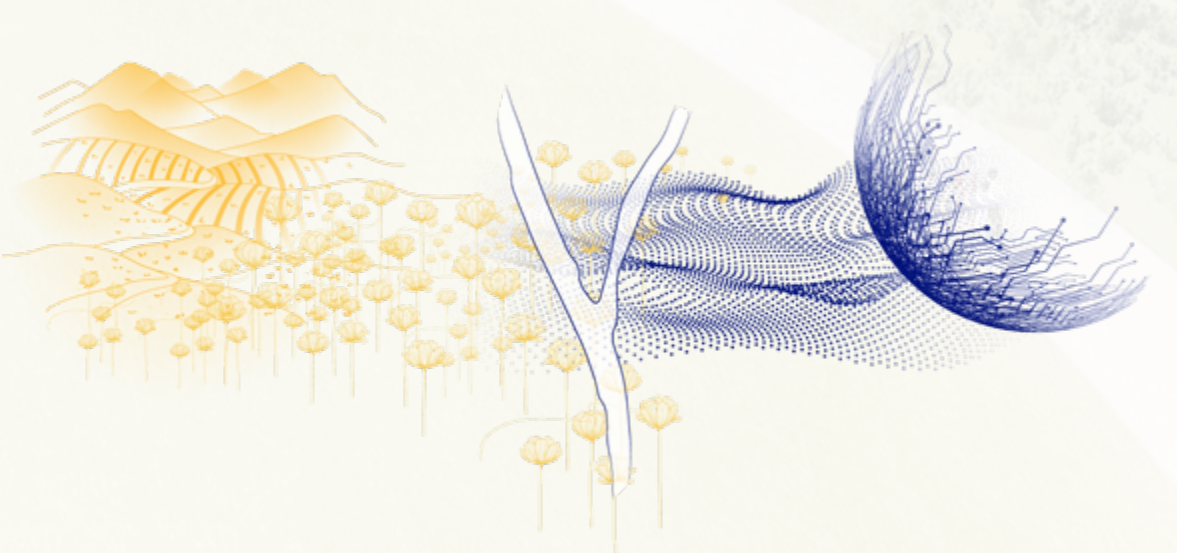


THE BLOOM

THE FIELD OF OPPORTUNITIES



The Bloom is an immersive landscape, uniquely designed with a one-of-a-kind aesthetic and powerful human experience. Inspired by the rich