



301 Pine Street lit up for Let's Glow SF 2023. Courtesy Let's Glow SF.

# Largest holiday project event, Let's Glow SF, returns to San Francisco

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NOVEMBER 5, 2023 ([HTTPS://ROVOLOGY.COM/UNITED-STATES/LARGEST-HOLIDAY-PROJECT-EVENT-LETS-GLOW-SF-RETURNS-TO-SAN-FRANCISCO/](https://rovoology.com/united-states/largest-holiday-project-event-lets-glow-sf-returns-to-san-francisco/))

Last Updated on November 5, 2023

Let's Glow SF, the country's largest holiday projection event, will return to downtown San Francisco<sup>^</sup> (<https://www.forbes.com/sites/chaddscott/2023/10/29/traveling-to-san-francisco-for-art-on-a-budget/>) this holiday season, from December 1st through 10th, 2023. The free outdoor holiday event

will use high-tech Panasonic projectors and lasers to project large-scale art concepts across the facade of five iconic San Francisco buildings from 5-10pm nightly, including the Ferry Building for the first time ever. The Salesforce Tower will also showcase Let's Glow SF artwork on the LED panel atop the building, visible throughout the Bay Area. ([HTTPS://ROVOLOGY.COM/](https://rovology.com/))

Let's Glow SF is hosted by The Downtown SF Partnership (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=fa76c19e-261c-4700-90cf-c4ba3981c1f4&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) (DSFP), the community benefit district that oversees 43 blocks across San Francisco's Financial District and Jackson Square Historic District (<https://rovology.com/united-states/california/best-things-to-do-in-san-francisco-california/>), and is organized by A3 Visual. The signature event is part of citywide efforts to activate downtown's public realm and increase programming as a form of placemaking across the city, and is partially funded through an economic recovery grant from the San Francisco Office of Economic and Workforce Development and Office of Mayor London N. Breed.

Let's Glow SF 2023 will kick off on December 1, 2023 at 6:30pm, at the foot of Market Street facing the Ferry Building, with a Countdown Kickoff Ceremony that is open to the public. Downtown SF Partnership will be joined by the City of San Francisco, A3 Visual, Let's Glow SF artists and more to countdown the start of the holiday season. Local participating retailers and businesses will offer themed drinks and bites for Let's Glow SF attendees throughout the entire 10-night event.

For more information, see here (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=470f7e1e-be80-44b0-8868-867061e76d74&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>).


"Let's Glow SF has become a signature annual holiday event for San Francisco that beautifully captures the charm and dynamic energy of our downtown," San Francisco Mayor London Breed said. "I am thrilled to once again support the Downtown SF Partnership in lighting up downtown to bring San Franciscans and visitors into the area, showcasing the arts and the City's beauty in this special way. (<https://rovology.com/united-states/study-ranks-san-francisco-as-americas-no-1-city-for-the-arts/>)"

Let's Glow SF 2023 locations include 1 Ferry Building, Salesforce Tower at 415 Mission Street, Hobart Building at 582 Market Street, One Bush Street, Pacific Stock Exchange at 301 Pine Street, and Landing at Leidesdorff at 565 Commercial Street. Each building's video projection, using techniques with light, colors and music, will tell an enchanting story that celebrates the holiday season. ^

“We’re thrilled to host Let’s Glow SF for a third year, with an expanded roster of participating iconic SF buildings, and bring more incredible art downtown. Moving away from the traditional mono-economy to a mixed-use vibrant haven is a key part of downtown’s future and we’re excited to help lead that transformation through such signature events,” Robbie Silver, Executive Director of the Downtown SF Partnership, said. “Despite being one of the hardest hit cities from the pandemic, San Francisco is doubling down on its future. Let’s Glow SF is more than just a holiday event, it is an investment into our downtown core and a proof of concept that new programming can bring our city out of the shadows.”

Let’s Glow SF features works from 13 total artists including visual artists and world class, award winning international visual design companies.

## This year’s Let’s Glow SF artist lineup includes

- Amandalynn (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=0864859b-552b-4ee3-8d41-771759f7f322&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a muralist and fine artist based in Northern California focusing on depictions of the subtle beauty of the natural world and humankind, through illustrated line work and decorative patterning.
- Ian Ross (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=1d32fda9-5365-4516-af11-98bf216ecf32&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a prolific muralist, ceramicist, installation artist, and painter based in San Francisco who draws from his meditative, solitary experiences in Northern California’s forests and beaches to inform his signature approach to abstract imagery.
- Spectre Lab (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=3e672827-5511-4228-a483-200fdd7e5152&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a creative studio specializing in immersive video and interactive experiences based in France.
- The Fox, The Folks (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=f89cb410-0674-435d-b790-1405773bb20b&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a Multimedia Art Team based in Indonesia with expertise in storytelling through video mapping, stage performances, advertisements and more.
- Maxin10sity (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=2ba04bb2-24a2-48a5-8901-2d4a4119669b&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a world renowned projection mapping company that is known for its creative design and projection mapping buildings, based in Hungary. 

