

# The Nation’s Largest Holiday Projection Mapping Display Is Coming Back To SF

The Financial District is about to get a major glow-up starting December 2.

 JAMIE FERRELL - STAFF WRITER · OCTOBER 21, 2022



Photo courtesy of Downtown SF

Downtown SF is once again pulling out all the stops with [Let's Glow SF](#), their popular holiday light display that uses projection mapping on four buildings around the Financial District. The displays will be up from December 2-11 and are easily viewed via a self-guided walking tour. *Let's Glow SF* was a total hit for its inaugural event last year, so we can't wait to see how they'll step it up this time around.



Photo courtesy of Downtown SF

Each building's façade will be brilliantly illuminated with a dynamic light show designed specifically for that location. With fifteen 30,000-lumen projectors and two 50,000-lumen laser projectors, this is the largest holiday projection mapping event in the United States.

See holiday-themed stories played out in stunning detail, transforming the buildings into dynamic canvases that seem to defy the laws of physics. Each show tells a unique seasonal story and will cycle through every 5 minutes, so you can walk through the displays and catch each one in their entirety.

*Let's Glow SF* comes courtesy of Downtown SF and A3 Visual Solutions, who will display the work of fourteen local and international artists at these 4 buildings in the Financial District:

- **One Bush Street**
- **Pacific Stock Exchange at 201 Pine Street**
- **Station J at 222 Leidesdorff Street**
- **Hobart Building at 582 Market Street**



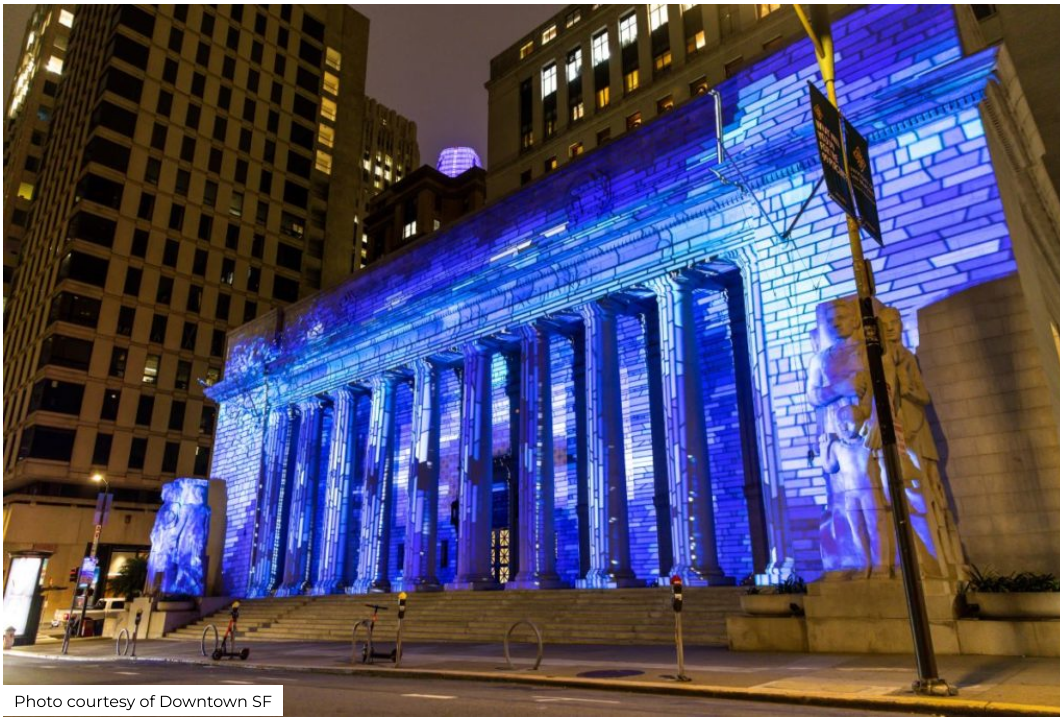


Photo courtesy of Downtown SF

Last year's event was a total hit, bringing out over 40,000 people to see the show. "In its inaugural year, Let's Glow SF brought an estimated \$2.2 million in revenue to surrounding restaurants, shops, and businesses, creating a positive economic impact that is needed to boost our downtown recovery," said Robbie Silver, Executive Director of Downtown SF Partnership.

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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THINGS TO DO

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## 5 Things You Might Have Missed Last Week In SF: October 24

Hope you had a great weekend, San Francisco! In case you missed it, here are some activities and events we wrote about last week that you should put on your radar.

 JAMIE FERRELL - STAFF WRITER · OCTOBER 24, 2022

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