By TED THORNHILL - 11th November, 2009

'Digital cloud' could transform London's Olympic skyline

London's skyline could be transformed with a giant 'digital cloud' that would 'float' above the city, if a ground-breaking project proposed by an international team of architects, artists and engineers gets the green light.

They are proposing to construct 120m-tall mesh towers and interconnected plastic bubbles in Olympic Park that would display images and data and give visitors amazing views of the capital.
Google are supporting the project and London's mayor Boris Johnson has shortlisted it as a possible tourist attraction, described the design as 'remarkable'.

The designers hope to raise money to build the futuristic structure with millions of 'micro-donations'.

'It's really about people coming together to raise the Cloud,' Carlo Ratti, one of the architects behind the design from the Massachusetts Institute of Technology told BBC News.

'We can build our Cloud with £5m or £50m.'

The spheres could be used to display all sorts of information, such as weather, spectator numbers, race results or even images of the Olympic Torch.

Internet giant Google has offered to provide feeds for the building.

They said: 'We could provide a custom feed of searches made by Londoners during the Olympics to give a real time "barometer" of the city’s interests and mood.'
The team behind the project have launched a fundraising website called raisethecloud.org.

Google are throwing their weight behind the bid to build the 'cloud' by putting a sponsored link advertising a '£1 for 1 pixel' concept to people keying in search terms associated with London 2012.