



LET'S GLOW SF INFORMATIONAL SHEET

WHO: Downtown SF, the community benefit district which serves the Financial District and Jackson Square, is partnering with A3 Visual Solutions to create a visually stunning light projection event of Downtown San Francisco that will have residents, visitors and workers saying Let's Glow to downtown SF this holiday season!

WHAT: A breathtaking tour of four buildings throughout Downtown San Francisco, each featuring show stopping projections that light up the night. *Let's Glow SF* features works from nine artists. Local artists include award-winning cinematographer, director and producer [Louie Schwartzberg](#), muralist and fine artist [Amandalynn](#), muralist, ceramicist and painter [Ian Ross](#), motion graphics artist [Duncan Rogoff](#) and animation artist [Sean Capone](#). In addition, three award winning international content development companies, [SPECTRE Lab](#) (Paris, FR), [Mindscapes Studio](#) (Bucharest, Romania) and [Pixel n'Pepper](#) (Paris, FR), will digitize and animate the artist's work.

Spectators will see stunning whimsical, abstract and naturalistic winter-themed projections like:

- Galloping ice horses
- Flying winter hawks and snowy owls
- Flowering poinsettias
- Arctic scenery with polar bears
- Ice castles
- Swirling presents and musical instruments

WHEN: December 3-12, 2021

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#LetsGlowSF



WHERE: A breathtaking tour of four towering buildings throughout Downtown San Francisco will each feature show stopping projections that light up the night. Each show will be five minutes long and run every 5 minutes at the following locations:

- One Bush Plaza
- 345 Montgomery St.
- Pacific Stock Exchange at 301 Pine St.
- Hyatt Regency at 5 Embarcadero Center

Each building's projection was designed specifically for the location by local and international artists and tells an enchanting story that celebrates the holiday season. Downtown SF created *Let's Glow SF* with partner, A3 Visual.

WHY: Downtown San Francisco is the pulse of the city that draws millions of workers, residents and visitors every year. Pre-pandemic, millions of commuters streamed into the city center every day. Post-pandemic, that number has declined significantly. In an effort to reinvigorate the central business district, Downtown SF is launching the inaugural *Let's Glow SF* which encourages workers, residents and visitors to spend more time downtown during the holiday season.

“The pandemic deeply impacted the downtown 9-5 workforce population,” said Robbie Silver, executive director of Downtown SF, the community benefit district serving the Financial District and Jackson Square. “The inherent lesson is that we can no longer be *just* a financial district, downtown needs to pivot and pivot quickly to attract a more diverse range of people, businesses, and uses. Downtown is everyone’s neighborhood and *Let's Glow SF* is the first of many efforts to encourage San Franciscans to see downtown in a different, more inclusive light.”

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KEY POINTS

- *Let's Glow SF* is the largest holiday projection mapping event in the U.S.
- This family friendly, free event features local and international artists and aims to create a more vibrant, active downtown that supports the economic recovery of the central business district.
- The revitalization of downtown is critical to the small businesses that serve the Bay Area and *Let's Glow SF* is one of many new initiatives that aims to encourage San Franciscans to see and experience downtown in a different, more inclusive light.
- What better way to show support to local downtown businesses than to make a night of it - enjoy a beautiful evening in the fresh air enjoying stunning light art - then make your way to your favorite restaurant and stay for dinner!

HOW:

Hosted by: Downtown SF

Produced by: A3 Visual Solutions

PARTNERS & SPONSORS

Panasonic

Amber Studios



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