

The Asimov Tower, a new icon for San Jose. In the middle of Silicon Valley, a new tower with a question and a message. Do we not make ourselves superfluous if we develop superior artificial intelligence? At least every hour it reminds the viewer of the 3 laws of robotics ethics by science-fiction writer Isaac Asimov. At sunset, the LED lighting of the tower turns on. A beacon in the area. The light of the tower can be adjusted for special events. Every hour the message IF THEN ELSE can be seen on the top of the tower.