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MEDIA CONTACT: dsfp@berlinrosen.com

Let's Glow SF Returns to Illuminate San Francisco Landmarks and Spotlight Local and International Artists

Hosted by the Downtown SF Partnership, the sixth annual Let's Glow SF is the largest holiday projection arts festival in the U.S., will illuminate six landmark downtown sites with large-scale projection art

The free, 10-night event begins with Countdown to Glow at the Ferry Building on December 4

Let's Glow SF drew more than 128,000 visitors and generated an estimated $15.2-18.9 million in economic activity in 2025, underscoring its role as a cultural and economic driver for downtown San Francisco






Images from Let's Glow SF 2025 can be found here (credit: Collin Love for Downtown SF Partnership).

SAN FRANCISCO (November 2, 2026) - Let's Glow SF, the nation's largest holiday projection arts festival, will return for its sixth consecutive year in downtown San Francisco, from December 4 to 13, 2026. For 10 nights, the city's core will become a glowing, colorful canvas of art and light, with large-scale animated artworks by local and international artists projected onto some of downtown's most recognizable buildings.

Hosted by the Downtown SF Partnership (DSFP) in collaboration with A3 Visual, the free festival will illuminate downtown from 7:00 p.m. to 10:00 p.m. on the first night, and from 5:30 to 10 p.m. each night after at six locations: the Ferry Building, 101 California Street, the Pacific Coast Stock Exchange, the Hobart Building, Yerba Buena Lane at Market Street, and the top of Salesforce Tower. DSFP is the community benefit district serving 43 blocks and dedicated to reimagining downtown through place-based activation, clean and safe services, and economic development in San Francisco's Financial District and Jackson Square Historic District.

Let's Glow SF 2026 is presented by Amazon, with support from the Office of Mayor Daniel Lurie, Office of Economic and Workforce Development, the Downtown Development Corporation, JPMorganChase, Gap Inc. and Panasonic. The signature event is part of ongoing efforts to activate downtown San Francisco's public realm through arts, culture, and community programming while drawing residents and visitors to local businesses during the holiday season. Let's Glow SF is BARTable, making it easy for people to get downtown to experience the annual festival. Attendees also can come downtown via Muni and the ferry, in addition to travel by car, bike and walking.

"Back for a sixth year, Let's Glow SF has become one of San Francisco's most beloved seasonal traditions," said **Mayor Daniel Lurie**. "When we fill our downtown streets with light, art, and creativity, people come out to enjoy it, and they stay to support our restaurants, bars, and small businesses. Let's Glow SF is a bright reminder of how arts and culture can drive our city's economic renewal and transform our downtown into a vibrant, welcoming destination where people live, work, play, and learn."

"Since Let's Glow SF first lit up downtown in 2021, it has grown into one of the city's most beloved holiday traditions, bringing together public art, technology and the extraordinary creative talent that defines San Francisco," said **Robbie Silver, President and CEO of the Downtown SF Partnership**. "As we enter our sixth year, we're delighted to continue our ongoing collaboration with the incredible artists and partners who help us illuminate downtown San Francisco each holiday season. Let's Glow SF exemplifies what can happen when we use our public spaces creatively by bringing people together, supporting local businesses, and creating memorable experiences in the heart of downtown."

Economic Impact

Since its launch in 2021, Let's Glow SF has become downtown San Francisco's biggest annual holiday event. Its impact on downtown's economy continues to support businesses year after year, bringing in more visitors and generating revenue throughout the district. In 2025, the festival drew more than 128,000 visitors – 47.13% higher than 2024, with 83% of attendees visiting downtown specifically for Let's Glow SF – over 70% dined and nearly 19% shopped downtown during the festival. The event generated an estimated $15.2-18.9 million in economic activity, with attendees spending an average of $164 each.

Programming

Let's Glow SF officially launches Friday, December 4, with Countdown to Glow at the Ferry Building from 6-7pm. DSFP will be joined by city officials, featured artists, community partners, and sponsors to launch the sixth annual festival. There will be free hot cocoa from Marley's Treats and Sunset Roasters courtesy of SFGate and a live choral performance courtesy of Gap Inc. Amazon will be collecting items for the SF-Marin Food Bank during the event, and Countdown to Glow attendees are encouraged to bring items to donate. A list of most needed food can be found here.

