this is The International Center for Social Progress.

The modern concept of Gross Domestic Product [GDP] was first developed by Simon Kuznets in 1934. At the time he strongly warned against its use of a measure for welfare. Today, in 2020, we still use this method to measure how well our society is doing, but there are so many more important factors to how our lives are, than simply how much money we have in our pockets.

The Social Progress Index was created in 2013 to counter this. It takes 52 different factors, instead of just the one, to see how we actually are doing as a society. We can then use this information to directly inform us of which parts of our society are doing well, and more importantly, which parts of our society needs help.

By focusing on what is really important to people, we can help them on a more direct level. Why San Jose? San Jose is arguably the home of Social Progress, as it is the first city to use this data to directly inform government policy. San Jose has pioneered the use of this data in all 213 census tracts to help improve the lives of their citizens. By having such in depth data on such a small scale, the government can help the people who really need it, and therefore have social progress for all.

The buildings program shall revolve around the data from the social progress index. Exhibition areas to inform and educate, cafes and a restaurant within this unique shape to activate the area, as well as a large multipurpose conference and music hall, to showcase both international and local culture: Silhouette, Magnet, Inclusivity.