



USA

SILICON VALLEY TOUR

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CUPERTINO. INSIDE THE APPLE PARK VISITOR CENTER.

- IN 2018 FORBES NAMED SILICON VALLEY "CALIFORNIA'S HOTTEST NEW TOURISM HOTSPOT".
- FACEBOOK, GOOGLE, APPLE AND MANY OTHER COMPANIES HAVE BECOME "SECULAR SHRINES" AND PILGRIMAGE DESTINATIONS.
- 15.000 PEOPLE VISIT FACEBOOK'S HEADQUARTERS EVERY MONTH.
- TODAY SILICON VALLEY PROVIDES WORK TO MORE THAN 300,000 PEOPLE.
- IT IS THE PLACE WITH THE HIGHEST RENTS AND MEDIAN INCOME IN AMERICA (145,000 DOLLARS).

MENLO PARK. TWO TOURISTS PHOTOGRAPH
THEMSELVES WITH FACEBOOK HEADQUARTERS
IN THE BACKGROUND, WHICH FACES A SALT
LAKE THAT FOR MUCH OF THE YEAR IS DRY.





SAN FRANCISCO. OFFICES IN THE AREA OF EAST CUT: MANY STARTUPS HAVE THEIR HEADQUARTERS NOT ONLY IN SILICON VALLEY BUT ALSO IN THE CITY OF SAN FRANCISCO, OFTEN IN OFFICES THEY SHARE WITH CO-WORKING SPACES.



SANTA CLARA. VISITING THE INTEL MUSEUM.

LOS ALTOS. A TOURIST TAKES A SELFIE IN FRONT OF THE GARAGE OF STEVE JOBS' HOUSE AT 2066 CRIST DRIVE, WHERE THEY SAY APPLE WAS BORN.



MENLO PARK. FACEBOOK EMPLOYEES PLAYING
BASKETBALL ON THE COMPANY GROUNDS.



WHY ARE FACEBOOK, GOOGLE AND APPLE THE NEW SECULAR SHRINES?

IT MUST BE GOOGLE'S FAMILIARITY (3,5 BILLION HITS EVERY DAY), FACEBOOK'S SUCCESS (MORE THAN 2,2 BILLION ACTIVE USERS) OR APPLE'S PENETRATION OF THE ENTIRE WORLD (MORE THAN ONE BILLION IPHONES SOLD SINCE 2007). IT MUST BE ALL THE BOOKS AND THE FILMS THAT HAVE TOLD THE TALE OF SILICON VALLEY, OR ITS UNPARALLELED NUMBERS: THOUSANDS OF ESTABLISHED BUSINESSES AND YOUNG STARTUPS PROVIDING WORK TO ALMOST 300,000 PEOPLE, WITH THE HIGHEST RENTS AND MEDIAN INCOME (145,000 DOLLARS) IN AMERICA.

IN FACT, IN MAY 2018 FORBES NAMED THE VALLEY SOUTH OF SAN FRANCISCO "CALIFORNIA'S HOTTEST NEW TOURISM HOTSPOT". COMPANIES LIKE FACEBOOK, GOOGLE AND APPLE (BUT ADOBE, EBAY, HP, INTEL, TESLA, TWITTER, UBER AND MANY OTHERS AS WELL) HAVE BECOME PLACES OF PILGRIMAGE, SECULAR SHRINES IN FRONT OF WHICH YOU CAN TAKE A SELFIE.

