

# What is Projection Mapping?

Projection Mapping is a video projection art form and technology that is used to transform any surface or object into dynamic video displays.

## 2D Mapping

Used to amplify any flat surface and transform it into a 3D environment.

## 3D Mapping

Take any three-dimensional shape and bring it to life by applying motion graphics, and interactivity.



## How Projection Mapping Can Create A City Art Event.

Projection Mapping can bring spectacular art shows to a city's front door. It makes people stop in awe, observe at length and share what they see to create long-lasting, positive collective memories.

Case Study

# Napa Lighted Festival Light Festival

Napa, CA

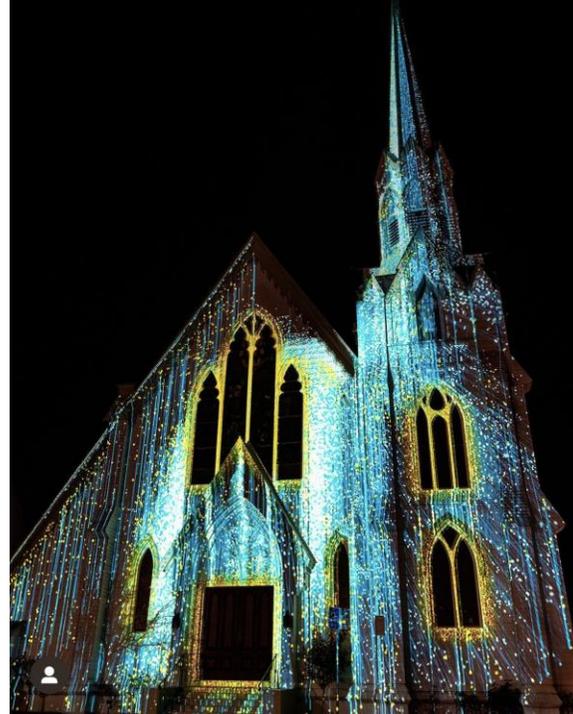
## Projection Mapping

- 3 buildings
- 2 x Panasonic 50K lumen donated by Panasonic
- 2 x Panasonic 32K lumen
- 1 week of show
- 2 days of setup

## Record Breaking

40,000 people  
attendance

3 locations this year, will  
be more locations next  
year.



# BUSINESS IMPACTS

**54%**

*Downtown businesses surveyed stated 2023 festival helped bring in new customers*

**62%**

*Downtown businesses reported the 2023 festival helped their business*

**91%**

*Downtown businesses support NLA returning in 2024*



**\$3.2 M**

Economic  
Impact in 2023

**8x ROI**

with Festival  
Investment



Metrics gathered and provided by A3 Immersive

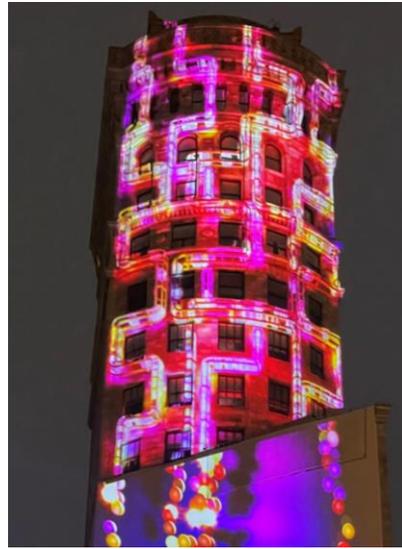
Metrics gathered and provided by A3 Immersive.

## Case Study

# Downtown SF Let's Glow SF

2023 – YEAR THREE

 [View the Video](#)



### Projection Mapping

6 buildings – 10 nights  
18 – Panasonic Projectors  
32,000 Lumens apiece



### Record Breaking

**2021**  
40,000 visitors - \$2.1M  
economic impact  
on local businesses

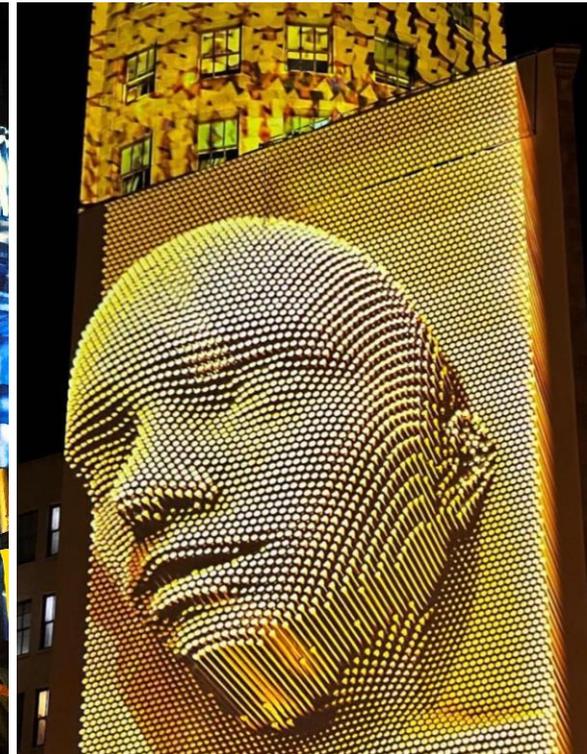
**2022**  
51,000 visitors - \$3M  
economic impact

**2023**  
67,000 visitors - \$8M  
economic impact



### Total Coverage

4 Iconic SF locations  
covered in projection art  
from 17 local and  
international artists (2022)



Metrics gathered and provided by A3 Immersive.

