

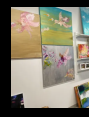
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## Let's Glow SF: A Spectacular Effort to Revitalize Downtown San Francisco

👤 Kevin Chao ⌚ 2 Weeks Ago 📖 3 Mins



Let's Glow SF, the largest holiday projection event in the country, is returning to downtown San Francisco from December 1st through 10th,

2023. The free outdoor holiday event aims to draw people back into the struggling downtown area by projecting large-scale art concepts onto the facade of five iconic buildings, including the Ferry Building for the first time ever.

The event is hosted by The Downtown SF Partnership and organized by A3 Visual. It features a mix of local and international artists and runs for 10 nights at four downtown locations. The projections are expected to bring \$3 million into the downtown economy and attract 51,000 people over the event's run.

The event, which is billed as the largest projection event in the country, will illuminate six iconic San Francisco buildings with vibrant holiday imagery. Organizers hope that the spectacle will attract crowds back to the area and boost businesses that have been struggling during the pandemic.

The Let's Glow SF light show will run from December 10th to January 8th. The show will be free to the public and will take place nightly from 6:00 PM to 10:00 PM. In addition to the light show, there will also be a variety of holiday-themed events and activities taking place in downtown San Francisco.

Let's Glow SF is more than just a holiday event; it's a chance to support local businesses and artists while enjoying festive creations. The event has been praised for its impact on the local economy and its ability to bring people back to downtown San Francisco. So, if you're looking for a festive and unique experience this holiday season, Let's Glow SF is the perfect event to attend.

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