

The Helix conceptually and structurally embodies the interconnectedness of all living forms. From our DNA to the cosmos the helix offers insight to some of the deepest entanglements of the world and our place within it. Our proposal fuses art, science and technology in the construction of an identity that captures the aspirational and pioneering attributes of a diverse community within this one pioneering structure. The Helix creates an evolving dialogue with iconic landmarks such as the Eiffel Tower in Paris and The Gateway Arch in St. Louis that fused structure and circulation together. Beyond a static image of an icon our proposal constructs a dynamic and ever-evolving experience that brings the community to see itself and Silicon Valley anew.