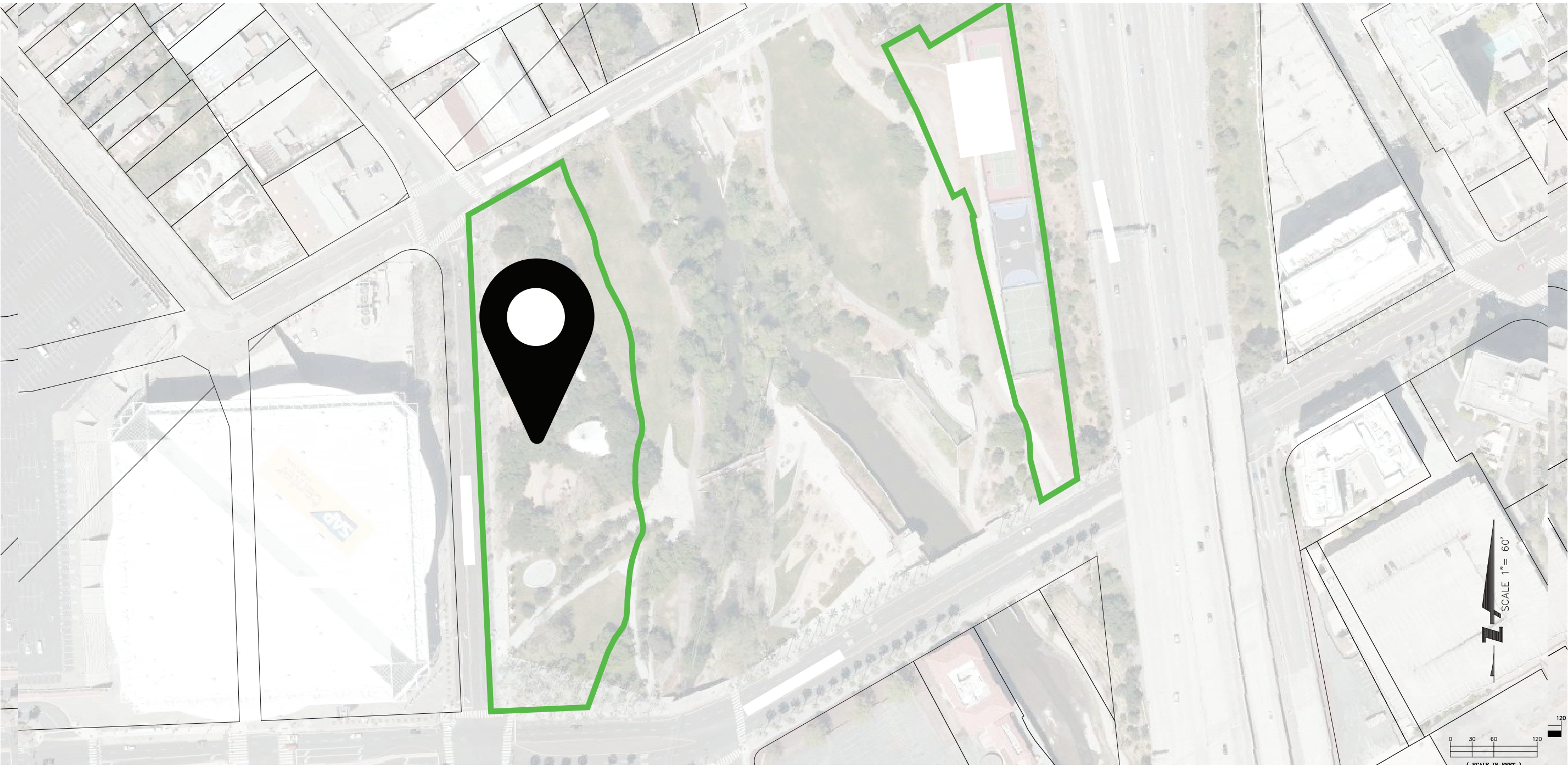


TREE OF ILLUMINATION

THE SITE MAP:



Area on the eastern side saved for extra renewable energy generation and/or a guided walk explaining the story behind the tree of illumination

THE TRUNK:



Once under the canopy, visitors are invited to rest in multiple picnic areas throughout the family-friendly park. For those guests who are seeking more activity, multiple interactive experiences allow them to participate in mobile technology led scavenger hunts, self guided reflective leaf quotes, and Silicon valley technology of the past, present, and future.

