SPECIAL EDITION
The Bay Lights Grand Relighting Celebration

FOREVER BRILLIANT

ON JANUARY 30TH AT 7:25 PM SHARP, THE BAY LIGHTS RETURN FOR GOOD
Join the celebration and stay for the fireworks on the waterfront as game week kicks off.

Thanks to a generous community, The Bay Lights, created by artist Leo Villareal, will grace our skyline permanently. And thanks to ILLUMINATE, this iconic work will belong to the people of California forever.

Watch The Bay Lights and opening of game week festivities live starting at 7 PM, January 30 on KPIX-TV 5.

SEE THE LIGHTS
Be there January 30 when The Bay Lights returns for the Big Game and beyond. Don’t miss the magical Lights On! moment and the Opening Day pregame festivities.

MEET THE ARTIST
The Bay Lights creator, artist Leo Villareal, is renowned for orchestrating complex, dazzling sculptures that merge art, code and the most intangible medium: light.

SHINE IT FORWARD
Who do you love? Dedicate a light to them in The Bay Lights, and your words and photo will shine forever. Donations support ILLUMINATE’s public art programs.
The Bay Lights is without question a creation of the artist, a reflection of Leo Villareal’s genius.

Yet because of its scale, it became a work of community — with hundreds, even thousands of people generously coming together to make an impossible idea possible. Each one of us sacrificing just a bit toward the shared goal of creating something bigger than ourselves, something none of us could accomplish on our own, something of extraordinary beauty.

Working together selflessly, we created magic. Not just once with The Bay Lights’ original run from 2013 to 2015, but twice — bringing the artwork back with all new LEDs designed to withstand the test of time, this time as an iconic permanent fixture of the Bay Bridge.

Thanks to the vision and courage of leaders within the Bay Area Toll Authority and Caltrans, ILLUMINATE will officially gift the artwork to the people of California in exchange for ongoing stewardship of the installation. The Bay Lights belongs to the people, each and every one of us.

Starting January 30 and shining from dusk to dawn thereafter, The Bay Lights will reflect out to the world the love and generosity our community invested in it — our beacon of possibility.

Sincerely,

Ben Davis
Founder/Chief Visionary Officer, ILLUMINATE

A BRILLIANT GIFT

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THE BAY LIGHTS AT A GLANCE

25,000 LEDs shimmer nightly from dusk to dawn

1.8 MILES Length of The Bay Lights from end to end

$1 BILLION Dollar estimate added to the regional economy over the next 10 years

240 FEET Length of the longest bridge cable

500 FEET Highest point of the installation

100,000 FEET Length of cable for power, fiber, and Cat 5 wires in the system

Don’t miss the magical moment when The Bay Lights goes live permanently to kick off Super Bowl 50 Host Committee’s free-to-the-public festivities, fireworks, and week-long pregame celebration.

WHEN Saturday, January 30, 2016
WHAT Relighting Ceremony, 7:25 PM; Macy’s Fireworks Display, 7:30 PM.
WHERE Embarcadero Pier 14 and Justin Herman Plaza, San Francisco

Can’t make it to the waterfront? Watch KPIX-TV 5 live coverage starting at 7 PM.

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HEINEKEN HAS BEEN LIGHTING UP SAN FRANCISCO FOR YEARS.
The Bay Lights was designed and orchestrated by Leo Villareal, one of the world’s most prominent light artists and a pioneer in merging art, code, and innovative light technology in his light sculptures and architectural site-specific works.

**A milestone in public art...**

Christo
Artist

At the historic unveiling of The Bay Lights on March 5, 2013, the eyes of the world were on the 1.8-mile-long west span of the San Francisco Bay Bridge as it transformed into a breathtaking canvas of light. Thousands saw the stunning light sculpture by artist Leo Villareal in person or streamed live online – there was a storm of international press. At the press conference a few hours before The Bay Lights debut, San Francisco Mayor Ed Lee said that while the artwork was permitted for two years, he hoped it would continue beyond. Artist Leo Villareal said, “it’s up to the people to decide.”

**EVERYTHING IS ILLUMINATED**

A pioneer in the use of light-emitting diodes (LEDs) and computer-driven imagery, Villareal is fascinated by the visual manifestation of code as light. “My work is focused on stripping systems down to their essence to better understand the underlying structures and rules that govern how they work,” he has said. “My goal is to create a rich environment in which emergent behavior can occur without a preconceived outcome.”

