

### **How can we create an iconic destination that builds civic pride and welcomes diverse communities from throughout the world?**

The location pin is an icon that S.V has established & given to the world. Whenever we use maps or location finders no matter where we are, the logo appears. Designing a beautiful, illuminating, artistic, futuristic, and entertaining pinpoint landmark, that engages with people brings the icon back to its original home, the regional point that gave birth to the logo itself. The icon is a symbol of location, area & point of interest. When people see a beautiful and glistening icon in the shape of a subtle pinpoint, it can be a reminder of the identity and influence S.V has in the world.

### **How can we celebrate the culture of innovation of the region?**

The landmark celebrates innovation by using futuristic gadgets and utilities such as artificial intelligence, touch screens, robots, sensor blocks, etc. It will have many unique and detailed designs with patterns from around the world especially from Vietnam, India, Italy, Spain, Mexico, which includes much of SJ's cultural heritage and population. The detailed and subtle designs will also include semiconductor style designs to represent the culture and innovation of S.V. And to bring the term "Silicon Valley" in a more visual and artistic point of view.

### **How can we invoke net-zero energy design principles in the design of the site?**

The landmark will only use lighting mainly during the day and dim as the sun sets or days go by to prevent disturbance of the local environment and wildlife.

### **How can we establish a strong visual presence during the day, at night, and at a distance?**

The familiar icon people use but transformed into a more unique and distinct landmark can help catch people's eye. It will be more detailed, engaging and entertaining the closer you get to it. It will also have detailed illumination patterns on certain parts of the landmark to engage with people and digital screen sensing elements such as maybe illuminating lights getting brighter when more people turn on their wifi near the landmark, or loud noise detectors that can illuminate light or special lighting movements when BART, Diridon Station or the Plane makes noises. Can be seen clearly from the many hills surrounding Silicon Valley, which can be a great panorama view for future postcards, movies, tv shows, travel ads, etc.