

# Project Summary

This project is designed like a multifunctional structure meant to serve the purpose of the Urban Confluence and the consolidation of the city and region.

This project intends to capture the energy of the region lead by the urban revitalization.

The Icon emerge with the reinterpretation and deconstruction of the original **Light Electrical Tower** and galvanizes the historic icon and transforms this into a new **iconic** object.

Multimedia digital billboards create an urban intensity and contemporary experience, changing the skyline, becoming a reference point in the city.

The design concept follows the design rules of the **Net-Zero strategy**.