



For Immediate Release

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Let's Glow SF, Largest Holiday Light Arts Festival in the U.S., Announces New Light Art Installations, Participating Retailers and "Countdown to Glow" Celebration

In its second year, the holiday light arts festival aims to bring vibrancy and visitors back to downtown

November 16, 2022 | San Francisco: Let's Glow SF, the largest holiday light arts festival in the U.S. announces a new light art installation, The Electric Dandelions, by Los Angeles based art collective, Liquid PXL. Let's Glow SF will kick off the holiday season on Friday, December 2, 2022 with a "Countdown to Glow" celebration open to the public and participating downtown retailers and restaurants offering special Let's Glow SF items and deals.

"Let's Glow SF is not just a light show, it's a reimagining of downtown that infuses the core business district with energy and vitality," said Robbie Silver, Executive Director of the Downtown SF Partnership. "When we add more artists, light installations or celebratory events for the public to enjoy, we're saying come reunite with downtown and fall in love with it in a new way that encourages you to continue coming back."

Announcing the Electric Dandelions

The Electric Dandelions are 28 feet tall dandelion sculptures that double as fireworks at night. Created by Los Angeles based Liquid PXL, these beautiful, geometrically designed metal and acrylic sculptures feature forty one light tubes that crop out from the center of each piece. They come to life as the LED animations mesmerize with their bright and whimsical light show. Liquid PXL is a group of artists, engineers and friends dedicated to creating fun and large scale interactive art installations whose work has been featured at light festivals all over the world.

Six dandelions will be prominently displayed during Let's Glow SF at Mechanics Monument Plaza. The dandelions are the newest light art installation to be announced at this year's Let's Glow SF festival and will be featured along with artists' holiday inspired works projected across some of downtown's most notable buildings.

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Let's Glow SF 2022 locations include: One Bush Street, Pacific Stock Exchange at 301 Pine Street, Station J at 222 Leidesdorff Street, the Hobart building at 582 Market Street and the Electric Dandelions at Mechanics Monument Plaza. Each building's projection will tell an enchanting story that celebrates the season. This signature event, organized by the Downtown SF Partnership with A3 Visual, **runs nightly from Friday, December 2, 2022 - Sunday, December 11, 2022.** The projection arts festival kicks off at 6:30pm on Friday, December 2 with a "Countdown to Glow" celebration. Saturday, December 3 - Sunday, December 11 the projections will run from 5-10pm nightly.

Fifteen (15) x 30,000 lumen and two (2) 50,000 lumen laser projectors, provided exclusively by Panasonic Connect and placed in custom-built outdoor enclosures and operated by Modulo Pi media servers, will project light shows that run every 10 minutes at four distinct locations.

Announcing "Countdown to Glow" Celebration

Let's Glow SF 2022 will kick off on December 2, 2022 at 6:30pm at 525 Market Street with a "Countdown to Glow" celebration that is open to the public. Join Let's Glow SF artists, the Downtown SF Partnership, A3 Visual, Mayor London Breed, Supervisor Aaron Peskin and other special guests as they countdown together and turn the projections on simultaneously at all four locations, kicking off the 10 night projection arts festival.

The "Countdown to Glow" celebration features free Let's Glow sticks and merchandise for celebration attendees (while supplies last), hot cocoa and music. For more information click [here](#).

Announcing Participating Retailers

New this year, Let's Glow SF will feature participating retailers in the Financial and Jackson Square districts. Participating locations will offer discounts on drinks and meals along with Let's Glow SF themed cocktails and menu items throughout the duration of this year's festival.

- **Cafe Bastille** will be offering a Bastille Glow cocktail, which looks like a magical glowing snow cap. Customers that purchase two Bastille Glows will receive a free order of beef empanadas from December 2-11.
- **Wayfare Tavern** is offering up a specialty Let's Glow SF cocktail called the Purple Rain.
- **Toy Soldier** will be serving up two themed cocktails: Winter Wonderland and Santa's Espresso Martini.

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- **Sam's Grill** is offering 10% off dinner for all Let's Glow SF attendees. Diners simply need to mention that they attended the event.
- **Sam's Tavern** is serving their own themed cocktails, Let's Glow SF Manhattans, from December 2-11.

Additional information on participating retailers will be added to the Let's Glow SF event website.

Let's Glow SF Artists

Let's Glow SF features works from 15 total artists: seven (7) local visual artists, three (3) local music producers, one (1) local animator, and four (4) world class, award winning international visual design companies.

All artists were selected for their creativity, content and past achievements. Their works will be brought to life with projectors provided exclusively by Panasonic Connect. This year's visual artist lineup includes:

- [Amandalynn](#) - a muralist and fine artist that developed her distinct street art style in the graffiti community of SF
- [Duncan Rogoff](#) - a self-taught animator that works with some of the world's biggest brands
- [Ian Ross](#) - a Bay Area native and prolific muralist, ceramicist, installation artist and sculptor
- [Kalani Ware](#) - a multidisciplinary artist from Oakland whose public art works have been featured in multiple Bay Area communities
- [Ryan Uzilevsky](#) - Founder of world renowned multi-media collective, Light Harvest studio
- [Sean Capone](#) - an artist working in moving-image based public art, his works have been commissioned and presented at various museums around the world
- [Yiyang Lu](#) - an award winning artist named one of Fast Company's "Most Creative People in Business"

This year's international visual design company lineup includes:

- [Limelight](#) - a group of artists that have helped shape the projection mapping industry, they also teach and mentor young artists through their Limelight Academy Program
- [Maxin10sity](#) - a world renowned projection mapping company that is known for not only projection mapping buildings, but also automobiles

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- [Mindscape Studio](#) - an award winning projection mapping company that has been awarded for works at international light art festivals and events
- [Spectre Lab](#) - a creative studio specializing in immersive video and interactive experiences based in Paris, FR

About Let's Glow SF

Let's Glow SF, produced and funded by [the Downtown SF Partnership](#) with [A3 Visual](#), is a projection arts festival featuring works created by local and international artists projected onto iconic buildings throughout downtown San Francisco. As the largest holiday projection arts festival in the U.S., this stunning journey of light celebrates the festive winter season in the historic heart of San Francisco. The striking marriage of art and technology projected onto the city's largest canvases creates an event that elevates the city's art scene, continues to build positive economic impact for downtown and provides unique experiences for all. Let's Glow SF runs from December 2-11, 2022. For more details about Let's Glow SF, visit www.downtownsf.org/events/letsglowsf. Follow us on social media with #letsglowsf

About Downtown SF Partnership

Downtown SF Partnership is a 501(C)3 non-profit organization with a mission to lead the way in building a thriving downtown where business gets done and people feel welcome, come to explore, and make memories. Developed by a coalition of property and business owners, Downtown SF Partnership is a community benefit district and provides services to 43-blocks in two of the oldest continuous business districts in San Francisco, Financial District and Jackson Square. These services include cleaning, safety, district identity and promotion, and public space activations. For more information visit www.downtownsf.org. Follow Downtown SF on Facebook (@sfdowntown), Instagram and Twitter (@sf_downtown) and LinkedIn (Downtown SF).

About A3 VISUAL

A3 VISUAL is a cutting-edge projection mapping and video production company that specializes in large scale building projections, architectural mappings, sculptural projections and custom content creation. Projection mapping has been our passion for many years. We take pride in bringing digital art to the public and in creating incredible moments that people will remember and share. We technically produced and co-organized Let's Glow SF 2021 which was the first large-scale projection mapping event in San Francisco, and executed many other projects across the country. For more information visit <https://a3visual.com/immersive>. Follow A3 VISUAL on [Vimeo](#).

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