

The Rainbow

A living symbol of diversity

The Rainbow responds to the stated goals of Urban Confluence Silicon Valley:

- **Iconic:** A rainbow, as a symbol of fairness, progress and diversity, has a timeless quality pointed towards a better world. Silicon Valley can claim such a philosophy for itself.
- **Visible:** It will be seen shining day and night, and will act like a beacon that calls people to power it by its lamps and through its app.
- **Diverse:** This is a core visual message. But it's not just a symbol for diversity as a normal rainbow might be. It is about *working* for diversity – and needing to make that effort every day.
- **Civic pride:** The city can be proud of owning the symbol but particularly in keeping it alight – like guardians of an Olympic Flame, but one which has a moral, future-pointed purpose.
- **Community-oriented:** It is a 'crowd-powering' project that is integrated with community life and brings together the community for its success. People help to make it light up for the enjoyment of others. It needs care.
- **International:** Its symbol as a beacon of diversity also calls people throughout the world, who are welcomed not just as audience but importantly as participants.
- **Innovative:** The app tells us when it is short of power, the exercise machines tell us the power being generated by everyone at that moment. Motivation flows out and energy flows in.
- **Net-zero energy:** It is not only a net-zero energy project, but one that emphasises this point by involving people actively in its equation to the point of depending on their energy for its life. This brings alive the sustainability message.

In addition, it encourages physical health, which echoes the monument's healthiness for both society and planet.

The Rainbow is intentionally designed to operate as a sort of 'moral ecosystem'. It calls people to support it with their power, and then shines light for diversity, fairness and sustainability, which in turn provides further motivation to give it power. The cycle continues as people arrive to make the effort, and that effort becomes exercise for their own health, while the need for cooperation nourishes the health of society, and net-zero energy protects the health of the planet, all of which connect back to what it stands for, which motivates people to return again.