

SPARK - celebrating an extraordinary legacy of ideas

People talk about their *Aha! Moment* - the spark of inspiration that defines their future course. For some, *Aha!* could be the moment they first fell in love. Others may experience the sudden **SPARK** of a transformative idea.

San José's Arena Green is a whimsical space where people can experience the **SPARK** that makes anything possible. As Silicon Valley is the epicenter of global innovation, San José's dedicated gateway embodies our Spirit of Boundless Ingenuity.

SANJOSEPARK / SPARK

In a world of noise and distraction, **SPARK** offers the luxury of space - including contemplative places to innovate so that everyone can experience an *Aha! Moment* of their very own.

Our project takes its **SPARK** from the San José Electric Light Tower (which collapsed in a storm in 1915), utilizing design elements inspired by American Erector Sets - first sold during that same stormy era. While toys at the turn of the 20th Century were replicas of things (wagons, animals, etc.), the metal beams and tiny electric motors of A.C. Gilbert's Erector Sets first introduced children to the world of engineering, industry and science.

Aha!

SPARK demonstrates how San José bridges past, present and future innovation by evoking the narrative power of children learning to master new technology. Erector Sets brought *passion and possibility* to young minds through play. The tiny electric motors of 1913 were the very first engines a generation would touch - the same kids who would go on to electrify smaller tasks with great flexibility and precision.

SPARK is a unique destination that captures the imagination of future generations utilizing the powerful iconography of a hundred years of childhood wonder.

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SPARK features a 200 foot Erector Set-inspired tower, visible from all directions as it rises above the verdant canopy of Arena Green.

Powered by an integrated solar energy array, the main structure features an illuminated viewing platform with color kinetic lighting. Park grounds derive power from solar technologies and microhydropower systems driven by adjacent waterways.

A smart engineered xeriscape garden conserves water through efficient irrigation. Park pathways glow utilizing photo-sensitive concrete aggregate. The east zone play space has updated tennis courts, whimsical playgrounds, fitness equipment trails, game zones and great lawns for relaxation.

Firms can sponsor specific activations including mobile gardens, performance pavillions, art installations, public greenhouses with horticultural programming, and more.