- George Berlin (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=d1caf4f9-59e7-4567-a789-a25a98079cf3&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – an award-winning director who ignited Art on the Mart – the world's largest permanent digital display- with the fiery passion of Frida Kahlo, debuted a global series of stories on learning to love the Earth, and performed his visuals with a live orchestra in Chicago.
- Jérémie Bellot (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=ae577f72-0b53-4c10-a02e-394ad53ebc00&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a digital artist and architect who designs and produces architectural, visual, light and sound installations, often questioning the role of light in lived and perceived space through immersive audiovisual projects.
- Antaless Visual Design (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=4d360f44-c939-40a9-ba6f-1eab91d1a9d9&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – an architectural mapping firm based in Italy that has painted imaginative worlds in support of multimedia shows, concerts, festivals, theatrical performances, commercial and institutional events.
- Dirty Monitor (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=db0e4703-bb22-4c20-8ee2-039c76c058ca&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a Belgium based multidisciplinary creative studio and pioneer in the field of content conception and realization for video mapping and other audiovisual productions, specializing in live performances, installations and product launches.
- Yann Nguema with Anima Lux (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=78cb5503-3731-4219-95f2-e1f52cfb0a92&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a new media visual, music and programming French artist. Originally started as a scientist, Yann's solo work focuses on the performing arts, blending images and music to enhance the impact of both.
- Adam Labay with Precision Lasers (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=1bebbda3-4abe-4792-897a-6502f03c53f6&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a laser effect specialist based in California working on laser effects for TV, film, and live events. Clients include Windows 10, Childish Gambino, Angel City FC and Metallica.
- Jeff Dobrow (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=af7caa24-9626-440c-867c-7e3c91858a87&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) – a Creative Director and technology-based Visual Artist based out of the Shenandoah Valley of Virginia, US. exploring the evolving, fluid relationship between technology, art, and process to produce interactive, immersive, and involving experiences.
- Kati Angelov (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=174587ba-71f0-4113-8fbe-19f4f98a6212&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) –



c0e2a2aa659c) – a motion design, 2D animation, character design and illustration expert who currently teaches motion design, animation, projection mapping and other multimedia entertainment classes at the Media Arts Design department at Cypress College. [\(HTTPS://BOVOLOGY.COM/\)](https://bovology.com/)

As the official projection technology partner of Let's Glow SF, Panasonic Connect provided and placed eleven (11) 4K 32,000 lumen projectors and two (2) 4K 22,000 lumen projectors in custom-built outdoor enclosures to be operated by Modulo Pi media servers. A full-color high-powered laser system will be used for the laser show at One Bush Plaza.





“At Amazon, we invest in the communities where we work and live. As an employer in San Francisco with offices downtown, we are proud to be part of this city and are committed to supporting its economic recovery. It is our hope that Let’s Glow reminds us all just how magical San Francisco is and continues to be,” Sally Kay, Head of External Affairs San Francisco, Amazon, said. “We want to spread the magic by asking festival goers to donate a warm coat on Thursday December 7th to support the work of Compass Family Services this holiday season.”

Last year, Let’s Glow SF created a \$3 million economic impact on the downtown area and brought in 50,000 people over the course of ten nights. Let’s Glow SF also received an award of excellence from the International Downtown Association and a Certificate of Honor from Mayor London Breed in 2021 for its efforts in playing a critical role in the City’s recovery efforts from the COVID-19 global pandemic.

“San Francisco has long been a landing pad for artists that create work to shape our downtown’s identity and present opportunities for innovation. Art invites people in and carves a direct path for more community engagement and revitalization,” Sean Mason, Chief Creative Officer of Immersive Division, A3 Visual, said. “We’re proud to partner with Downtown SF Partnership for another memorable holiday experience for people of all ages to enjoy.”

Let’s Glow SF 2023 is sponsored by Amazon, an investor committed to making a significant contribution in the economic recovery of downtown San Francisco. On December 7, from 4-8pm outside of 525 Market St, Amazon will host a Warm Coat Night for Let’s Glow SF attendees and passersby to donate new or gently worn coats of all sizes. Warm Coat Night will benefit Compass Family Services, a local nonprofit dedicated to supporting families in need in the Bay Area.

## About The Downtown SF Partnership

The 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, The 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](https://www.downtownsf.org) (https://rovoology.com/), <http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=a6a4aa00-12dd-4ab8-b96c-31a15586f4b4&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>). Follow The Downtown SF Partnership on Facebook (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=958e05e4-6ae9-47a7-9614-189da151ef01&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) (@sfdowntown), Instagram (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=f1c73ead-ce7d-46ee-ae58-d57aaa21d55f&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) and Twitter (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=4fa292f2-71e0-4f05-95c3-349b572fc0aa&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) (@sf\_downtown) and LinkedIn (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=1847e6f6-aea3-4297-8eaf-65869da0593b&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>) (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 1-10, 2023.

For more details about Let's Glow SF, visit [www.downtownsf.org/events/letsglowsf](http://www.downtownsf.org/events/letsglowsf) (<http://ec2-100-20-220-134.us-west-2.compute.amazonaws.com/x/d?c=36761371&l=76b184df-c7d6-4278-a0d4-da68dfc91546&r=ac9d29a0-6f82-4c17-8c44-c0e2a2aa659c>).

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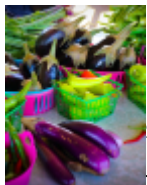
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