agricultural history and the unparalleled technological innovation that defines Silicon Valley, The Bloom juxtaposes the manmade and the natural components in creating a landscape icon for all to enjoy.

THE STORY

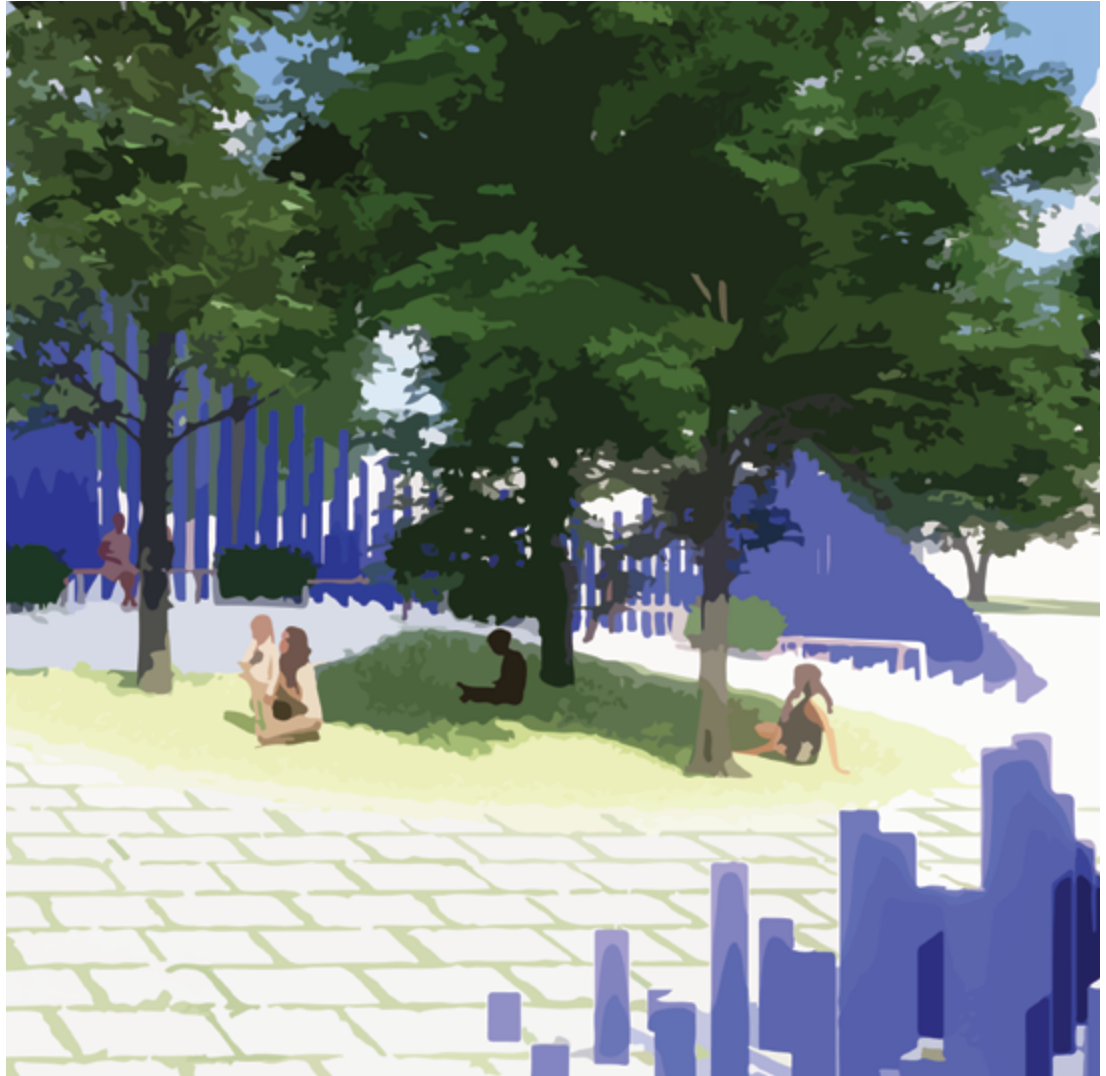
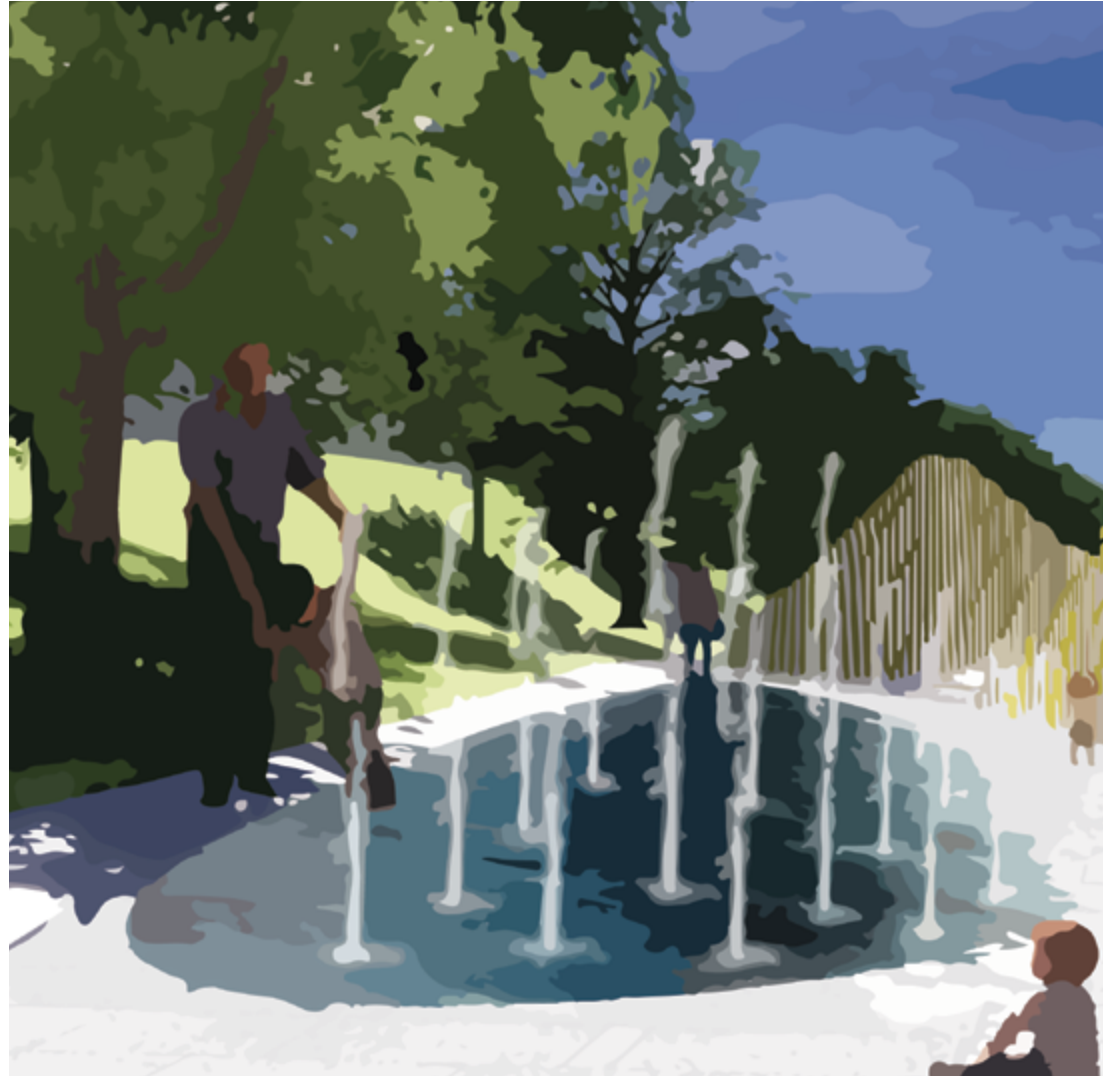
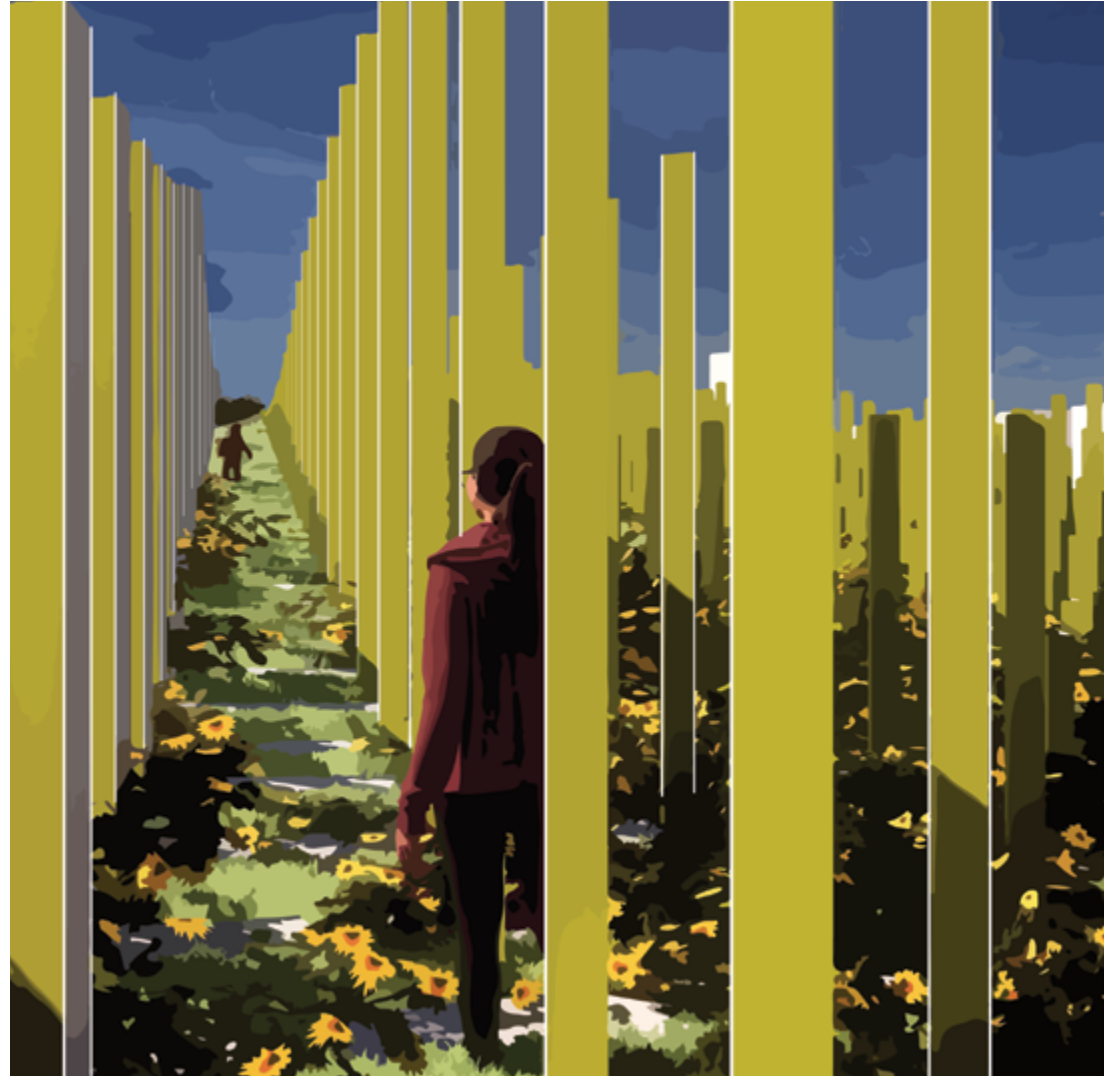
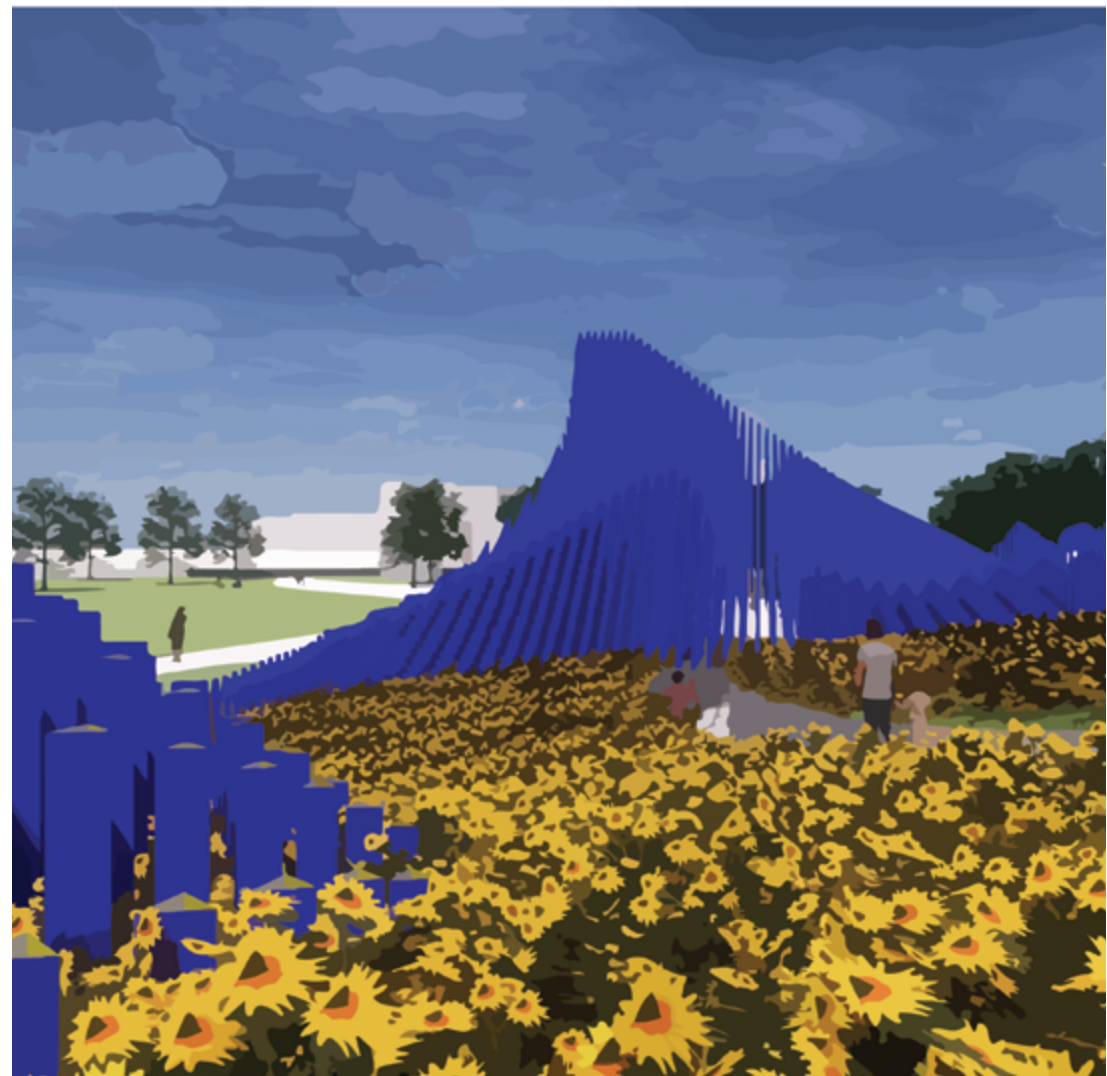
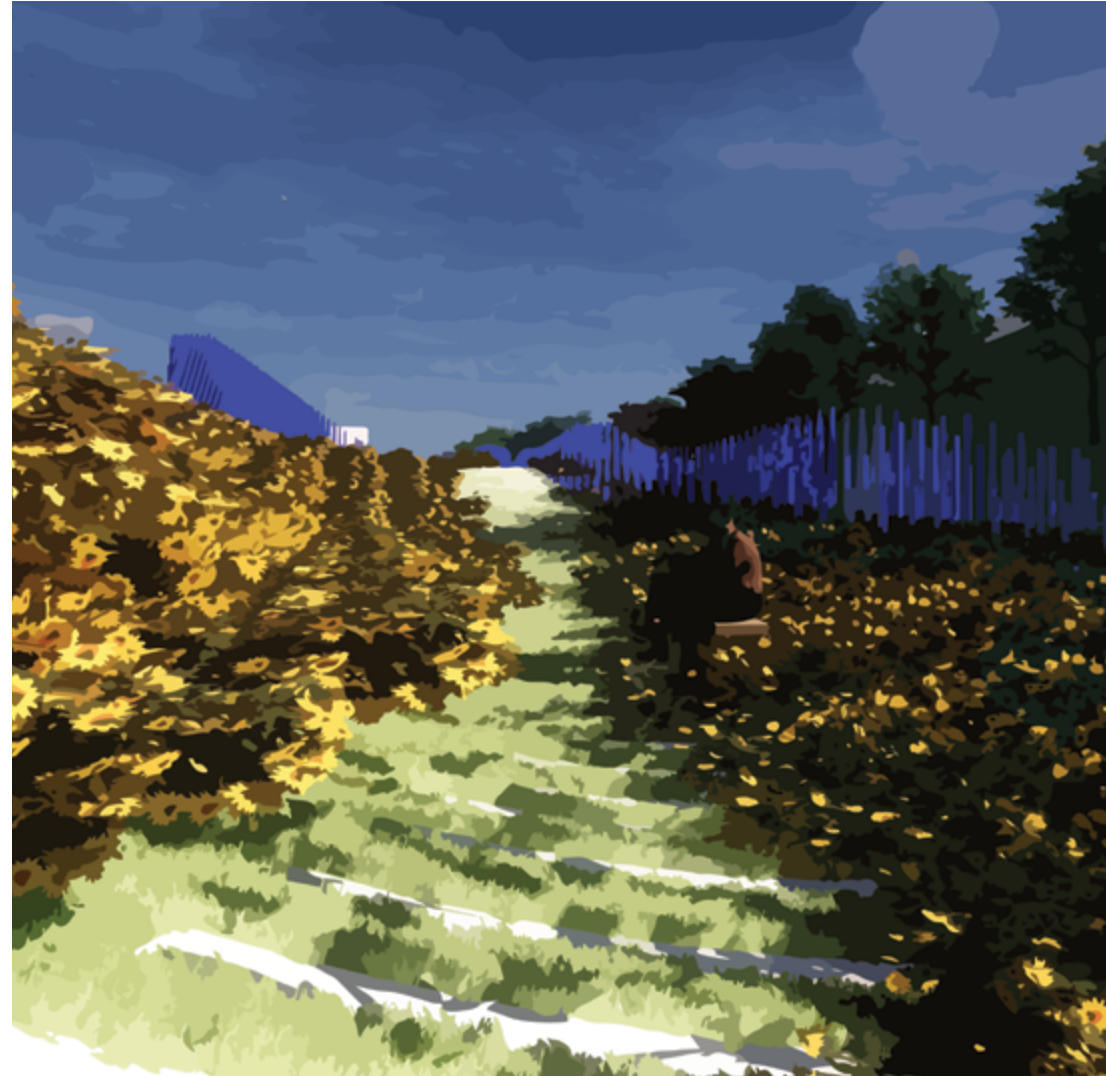
Silicon Valley's contributions to our world have incrementally emerged from places far more humble than such grand-scale, electric metropolitan hubs of innovation like Paris, New York and Dubai. Entire industries have been born in garages, basements, and office spaces indistinct from their neighbors. A diverse and global population supports both the agriculture and technology industries, which thrive on the continuous evolution of connected systems and technologies. Any monument conceived to celebrate this unparalleled place should therefore be at once organic, thrilling, accessible, and open for dynamic interpretation — representing the real and proverbial field of opportunity.

