



**For Immediate Release**

**Media Contact:** Jenny Starkey  
303-868-4006 | [media@starkeystrategies.com](mailto:media@starkeystrategies.com)

## **Let's Glow SF, the Largest Holiday Projection Arts Festival in the U.S., Returns to Downtown and Announces Featured Artists and Locations**

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

**October 18, 2022 | San Francisco:** Let's Glow SF returns to Downtown San Francisco for a second year in a row. The free, outdoor holiday light arts festival is returning with more artists' holiday inspired works projected across some of downtown's most notable buildings. **From 5-10pm nightly running Friday, December 2, 2022 - Sunday, December 11, 2022**, the signature event, organized by the Downtown SF Partnership with A3 Visual, is the largest holiday projection arts festival in the United States.

"In its inaugural year, Let's Glow SF brought an estimated \$2.2 million in revenue to surrounding restaurants, shops, and businesses, creating a positive economic impact that is needed to boost our downtown recovery," said Robbie Silver, Executive Director of Downtown SF Partnership. "Let's Glow SF is not just an event, it's an investment in the historic heart of downtown meant to bring people back to the core of our city and experience it in a different way while creating new traditions."

Let's Glow SF received an award of excellence from the [International Downtown Association](#) and a Certificate of Honor from Mayor London Breed in its inaugural year for its efforts in playing a critical role in the City's recovery efforts from the COVID-19 global pandemic. The event, which brought an estimated 40,000 attendees to downtown generating millions of dollars in revenue for surrounding businesses, has proven to be an economic driver during a critical time for retailers and restaurants. As the downtown SF return-to-office rate still hovers around 40%, Let's Glow SF aims to bring the community back downtown so workers, SF residents and visitors alike see and experience the historic heart of the city in a new light.

Let's Glow SF features works from 14 total artists: seven (7) local visual artists, two (2) local music producers, one (1) local animator, and four (4) world class, award winning international

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visual design companies. This year, more artists have been added to the lineup including local Bay Area artists that were chosen through a call for submissions of local Bay Area artists to participate in this year's event. Four local artists were selected from applicants and Ryan Uzilevsky was selected as the headlining artist and received a \$15,000 commission from Downtown SF Partnership for providing five minutes of content. Three supporting artists, Yiyong Lu, Kalani Ware and Sean Capone were selected to provide one minute of content and each received \$5,000 commissions.

All artists were selected for their creativity, content and past achievements. Their works will be brought to life with projectors provided exclusively by Panasonic. 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
- [Yiyong 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
- [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

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“Public art adds enormous value to the cultural, aesthetic and economic vitality of our community,” said Sean Mason, Chief Technology Officer at A3 Visual. “During Let’s Glow SF, we use historic buildings as the canvas to feature the works of local and international artists - this helps contribute to our community’s identity, foster community pride, and create an incredible experience for residents and visitors.”

Let’s Glow SF is a public art activation that builds off the recently released [Public Realm Action Plan](#) (PRAP), a comprehensive plan that includes physical, programmatic, and organizational recommendations to reimagine the future of downtown San Francisco. The PRAP serves as a visioning framework to influence change in the downtown area and identify public realm improvement opportunities.

**Let’s Glow SF 2022 locations include:** One Bush Street, Pacific Stock Exchange at 301 Pine Street, Station J at 222 Leidesdorff Street, and the Hobart building at 582 Market Street. Each building’s projection will tell an enchanting story that celebrates the season.

Fifteen (15) x 30,000 lumen and two (2) 50,000 lumen laser projectors, provided exclusively by Panasonic 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.

Let’s Glow SF 2022 will kick off on December 2, 2022 at 6:30pm at 525 Market Street with a Countdown Kickoff Ceremony that is open to the public. Join Let’s Glow SF artists, the Downtown SF Partnership, A3 Visual, and other special guests for a kickoff event to countdown to the start of the holiday season. For more information click [here](#).

### **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 San Francisco’s Financial District. 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](http://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 a 43-block radius in two of the oldest continuous business districts in San Francisco, Financial District (FiDi) and Jackson Square. These services include cleaning, safety, district identity and promotion, and public space activations. For more information visit [www.downtownsf.org](http://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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