



For Immediate Release

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Let's Glow SF Debuts in Downtown San Francisco as the Largest Holiday Projection Mapping Event in the U.S.

The inaugural holiday activation aims to bring vibrancy and visitors back to downtown

November 17, 2021 | San Francisco: Downtown SF, the community benefit district which serves the Financial District (FiDi) and Jackson Square announced today the inaugural holiday projection mapping event, *Let's Glow SF*, running December 3-12, 2021 in downtown San Francisco.

"The pandemic deeply impacted the downtown 9-5 workforce population," said Robbie Silver, executive director of Downtown SF, the community benefit district. "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 Bay Area residents to see and experience downtown in a different, more welcoming light."

Downtown SF created *Let's Glow SF* with partner A3 Visual. The event is a free projection mapping event that uses video projection techniques with light and colors to project virtual images from local and international artists onto iconic buildings throughout downtown San Francisco. Eighteen (18) x 30,000 lumen laser projectors provided by Panasonic and weighing 153 pounds, placed in custom-built outdoor enclosures and operated by Modulo Pi media servers, will project light shows that run every five minutes at four distinct locations including: One Bush Plaza, 345 Montgomery St., Pacific Stock Exchange and the Hyatt Regency. Each building's projection will tell an enchanting story that celebrates the holiday season.

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“Projection mapping is an exciting art form because it marries art, technology and public space while activating architecture in iconic cities,” said Sean Mason, Chief Technology Officer at A3 Visual. “This particular project is unique for many reasons, we are building a foundation for a truly immersive activation and also creating space for collaboration between many types of artists - animators, painters, digital artists, etc. Because the artists are all working together, they have access to a canvas that is larger than anything they would work on individually, allowing for incredible art to be born.”

Let's Glow SF features works from eight total artists: four local, one regional and three international companies that focus on digital, hand painting and other forms of content. The featured content development companies are world class, award winning projection mapping companies. All artists were selected for their creativity, content and past achievements. Local artists include muralist, ceramicist and painter [Jan Ross](#), motion graphics artist [Duncan Rogoff](#), animation artist [Sean Capone](#) and muralist and fine artist [Amandalynn](#). Their works will be brought to life with technology provided exclusively by Panasonic.

“*Let's Glow SF* is a great way to support the local art and business community that is committed to bringing vibrancy back to downtown,” said Peter Quartaroli, owner of Sam's Grill, the fifth oldest restaurant in the U.S. and a 150+ year staple in downtown San Francisco. “The revitalization of downtown is critical to the small businesses that serve the Bay Area and what better way to show support than to make a night of it - enjoy a beautiful evening in the fresh air enjoying stunning art - and then make your way to your favorite restaurant and stay for dinner!”

Pre-pandemic, hundreds of thousands of commuters and visitors streamed into downtown San Francisco every day. Post-lockdown, that number declined significantly (current data gathered by Downtown SF shows an increase in pedestrian foot traffic of nearly 20% since September 2020). 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 area.

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About Let's Glow SF

Let's Glow SF, produced and funded by [Downtown SF](#) and made in partnership with [A3 Visual](#), is a projection mapping event that uses video projection techniques with light and colors to project virtual images from local and international artists onto iconic buildings throughout San Francisco's Financial District. As the largest holiday projection mapping event in the U.S, this stunning journey of light will feature the works of local and international artists while celebrating the festive winter season in the heart of San Francisco. A striking marriage of art and technology will create a whimsical, COVID safe event for all. *Let's Glow SF* runs from December 3-12, 2021. For more details about *Let's Glow SF*, visit www.downtownsf.org/events/letsglowsf. Follow us on social media with #letsglowsf

About Downtown SF

Downtown SF is a 501(C)3 non-profit organization whose mission is to improve the district's vitality through best-in-class clean and safe programming, infrastructure enhancements, dynamic partnerships and productive marketing. Developed by a coalition of property and business owners, Downtown SF is a community benefit district that 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. Follow Downtown SF on Facebook (@sfdowntown), Instagram and Twitter (@sf_downtown) and LinkedIn (Downtown SF).

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