Project Statement

Innovation is only a remix of what already exists.

Innovation cannot exist without a past, thus in order for a landmark to be successful in its inclusivity it also has to include different points in time such as the past, present and future.

Innovation is a benchmark drawn by some and pushed further by others.

Vertical landmarks are hierarchical; they represent a dominant economical hierarchy because of its financial restriction to access top spaces. The more you go up the more expensive it gets. With this a horizontal, multicultural and inclusive landmark that gives an equalitarian economic access to everybody becomes a new paradigm in icon creation. Reducing aggressiveness present in relative poverty.

A quick status quo study on the landmarks up until today shows that the majority are static, without movement. In order to push the icon benchmark further to a new paradigm an ever shifting landmark will give a sense of surprise and awe.

In today's era users not only have their physical three dimensional objects usually called human bodies but also their interactive and electronic gadgets, the landmark must be a service platform that serves all of the above.

Silicon Valley is a place where people have pointed to the stars through the clouds. The cloud raises awareness that the first step to arrive to the stars is being in the clouds.

In science the cloud represents a large agglomeration of objects, this way the cloud is an accurate representation of Silicon Valley's tangible and intangible wealth.

Wealth that can also be represented in the energetic field, gathering from natural and clean resources such as photovoltaics and plant microbial fuel cells and with the use of net zero energy material building.

It is Silicon Valley's duty to reclaim this hidden icon with its tangibilization.