For the first time, Let's Glow SF is partnering with San Francisco Pedicab to connect visitors with projection sites throughout downtown in a new way. Attendees interested in experiencing the festival from a pedicab can purchase 90-minute tours for $195 during each night of Let's Glow SF. GoCar will also return for driving and audio walking tours during Let's Glow SF for self-led GPS-guided journey through the city's most iconic light displays, with turn-by-turn navigation, artist biographies, and parking recommendations for the best viewing spots. Participants will enjoy an interactive, narrated experience that brings the stories of the artists and projections to life.

In addition to individual projection shows, Let's Glow SF is working with artist Tim Re4ee on a cohesive countdown element that will appear across all locations before each show, connecting the individual installations as part of a unified festival experience.

Artists

In 2026, Let's Glow SF features works from 19 artists, including visual artists and world-class, award-winning international visual design companies. This year's artist lineup includes:

- **Adobe**: Founded over 40 years ago, Adobe offers groundbreaking technology that empowers everyone, everywhere to imagine, create, and bring any digital experience to life.
- **Andy Gilmore**: An artist, designer, and musician based in Rochester, New York, Andy Gilmore creates colorful, kaleidoscopic compositions that explore the relationships between color, form, light, and sound.
- **Bruno Bez**: A Brazilian new-media artist and founder of Berlin-based TREE(3), Bruno Bez works at the intersection of digital culture, live cinema, and generative AI, creating immersive experiences that explore identity, virtual perception, and consciousness in an increasingly interconnected digital world.
- **David Ariew**: A 3D and digital artist known for his surreal and hypnotic animations, David Ariew creates immersive environments that have been showcased at Sotheby's, Phillips, Artechouse, and exhibitions around the world.
- **Doddz**: An award-winning British artist and storyteller working across physical installations, film, digital systems, and public space, Doddz blends traditional craft with emerging technology to create emotionally driven experiences centered on joy, connection, and imagination, inviting audiences to pause, engage their curiosity, and share moments of collective experience.
- **EDMOSH**: An award-winning VJ and 3D artist working across video mapping, virtual reality, interactive installations, and artificial intelligence, their work combines emerging digital tools and experimental techniques to create dynamic visual experiences that transform physical and virtual environments.
- **Fearmos**: An Indonesian digital art collective specializing in high-profile projection mapping, visual animation and immersive installations.
- **Glitch**: A collective created in 2019 by digital arts enthusiasts, Glitch is committed to offering spectators an unforgettable visual experience and an enduring memory.
- **GMUNK**: A San Francisco-based digital artist, director, and motion designer, GMUNK, also known as Bradley G. Munkowitz, creates immersive installations, photography, films, data visualizations, and digital art.
- **Immerse Studio**: A Los Angeles-based creative studio co-led by Jon MacLeod, Immerse Studio creates immersive installations and interactive experiences using projection mapping, volumetric displays, generative design, and custom technology.
- **Jake Oleson**: A Brooklyn-based multidisciplinary artist working across film, electronic music, AI, and emerging technologies, Oleson creates immersive audiovisual experiences that explore grief, resilience, and the human experience.
- **Leslie Epsztein**: A French designer specializing in projection mapping, Leslie Epsztein combines her backgrounds in performing arts and visual communication to create immersive works that explore themes of time, space, and mythology in international light festivals.
- **META**: A creative studio with over 16 years of experience producing immersive art and cultural experiences, META has collaborated with renowned artists, musicians, and brands, bringing creative visions to life through innovative audiovisual productions.
- **Michaela Mitchum**: A San Francisco-based creative director, photographer, and artist working at the intersection of nature, storytelling, and technology, Michaela Mitchum has worked across photography,

film, and creative direction, with projects including the BBC's Planet Earth and collaborations with National Geographic, Sony, and Fujifilm.

