The scope of the project is to design a 100m high Communications Tower located on the site of a disused football stadium in Gzira. The topmost level should provide rentable space for television stations as well as mobile phone operators to install microwave dishes, antennae dishes and other telecommunications equipment. The top of the tower should also cater for a panoramic indoor sky restaurant with an open-air observation deck on the floor above.

The Tower’s concept is primarily derived from Gzira’s history, in that it assumes the shape of a female figure wearing an elegant dress to symbolise the mid-20th century brothels that operated in the vicinity. It is also inspired by the contemporary iconic photo of sex symbol Marilyn Monroe, also taken during the 1950s, with the flowing effect of its dress-like profile representing the gradual shift of Gzira from an ordinary and rather run-down town into a renewed space for fresh opportunity.

The tower’s elliptical design, as opposed to the circular floor plans typically found in similar observatory towers, permits as many restaurant tables as possible to be placed in direct view of Valletta’s incredible skyline. Moreover, the elliptical shape allows for two concrete cores to be constructed rather than one in the centre. This way, the cores can be designed to be less stocky – giving the tower a more elegant look – and can provide more stability to the tower since they are now located further away from the neutral axis. The panoramic sky-pod could be regarded as representing the bust of the conceptual female figure.