When visitors step through the entryway embedded in the trunk, they are transported to the top of the canopy via a “green elevator” with regenerative drives and gravity batteries for less returning power.

THE STORY:

Honoring the arboreal diversity of California, the **Tree of Illumination** (ToI) is a nod to the historical urban forestry of the city and a symbol of innovation in the fertile soil of Silicon Valley, formerly known as the “Valley of Hearts Delight.” From these roots grows a magnificent, powerful, digital and lifelike 200-ft tree, the world’s highest treehouse

platform and numerous interactive components, including artificial intelligence multi-media orbs, reflective leaves, swinging vines and family-friendly picnic areas. Born to inspire and captivate the world’s imagination, ToI will be a landmark symbolizing humankind’s place in the natural world.

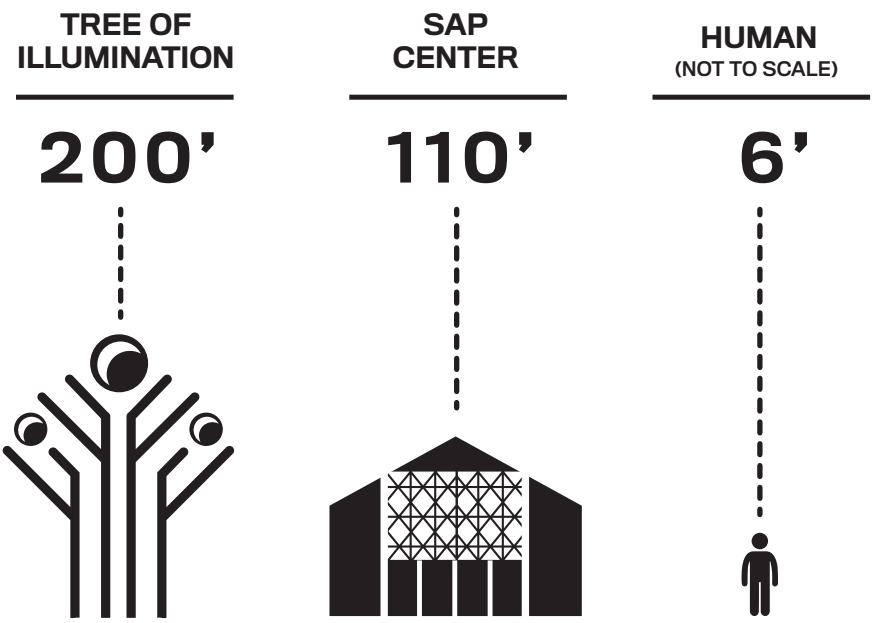
THE MARK:



THE COLOR:



THE SCALE:

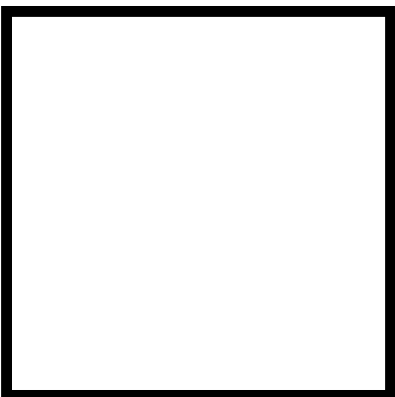


THE REFLECTIVE LEAVES:

