

We propose an iconic landmark for San Jose, the center of Silicon Valley, with three distinctive features, namely a "soft" style, site specificity, and dynamic texture and color. These features differentiate it from most of the world's conventional landmarks such as the Eiffel Tower, the Space Needle, the Gateway Arch, the Statue of Liberty, the Washington Monument, and the Chicago Bean.

We will create a softer type of landmark than some of these more conventional monuments, which dominate the genre and are made of massive steel and stone. These poppies will be delicate in design, engage people aesthetically and emotionally, but still impress with their scale. They become monuments by simply changing our relational scale to them.

Few of the existing landmarks actually refer to their sites. Our construction refers to its location, as the California poppy is the signature plant of the region, and a field of them is natural to this site.

We are also creating an installation that people will watch, rather than just look at, both in the day and at night. Most of the world's landmarks are completely static structures, so you look at them, and that's it. By adding kinetic texture to the installation, we increase people's period of engagement. A portion of the surface of the poppies will have cutouts which surround moving vanes that rotate in response to the wind. After dark, our poppies will be illuminated with slowly varying gold/orange lights, to mimic the natural shade variations of live California poppies.

"In its abundance, this colorful plant should not be slighted: cherish it and be ever thankful that so rare a flower is common." - John Thomas Howell