- **Ouchhh**: A global creative new media studio headquartered in Istanbul with operations in Los Angeles, Barcelona, and Berlin, Ouchhh creates data-driven public art and immersive experiences that blend art, science, technology, and AI.
- **Peter Clark**: Working in collaboration with GMUNK, Peter Clark is a multimedia artist, motion designer, and director whose work spans projection art, immersive installations, tour visuals, film titles, and branding, with past clients and collaborators including Nike, Fender, Billie Eilish, Nine Inch Nails, and ODESZA. He is currently based in Portland, Oregon.
- **Spectre Lab**: A French creative studio specializing in immersive video, projection mapping, 3D animation, and interactive experiences, Spectre Lab has created large-scale works around the world.
- **Tim Re4ee**: A Portuguese 3D and AI video creator specializing in AI-powered visual storytelling, the artist experiments with emerging generative video tools to create original digital works and explore new creative techniques.
- **Visual Endeavors**: A creative technology studio based in Santa Cruz, California, Visual Endeavors blends art, design, and technology to create immersive experiences, interactive installations, and live entertainment.

"Let's Glow SF promises to invite crowds from across the Bay Area to see Downtown San Francisco bursting with Holiday lights, cheer, and joy. This interactive light show is one-of-a-kind and a perfect reason to shop, dine, and stay downtown as we ring in the Holiday season with our loved ones," said **District 3 Supervisor Danny Sauter**.

"The Downtown SF Partnership has been a leader in downtown's comeback, and we are proud to have supported their vision for Let's Glow from the start through today," said **Anne Taupier, Executive Director, Office of Economic and Workforce Development**. "The event has become a much-anticipated and beloved annual tradition and an economic boon for local businesses, and thanks to the Partnership's recent expansion, it will continue to bring joy and economic vitality to our downtown."

"Let's Glow SF shows what's possible when art, architecture, and creative technology come together," said **Breänna Clapp, Director of Partnerships at A3 Visual**. "We're proud to partner with the Downtown SF Partnership and artists from around the world to turn the city itself into a fresh experience. One that sparks curiosity, inspires wonder, and welcomes everyone to take part."

"San Francisco is more than a place where we work and live— it's a community we're proud to be part of. We're proud to once again support Let's Glow SF and help bring light, art, and energy to the heart of downtown. Amazon invests in moments like this because we believe a thriving downtown is good for our employees, our customers, and the local economy. We're excited to support the creativity that makes this city unique," said **Dean Allsopp, Head of Community Engagement, Amazon in Northern California**.

"At Panasonic Projector & Display Americas, we believe the most memorable experiences bring together art, technology, human ingenuity, and innovative thinking to inspire and connect communities," said **Tim Morin, Associate Director, Engineering at Panasonic Projector & Display Americas**. "That's why we're proud to continue our partnership with Let's Glow SF. Each year, the projection arts festival pushes the boundaries of what's possible, transforming Downtown San Francisco into an immersive visual spectacle while creating a shared experience for the community. We're excited to help bring that vision to life again in 2026."

“Let's Glow SF has become an important part of the culture and community of the city," said **EMPIRE Founder & CEO, Ghazi**. "We are proud to support this experience that is uniquely San Francisco."

"For ten nights, Yerba Buena Illuminated will be transformed for Let's Glow SF, as open-air projections by two amazing artists will shine on the historic Humboldt Bank Building at Market Street and Yerba Buena Lane above an international collection of restaurants and bars. This location, where we launched Yerba Buena Illuminated earlier this year, typically features projections of artworks curated by our Yerba Buena museums," said **Scott Rowitz, Executive Director of Yerba Buena Partnership**. "Investing in beautiful, bold public art for both Yerba Buena Illuminated and Let's Glow SF is an invitation to experience the art district's renowned museums and galleries, our 80 public art pieces, and incredible dining and entertainment. It's a wonderful way to celebrate the holidays – and every day."

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About The Downtown SF Partnership

The Downtown SF Partnership is a 501(C)3 non-profit organization driven by a mission to create a more vibrant, active downtown that directly supports San Francisco's economic development. Created by a coalition of property and business owners, The Downtown SF Partnership is a community benefit district leading a transformation in the Financial District and Jackson Square, working across the intersection of economic development and programming to revitalize 43 blocks in two of the oldest continuous business districts in San Francisco. These services include activating downtown’s public spaces, promoting the district’s identity, and offering cleaning and safety services. For more information, visit www.downtownsf.org. Follow The Downtown SF Partnership on Facebook (@sfdowntown), Instagram and Twitter (@sf_downtown) and LinkedIn (Downtown SF).

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 5-14, 2025. For more details about Let’s Glow SF, see here. Follow us on social media with #letsglowsf.