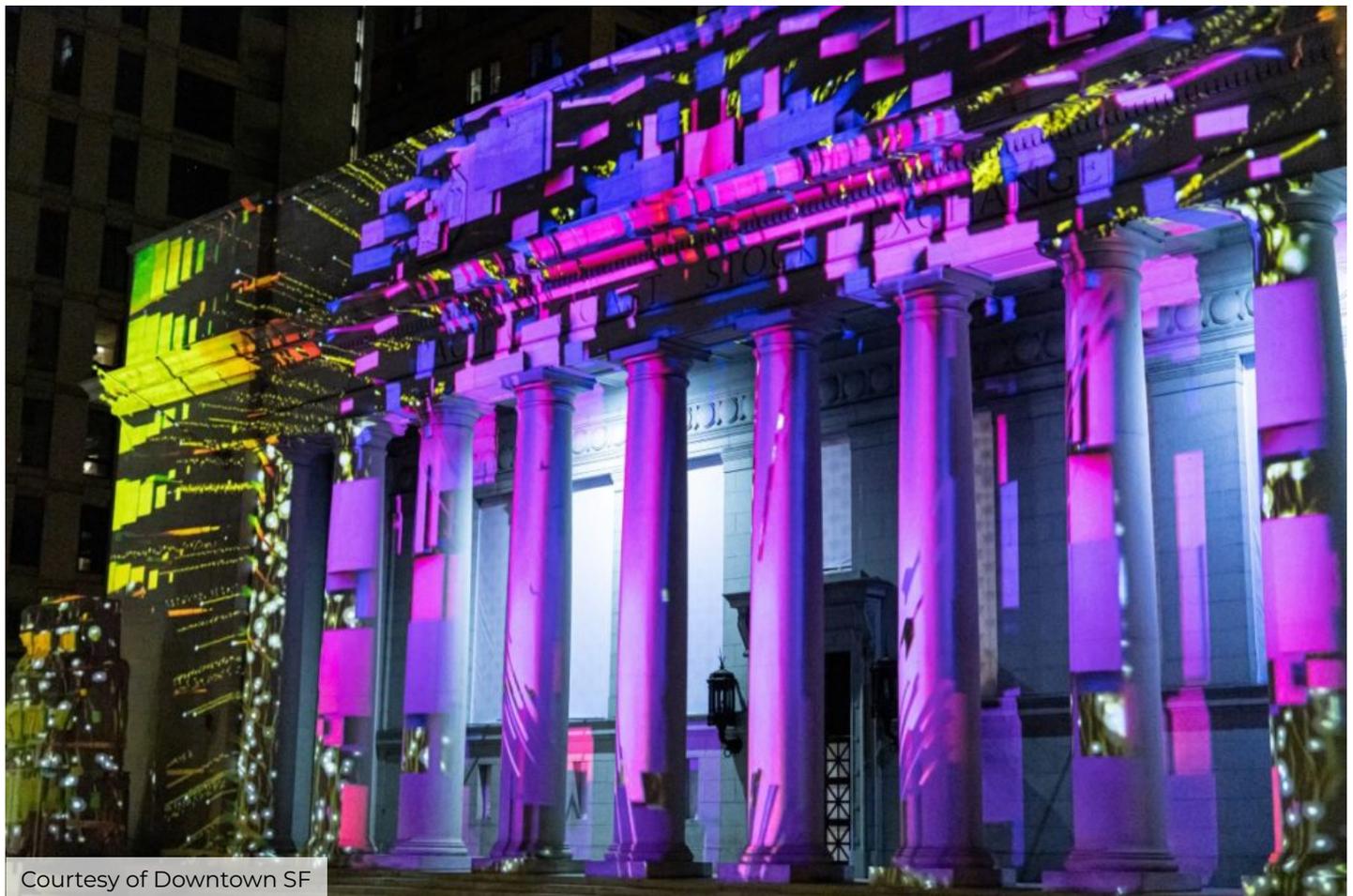


The Nation’s Largest Holiday Light Projection Event Will Soon Illuminate San Francisco

The Financial District is getting a major glow-up during Let's Glow SF, the nation's largest holiday projection mapping event.



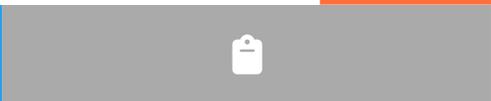
JAMIE FERRELL - STAFF WRITER · NOVEMBER 8, 2023



Courtesy of Downtown SF

Downtown SF is once again pulling out all the stops with [Let's Glow SF](#), the **largest holiday projection mapping display in the United States**. The displays will be up in the Financial District and easily viewed via a self-guided walking tour from **Dec. 1-10, 2023**, between 5-10pm each night.

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Each building's façade will be brilliantly illuminated with a **dynamic light show** designed specifically for that location. The Financial District is totally transformed with eleven 4K 32,000-lumen projectors and two 4K 22,000-lumen laser projectors.

See **holiday-themed stories** played out in stunning detail, transforming the buildings into dynamic canvases that seem to defy the laws of physics. The works represent thirteen different artists known both locally and internationally.

Let's Glow SF comes courtesy of **Downtown SF, A3 Visual, and Amazon**, who will display the work of fourteen local and international artists at these 6 buildings in the Financial District:

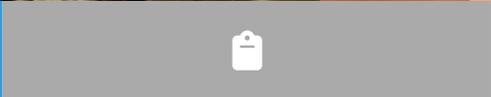
- **One Bush Plaza** at 1 Bush Street
- **Pacific Stock Exchange** at 301 Pine Street
- **Landing at Leidesdorff** at 565 Commercial Street
- **Hobart Building** at 582 Market Street
- **1 Ferry Building**
- **Salesforce Tower** at 415 Mission Street

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Courtesy of Downtown SF

Last year's event was a total hit, bringing out over **50,000 people** to see the show and over \$3M to the downtown area.

“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,” said Sean Mason, Chief Creative Officer of Immersive Division, A3 Visual. “We're proud to partner with Downtown SF Partnership for another memorable holiday experience for people of all ages to enjoy.”

For updates be sure to follow SF Downtown on [Instagram](#), [Facebook](#), and [Twitter](#), and hashtag your pics with [#LetsGlowSF](#).

See also: [10 essential places to enjoy decadent hot chocolate in San Francisco](#)

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