BUT SILICON VALLEY IS MORE THAN STEVE JOBS AND MARK ZUCKERBERG. AS THE HISTORIAN LESLIE BERLIN MAINTAINS IN HER RECENT BOOK TROUBLEMAKERS: SILICON VALLEY'S COMING OF AGE "WHAT HAPPENED HERE AND IS STILL HAPPENING IS THE RESULT OF THE WORK OF HUNDREDS OF ENGINEERS FROM DOZENS OF DIFFERENT COUNTRIES, WHOSE NAMES NO ONE HAS EVER HEARD OF". THE SAME ENGINEERS THAT MEET UP AT STANFORD UNIVERSITY – THE REAL INCUBATOR OF SILICON VALLEY – OR IN THE CAFES OF PALO ALTO AND MOUNTAIN VIEW, WHERE AT THIS VERY MOMENT TWO UNKNOWN NERDS IN T-SHIRTS AND FLIP-FLOPS ARE PROBABLY INVENTING SOMETHING WHICH HAS NEVER BEEN IMAGINED BEFORE.

SANTA CLARA. INTEL MUSEUM: PHOTOGRAPHS OF THE MEMBERS OF INTEL AT THE END OF THE 1960S. IN 1968 ROBERT NOYCE AND GORDON MOORE FOUNDED THE INTEGRATED ELECTRONICS CORPORATION, LATER SHORTENED TO THE INTEL CORPORATION.



MOORE Gordon #2



GROVE Andrew 8/68 #4



CISNEROS Patricia 8/68 #9



HOFF Ted 9/68 #12



FLATH Bigente 8/68 #5



BRASSER Paul 8/68 #8



GRAHAM Bob 9/68 #13



JONES Jean 9/68 #14

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SAN FRANCISCO, MADAME TUSSAUDS, WAX MUSEUM.
THE FIGURE OF STEVE JOBS, FOUNDER OF APPLE.



SAN FRANCISCO. AN EVENT ORGANIZED
BY GOOGLE IN THE YERBA BUENA GARDEN.



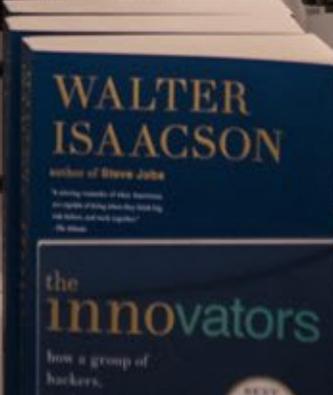
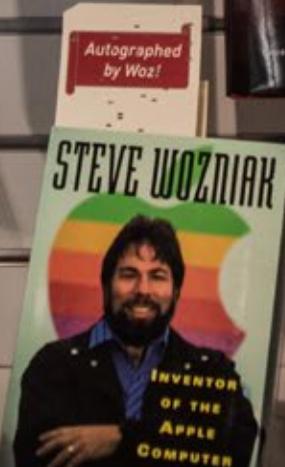
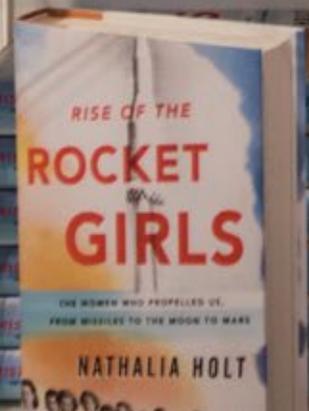
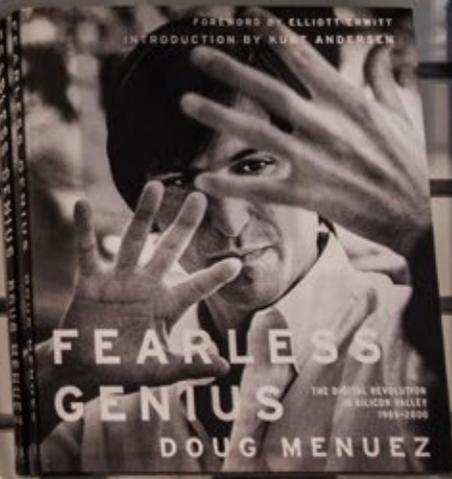
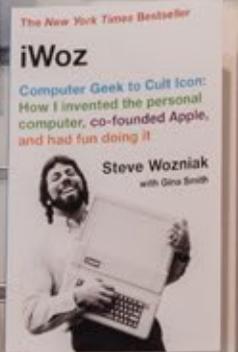
CUPERTINO. INSIDE THE APPLE PARK VISITOR
CENTER A FEW TOURISTS LOOK AT THE NEW APPLE
HEADQUARTERS, ENHANCED BY MEANS OF AN IPAD.





