

# 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

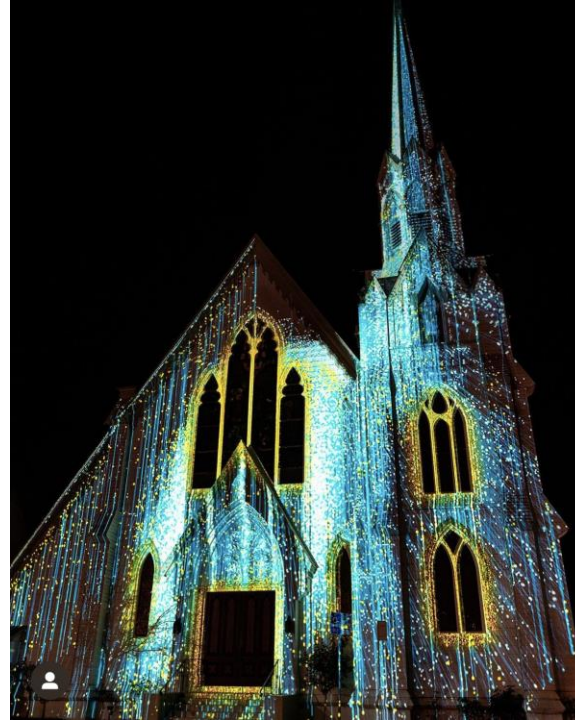
### Projection Mapping

- 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 NLAF returning in 2024*



**8x ROI**

with Festival  
Investment

**\$3.2 M**

Economic  
Impact in 2023



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

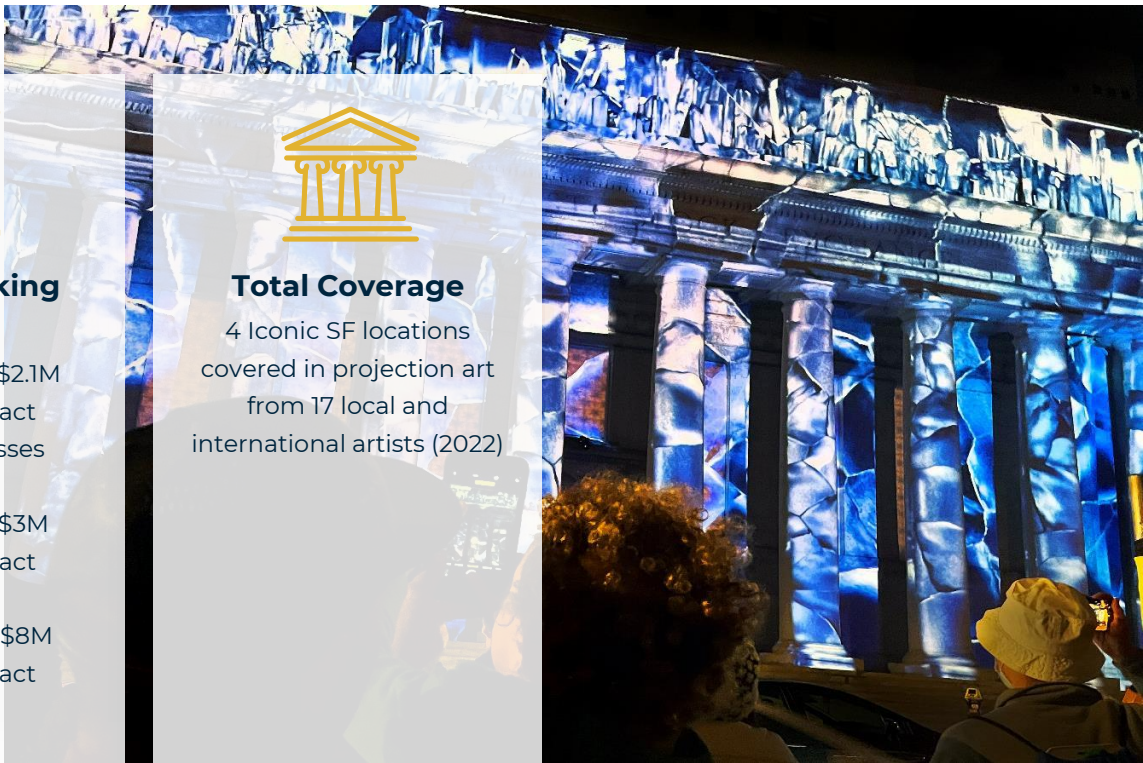
**2022**  
51,000 visitors - \$3M  
economic impact

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



### Total Coverage

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





# Let's GLOW SF

SHINING A LIGHT ON

What is Let's Glow SF?

#1  
LARGEST

HOLIDAY PROJECTION  
ARTS FESTIVAL IN THE US

17 ARTISTS /  
CONTENT STUDIOS

10

NIGHTS  
LONG

5-7 MINUTE LIGHT SHOWS  
5 PARTICIPATING  
PROPERTIES



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

2021

\$75

2022

\$121

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

\$

ECONOMIC IMPACT

\$

\$  
3  
MILLION

PEOPLE DESCRIBED  
DOWNTOWN AS:

#1

WALKABLE

#2

FUN

#3

INNOVATIVE



75  
PERCENT



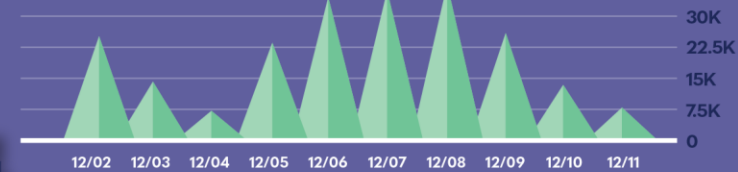
OF ATTENDEES WENT TO  
A BAR OR RESTAURANT

2021

2022

DEC. DOWNTOWN PED COUNT  
(419.6 VS 538.9)

NIGHTLY PED COUNT



SOCIAL MEDIA FEEDBACK

bicoastaldigest  
It's great to see San Francisco festive and jolly! 🎄🎅🎁  
Like Reply Hide +2

travel\_in\_heels  
This is sooo magical! Love SF's colorful and vibrancy this season! 🌈💖  
Like Reply Hide +3

lauraalcala\_12.17.16  
So much fun!  
Like Reply Hide +1

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

10

NIGHTS  
LONG

6 PARTICIPATING  
PROPERTIES

5-7 MIN. LIGHT SHOWS

## DOWNTOWN SF PARTNERSHIP

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

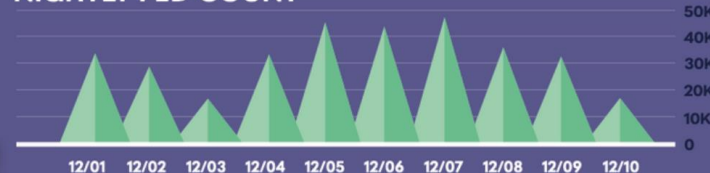


27% SHOPPED



6% BOOKED A HOTEL

NIGHTLY PED COUNT



SOCIAL MEDIA FEEDBACK