# Let's GLOW SF

SHINING A LIGHT ON



In December 2022, Let's Glow SF invited attendees from the Bay Area and beyond to reimagine the holidays in Downtown San Francisco. The Downtown SF Partnership hosted the largest holiday projection arts festival in the U.S. for the second consecutive year, featuring awe-inspiring light shows on four towering buildings in the Financial District. From December 2nd - 11th, Let's Glow SF encouraged visitors, residents, and workers to come downtown during the holidays and enjoy festive creations while supporting local businesses.

## What Was Its Impact?



**51,000**  
PEOPLE ATTENDED  
42% MORE THAN 2021



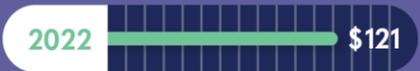
**42,000**  
WEBSITE VISITS



**307,500**  
VIEWS ON INSTAGRAM AND TIKTOK



**50**  
MEDIA HITS  
"I believe the promotion brought new guests. In addition, the guest spend was way up across the board."  
- Johnny Metheny, Toy Soldier



AVG. DOLLARS SPENT PER PERSON IN THE DISTRICT DURING LET'S GLOW



## What is Let's Glow SF?

#1 LARGEST



HOLIDAY PROJECTION ARTS FESTIVAL IN THE US

17 ARTISTS / CONTENT STUDIOS

10

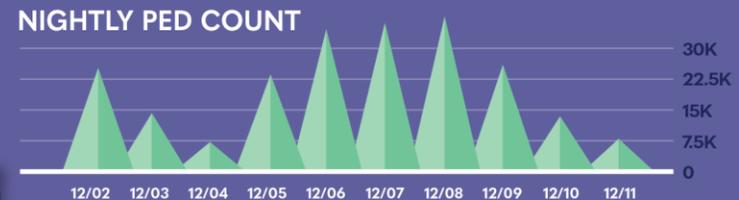
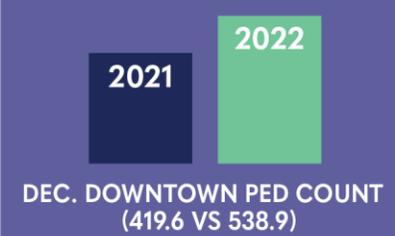
NIGHTS LONG



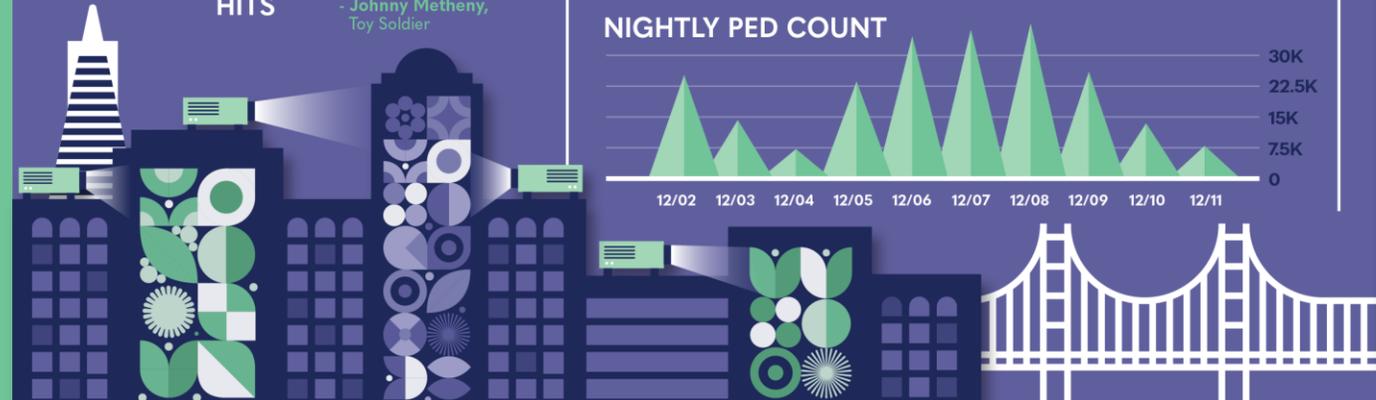
5 PARTICIPATING PROPERTIES

PEOPLE DESCRIBED DOWNTOWN AS:

- #1 WALKABLE #2 FUN #3 INNOVATIVE



## SOCIAL MEDIA FEEDBACK



Metrics gathered and provided by A3 Immersive.

# Let's GLOW SF

SHINING A LIGHT ON

## What is Let's Glow SF?

#1 LARGEST

HOLIDAY PROJECTION ARTS FESTIVAL IN THE US



14 ARTISTS / CONTENT STUDIOS

5-7 MIN. LIGHT SHOWS

10

NIGHTS LONG



6 PARTICIPATING PROPERTIES

## DOWNTOWN SF PARTNERSHIP

Let's Glow SF, the nation's largest holiday projection arts festival, painted vibrantly festive creations across downtown SF's iconic buildings for the third year in 2023. This luminous activation invited Bay Area families, workers, and residents to celebrate the spirit of the season, support local businesses and view downtown in a new, welcoming light.

### What Was Its Impact?



67,000 PEOPLE ATTENDED



394,000 WEBSITE VISITS



1.9 MILLION VIEWS ON SOCIAL MEDIA



47 MEDIA HITS

"The ephemeral spectacle of Let's Glow SF will soon pass for this year. With luck, the magic of potential it sparked will linger — leaving us wanting more, and opening our eyes to what we already have."

- John King, SF Chronicle

★ Featured in the New York Times and Forbes.



28 LOCAL BUSINESSES OFFERED LET'S GLOW SF THEMED PROMOTIONS



PEOPLE DESCRIBED DOWNTOWN AS:

- #1 WALKABLE #2 FUN #3 INNOVATIVE

% OF SECONDARY TOURISM IMPACTS



58% DINED 27% SHOPPED 6% BOOKED A HOTEL

NIGHTLY PED COUNT



SOCIAL MEDIA FEEDBACK