What is CHM Book Prize?
The CHM Book Prize was first established in 2008 to honor the best book in the history of computing. In 2012, the prize was renamed in honor of a generous benefactor from the valley. Ron, a legendary computer innovator and pioneer of the valley, has worked to spread the word on the power of information technology and raised the prize to honor the contributions of the Computer History Museum.

CHM BOOK PRIZE
A Vast Machine
Paul H. Edwards, Computer Myths, Climate Data, and the Politics of Global Warming (MIT Press, 2010)
The use of computers to collect, analyze, and model the planet's weather has long been a controversial issue. In this book, Edwards examines the history of weather forecasting, from the early days of manual calculations to the modern era of supercomputers. He explores the political and social implications of weather forecasting and the role of computers in this process.





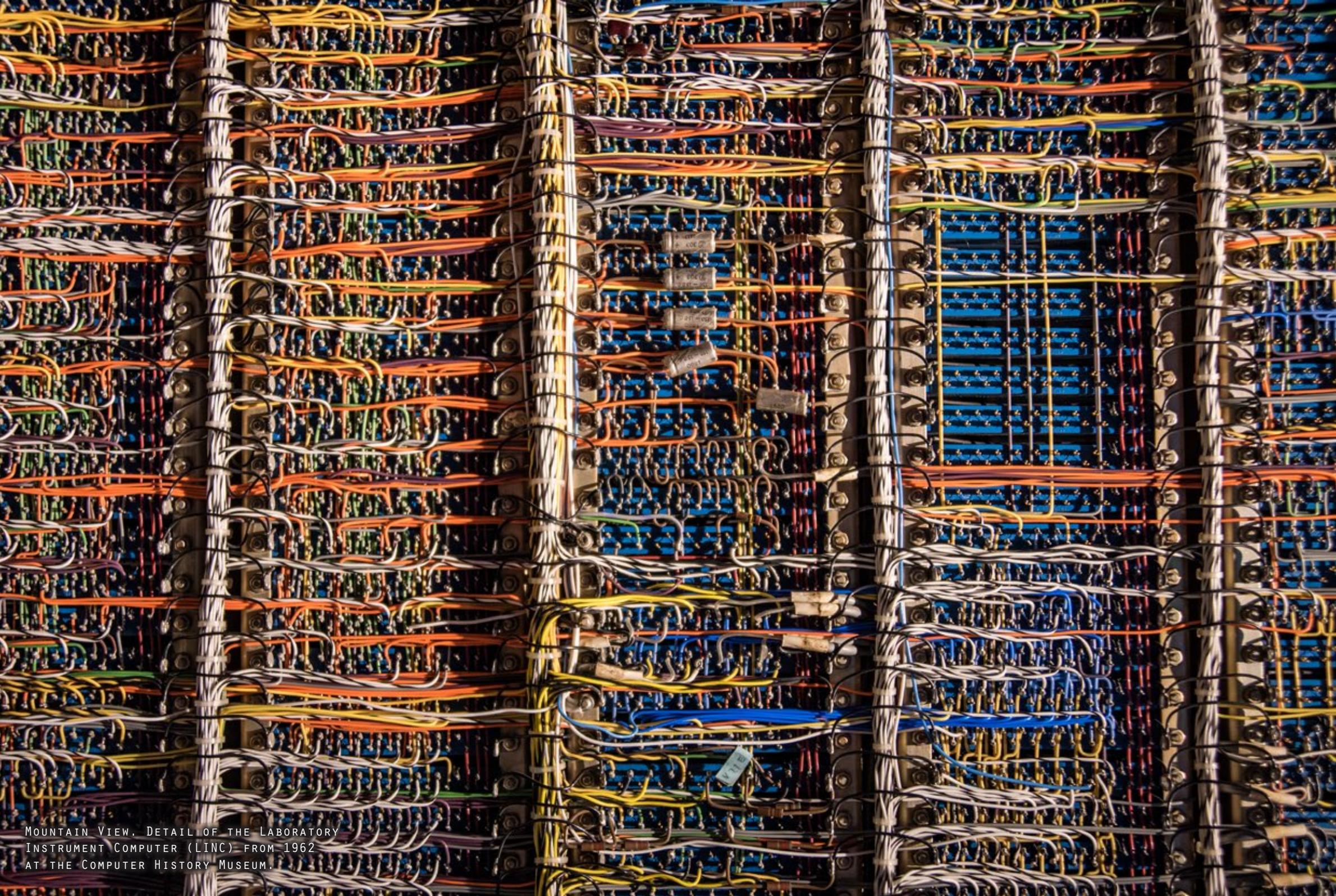
Google

1625 CHARLESTON ROAD B44

MOUNTAIN VIEW. THE GOOGLE LOGO ALSO ADORNS STREET SIGNS NEARBY THE COMPANY'S COMPLEX.

PEOPLE DANCING ON THE
CAMPUS OF THE UNIVERSITY
OF CALIFORNIA, BERKELEY.





MOUNTAIN VIEW. DETAIL OF THE LABORATORY
INSTRUMENT COMPUTER (LINC) FROM 1962
AT THE COMPUTER HISTORY MUSEUM.

MOUNTAIN VIEW. A TOURIST TAKES A SELFIE
IN FRONT OF ONE OF THE SYMBOLS OF GOOGLE
(ANDROID OREO), ON THE COMPANY GROUNDS.





THE VIEW ONTO FREEMONT AND SILICON VALLEY FROM MISSION PEAK,
A 758-METER HILL WITH ONE OF THE BEST VIEWS OVER THE VALLEY.

