



2021 **Gold Winner**  
**GRANDS PRIX**  
**DU DESIGN**



## DIGITAL TOTEM FOR THE CANARY ISLANDS BEACHES

### Project

Redacción de proyecto y creación de prototipo de tótem digitalizado.

### Location

Canary Islands, Spain.  
28° 00' 00" N  
15° 00' 00" O

### Year

2020

### Client

Dirección General de Infraestructura  
Turística. Gobierno de Canarias.

### Status

Design Development.

### Size

Totem: 2,5 m height  
Public Space: 30 m<sup>2</sup>

### + Info

#### Patented Design

Diseño Industrial Nacional N° 0531827

#### Prizes

Winner Architizer A+Product Awards.  
Landscape Category. [Link](#)

Gold Winner. Grand Prix du Design Awards.  
Landscape Architecture Category. [Link](#)

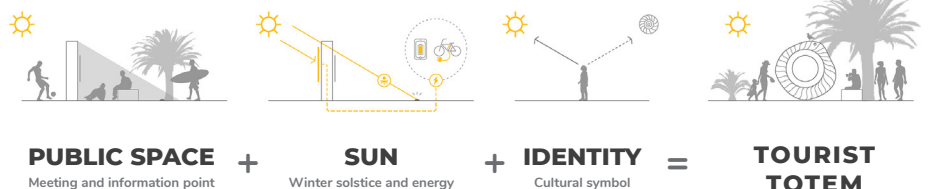
### The design celebrates a historical and creative relationship with the sun

The digital totems are smart weather stations that collect and display environmental and local information for tourists and visitors of beaches and waterfronts in the Canary Islands (Spain). They are part of an ICT infrastructural network that celebrates the rooted relationship between the Canary Islands culture and their extraordinary climate.

The design is inspired by the aboriginal ceramic art pieces from the indigenous inhabitants of the islands. This art was based on the worship of the sun god "Magheq", usually represented through circular shapes and decorative geometric patterns.

The design consists of a digitally fabricated solid wood ring standing vertically with a north-south orientation. The southern face hosts an array of photovoltaic modules that turn sunlight into electricity for phone and e-bike charging. The northern face contains a 1,2 m<sup>2</sup> video screen that broadcasts real-time environmental data captured by the totem and useful information regarding tourist activities and services in the area. In addition to its technological and digital features, the totem also provides analogy and material values to attract attention and enrich the pedestrian urban experience.

The resulting solution celebrates more than five hundred years of the creative relationship of the Canary Islands with the sun. From the marking of the solstices for agricultural purposes and the sun and beach tourism to the more recent challenges of producing sustainable energy with solar panels.





## FACTS

**Plot:** 30 m<sup>2</sup>

**Constructed element:** Totem and outdoor area.

**Project Type:** Street Furniture & Landscape Design.

**Construction Cost:** 42.000 € (Totem) + 15.000 € (Public Space)

**Start:** 2020 (Design).

**Finish:** 2021-22 (Fabrication).

## SECTOR

Tourism & Hospitality.

Public Space & City.

Waterfronts & Maritime.

## PROGRAM/CONTENT

**Totem:** equipped with a video panel and solar module.

**Public Space:** sitting space, lighting and gardening.

## PROFESSIONAL SERVICES

**Street Furniture Design:** design development and technical documentation of a Digital Totem, including solar technology for off-grid performance.

**Landscape Design:** design development and technical documentation of an open space equipped with pavement and sitting area, gardening and lighting.

## CREDITS

### Director

Juan Palop-Casado.

### Design Leader

Ignacio López.

### Project Team

Alberto Toret (Project Manager), Raquel Martínez, Andrea Suárez and Cindy Suárez.

### Collaborators & Consultants

MEP Engineering: Manuel Sanabria.  
Renders: Fco. Javier Acién.