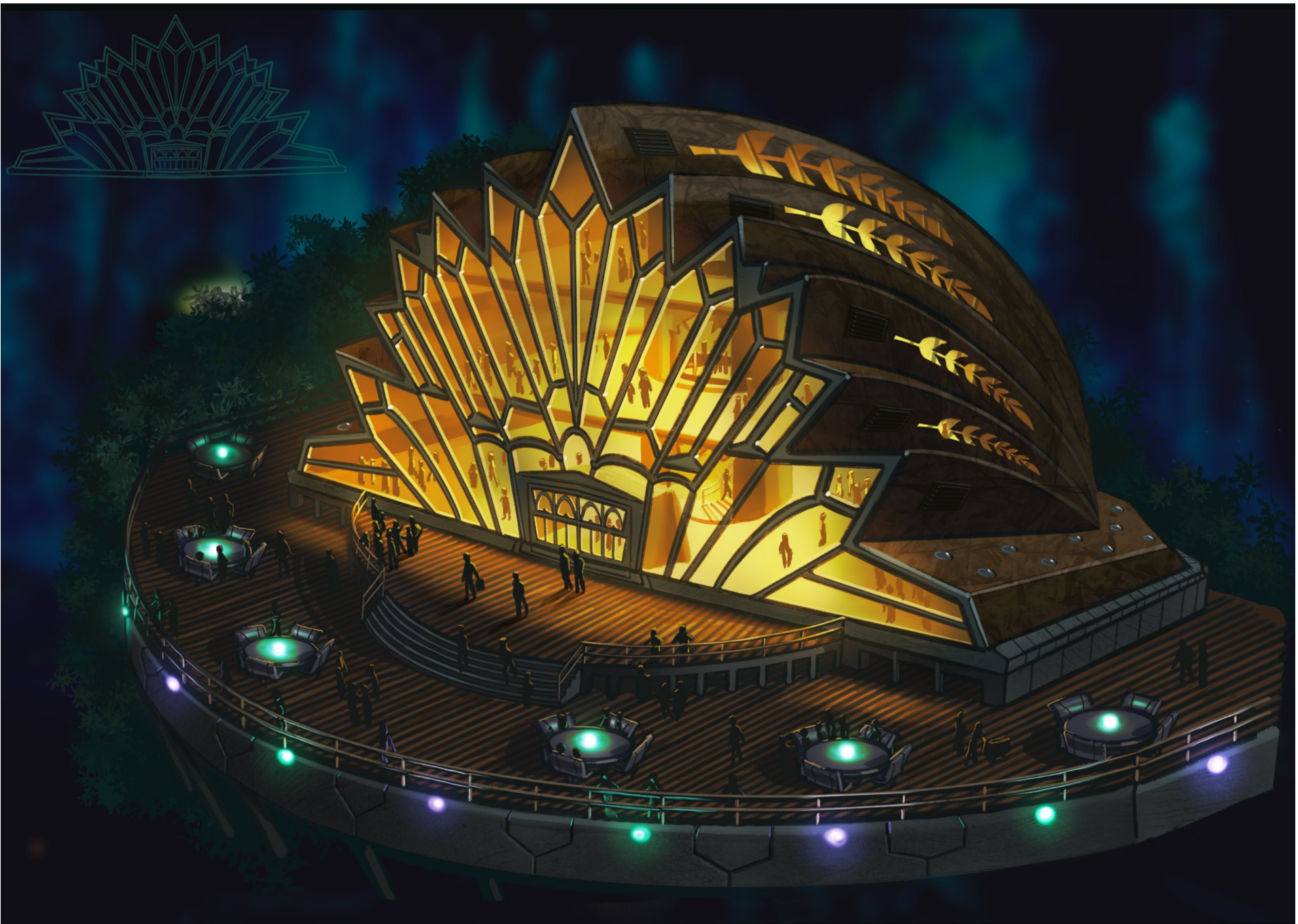


Scattered amongst the landscape of the tree will be hundreds of sculptured “reflective” leaves with quotes about technology or the earth- from the tech icons OR children. Visitors will be unaware which is child or icon. The leaf itself will be a QR code visitors can scan to learn more about the story of the person behind the quote.

TREE OF ILLUMINATION



THE TREEHOUSE:



Situated on top of the Tree of Illumination is the highest “tree house” in the world at 200ft. The structure hosts both an observation deck with 360-degree views, and a series of rentable spaces for private events tucked throughout the branches.

THE ORBS:



As one of the central components of the concept, the network of various living orbs will use state-of-the-art technology and artificial intelligence to create digital art, pose thought-provoking questions visitors can vote on, and can also host videos, contests and other multi-media components.



Actual tree canopy extends nearly to the ground. What is represented currently is intended to allow the viewer a better visual interpretation at this vantage point.

UNDER THE CANOPY:



Once visitors’ step underneath the tree canopy, the true experience begins. Hanging from the branches will be 15-20 “fruit” orbs, that surround the visitors with live digital art creation in the moment. The ever-evolving canvas creates a timeless environment for repeat attendance. These orbs range in size from 25ft in diameter, up to a central 50ft orb surrounded by fiber-optic roots and color-changing vines.