



Switch on proposes a new urban environmental occupation of digital illumination using a net zero emission and welcoming a clean visual energy infrastructure. It offers an interactive opportunity to engage with the site and rouses curiosity as it's a generative and communicating clean technology. At night the technology transforms with colour and luminosity, engaging the public with radiance and leaving them with a fresh experience. Switch on is a responsive, active and in constant dialogue with visitors.

PARTI DIAGRAM

PASSIVE REACTION



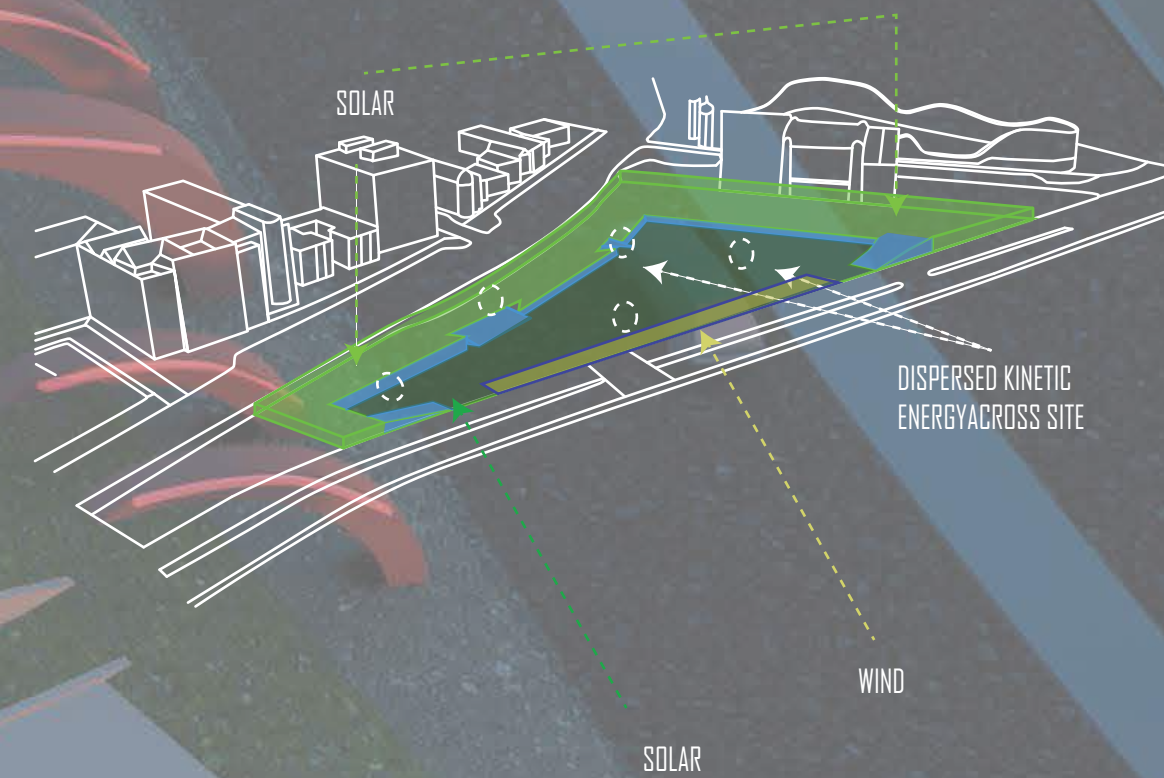
DIGITAL TECHNOLOGY



ACTIVE URBAN INTERACTION



CUTTING OUT SECTIONS FOR SOLAR/WIND/KINETIC ENERGY FOR INSTALLATION



SWITCH ON