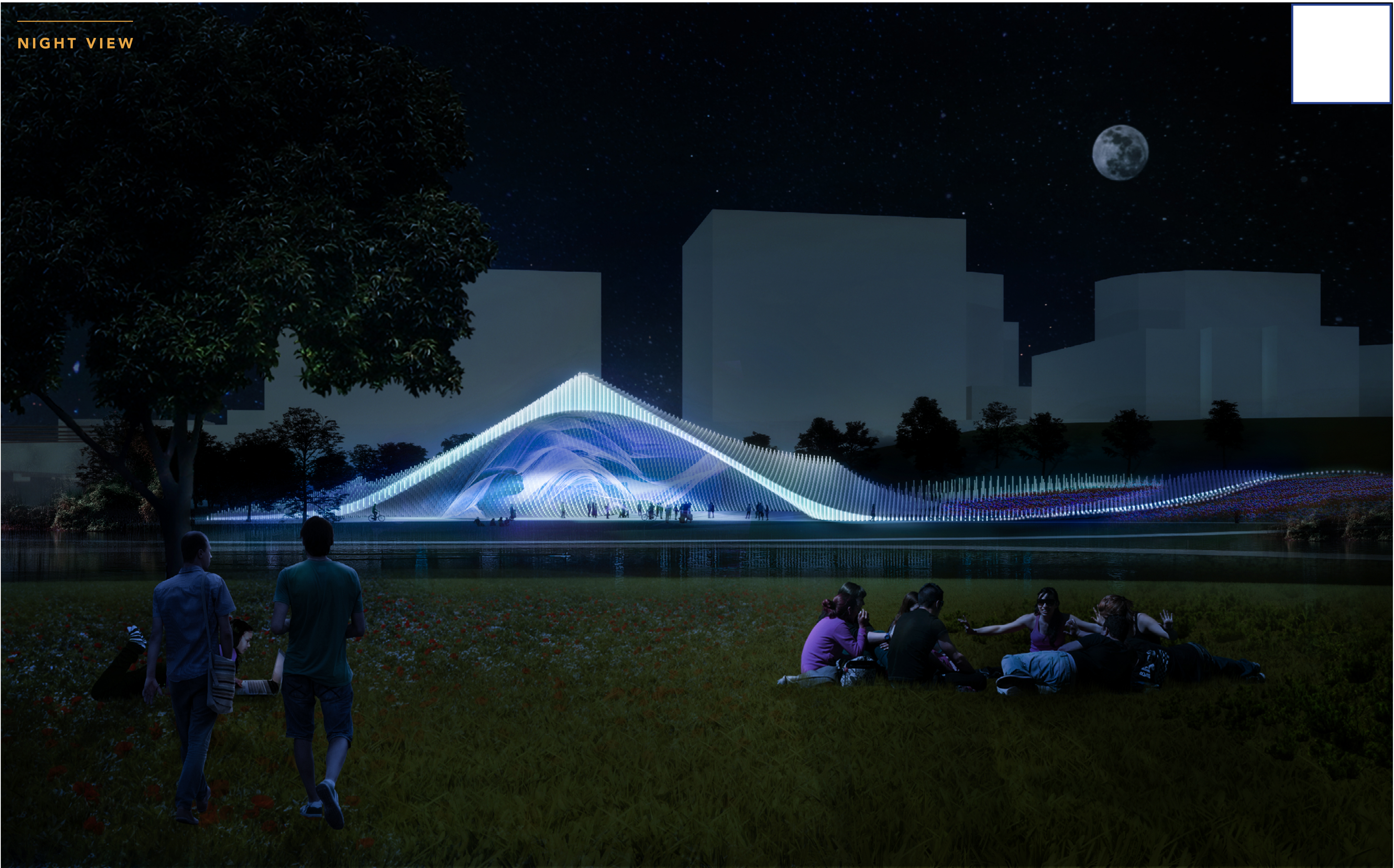
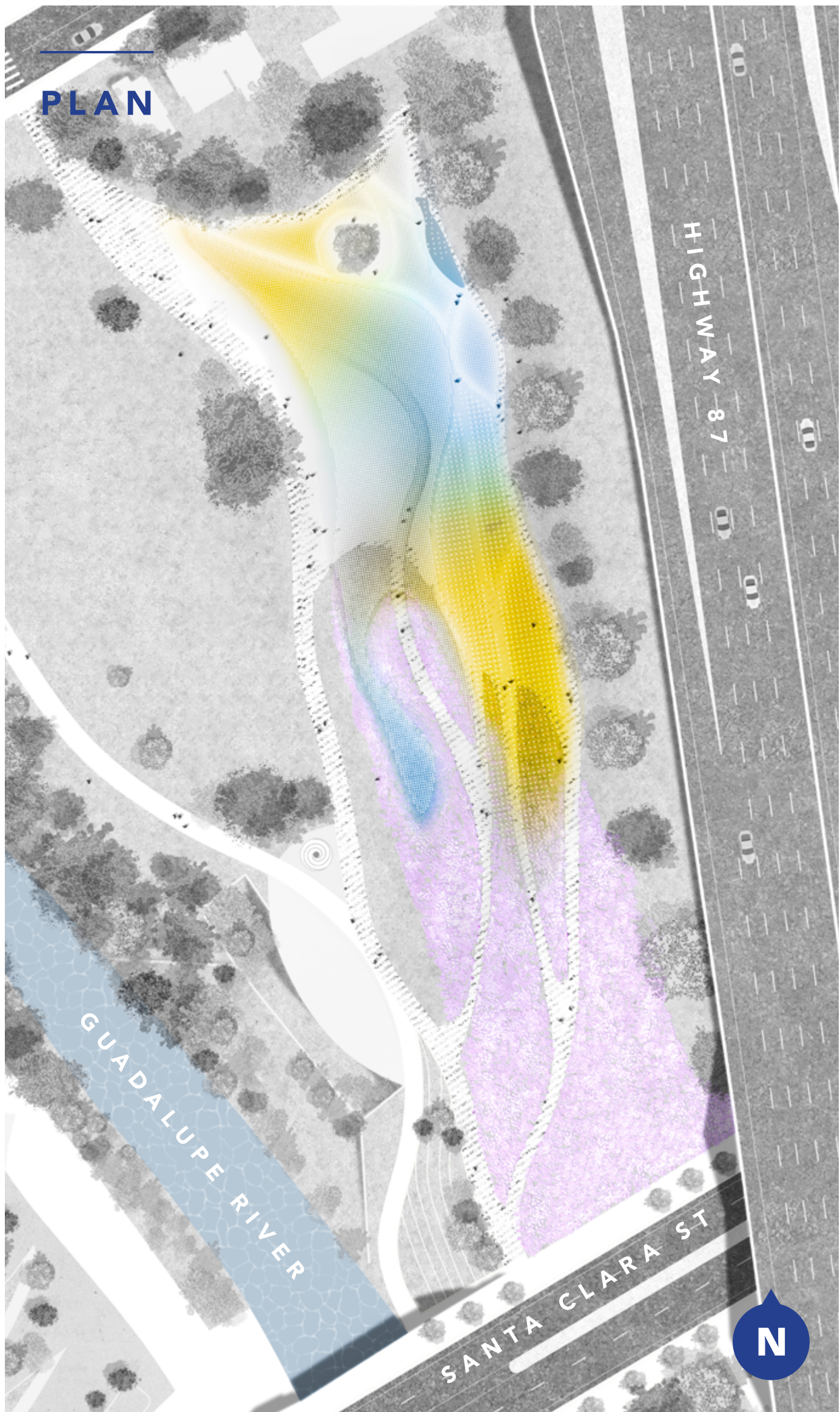
DESIGN

The Bloom's amorphous field condition covers more than two acres of area with over 11,000 colored triangular poles and 3,000 fruit trees and flowers. Each side of the triangular pole is colored in yellow, blue, and white, representing diversity while creating a dynamic visual effect that changes as one moves through the landscape. Inspired by the superbloom phenomenon — where thousands of wildflowers bloom simultaneously — The Bloom brings a truly surreal experience to the heart of San Jose region. The overall form is reminiscent of the larger terrain of the valley.

PROGRAMMATIC EXPERIENCE

Sculpted within the three-dimensional field are a number of spaces for various uses: meandering pathways, pocket gardens, underground path, and a multi-purpose space. Some of these spaces create a sense of repose, while others open up to the larger extent of the park. At night, The Bloom becomes a colorful and well-lit tapestry that can project multiple expressions through digital programming. The interactivity and the programmability, paired with a multi-sensory experiential component make The Bloom a truly unique monument to the future and the past of this place unlike any other on the earth.





SUSTAINABILITY

The beauty of The Bloom is expressed through the seamless integration of environmental priorities within the overall system. The taller vertical poles are capped with photovoltaic panels that generate energy during the daytime while the shorter ones channel water to the underground basin, where it is filtered and misted in targeted zones for cooling during hot summer days or used for irrigation.

