

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 innovations of Silicon Valley, it is a landscape icon for everyone.

Comprised of 11,000 poles and 3,000 plants, The Bloom creates a dynamic visual effect that changes as one moves through the landscape. At night The Bloom becomes a colorful and well-lit tapestry through digital programming. The interactivity and the programmability, paired with a multi-sensory experience, position The Bloom as a dramatic beacon illuminating the future that awaits us.