

PROJECT STATEMENT

The South Bay has had its most transformation in the past few years benefitting tremendously from the growth of Silicon Valley, with infrastructure like residential and commercial buildings ever-increasing San Jose has become one of the most connected downtowns – considering it bigger than San Francisco’s downtown in square miles it is some positive feat. Yet San Jose has fallen short from doing the most of its position, it has one of the highest rate of vacant offices and free space for developments in the Bay, its downtown population density is lower than most of the fore runners like San Francisco. Now with a new direction under the reviewed vision of the South Bay that emphasise more on attracting people in to stay and take advantage of the years of investment in property, providing low price rates than other downtowns, and a projected upgrade of the Caltrain Corridor touted as the biggest in California – San Jose Downtown is set to be among the forerunners. The projected influx of people and investments made it natural to ask what kind of symbol will represent San Jose, all major Cities have one or more so what about San Jose?

Knowing the History and study of the current population of the City it is evident that this has always been a multi-diverse society embracing a host of activities from Little Italy to Japan Town without a squint. It is in that regard a simple case of walking in the park without choosing a specific culture or trying to accommodate every culture. A simple idea that invite everyone to take a stroll and meet different people exploring those cultures for themselves – my idea is for you to leave the seat of your car and take a walk in the streets and see how far it takes you. The design of the icon has no need to be complex but be daring enough for people to stare and try to get closer to it, it shouldn’t take up space because they’ll need it to sit down and enjoy the environment, or be too perfect to take away the imagination of how they could have done it better. It is in the end a simple idea made perfect by their imagination.