

A successful landmark must have 3 core factors:

To create a unique silhouette on the landscape. Something as simple as a shape of a building can become synonymous with the city itself. Secondly, to create a magnet, not just on an international level but on a local level. It should make people want to visit multiple times. To see something new and to activate the area.

Thirdly, 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 International Center for Social Progress.