PALO ALTO. THE FAMOUS HANAHAUS IS A CAFE AND CO-WORKING SPACE WHERE MANY IDEAS AND STARTUPS FIRST TOOK SHAPE.





PALO ALTO. TOURISTS OBSERVING THE PLAQUE IN FRONT OF THE HOUSE THAT HAS THE GARAGE (BACK LEFT) WHERE IN 1938 WILLIAM R. HEWLETT AND DAVID PACKARD, TWO STANFORD UNIVERSITY STUDENTS, FOUNDED THEIR STARTUP (HP) AND WHERE, AS TRADITION WOULD HAVE IT, SILICON VALLEY WAS BORN.



SAN FRANCISCO. THE EATS RESTAURANT, A STARTUP WHERE YOU CAN ORDER THINGS TO EAT (BY APP, TOO) AND PICK UP YOUR FOOD WITHOUT ANY HUMAN INTERACTION AT ALL.

YOUNG PEOPLE VISITING
BERKELEY UNIVERSITY.





SERGIO ALTO

A classic, innovative new design. Inexpensive. A revolution in workstation design. Graphics software. "What you see is what you get" (WYSIWYG), printing with personal documents, handling what was then an enormous 8.5 inch display for the first time combined these and other new features elements in one small computer.

Developed by Xerox as a workstation, the Alto revolutionized the desktop. It was the first workstation computer to feature a graphical user interface, making the way to use computers easier.

COMPETING TO BE THE FIRST

When the first personal computer was introduced in 1977, it was a revolution. It was the first time that a computer was designed to be used by a single person. It was the first time that a computer was designed to be used in a home or office. It was the first time that a computer was designed to be used by a single person.

EXIT

MOUNTAIN VIEW. GOOGLE EMPLOYEES ON THE COMPANY
GROUNDS CAN USE BRANDED BICYCLES FOR FREE.







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