Villareal’s work is in the permanent collections of museums including the Museum of Modern Art in New York City, the National Gallery of Art in Washington, D.C., and the Naoshima Contemporary Art Museum in Kagawa, Japan. He is one of nine leading contemporary artists invited to participate in the current exhibition “Wonder” at Renwick Gallery in the Smithsonian in Washington D.C., through May 8, 2016.

**DIGITAL CAMPFIRE**

To many, The Bay Lights is the Bay Area’s iconic light sculpture. Villareal describes it as “a digital campfire where people can come and gather around to view the Bay Bridge’s illuminated presence. It’s an opportunity to have a shared experience of a monumental contemporary artwork that happens to live on a bridge.”

**MONUMENTAL BRILLIANCE**

While conceived by the artist on a grand scale — the work spans 1.8 miles and consists of 25,000 individually designed and programmed LEDs — The Bay Lights’ infinite array of patterns is strongly analogous to musical composition. The method of building up patterns, breaking them down, and using certain crescendos is similar to what happens with sound. “I have to be there to work with the light and fine tune it to just the right level,” Villareal explains. “It becomes like tuning an instrument.”

**LEO VILLAREAL IN 2016**

Not only is San Francisco The Bay Lights’ permanent home — an exhibition of new sculptures by Leo Villareal that explores a domestic scale in relationship to The Bay Lights is currently on display through March 11 at Yves Behar’s Fused Space Gallery on Potrero Hill, curated by gallerist Jessica Silverman. The artist’s light sculpture Buckyball will be installed in March at the Exploratorium. Villareal is also one of three artists commissioned by The San Francisco Arts Commission to create public artwork in conjunction with the Moscone Expansion Project. Villareal is represented by Gering & López Gallery of New York City, and ConnerSmith Gallery in Washington D.C.

**IMPOSSIBLE LIGHT**

As amazing as The Bay Lights is, the story of how it came to be is equally compelling. Impossible Light, Jeremy Ambers’ Emmy-nominated feature-length documentary, details all the drama and the joy involved in creating a work of art on the grandest of scales and reveals how The Bay Lights’ very “impossibility” made it possible. See the trailer and how to rent or purchase at impossiblelightfilm.com

“The story told is a powerful example of what’s possible when you dream (very) big...”

Sarah McKinney
Forbes.com

See more about The Bay Lights and dedicate a light at illuminate.org.
NOW WE’RE MAKING IT OFFICIAL.
Proud Legacy Partner of The Bay Lights.
A new icon in San Francisco’s ever-evolving skyline can be found only steps from LUMINA’s door. Designed by world-renowned artist, Leo Villareal. LUMINA is proud to support the dazzling light sculpture’s return in early 2016 when it becomes a permanent display, forever illuminating the night sky. At 1.8 miles long and 500 feet high, LUMINA residents will enjoy an endless display of dazzling light.

Call 415-495-3600 to schedule an appointment to learn more about life in a new light.
This project is a luminous gift that honors Nature and the nature of innovation.

Cindy Margulis, Executive Director, Golden Gate Audubon Society

On January 30, The Bay Lights shines again, a gift to the people of California and the world. How did Leo Villareal’s sculpture transform the San Francisco Bay Bridge into a monumental illuminated canvas and global tour de force? This is its story.

LET THERE BE LIGHT

What if the San Francisco Bay Bridge were a canvas for light? That was the seminal question that ultimately sparked a diverse community to action and led to the creation of the city’s iconic LED light sculpture. “The Bay Lights would not exist without the ever-expanding constellation of believers who made it possible,” said ILLUMINATE Founder and Chief Visionary Officer Ben Davis. “We are profoundly grateful for the support of so many people, including our generous private patrons, our hardworking technical team, and the dedicated people at Caltrans, the City and County of San Francisco, and the Bay Area Toll Authority. The Bay Lights is an act of community love. Together we have elevated public art to a higher consciousness.”

Even before The Bay Lights was unveiled, the iconic installation was on its way to becoming a global sensation. A month before the March Grand Lighting ceremony in 2013, Hemispheres magazine listed The Bay Lights as the number one thing to see in the world that year. Within the first six months, the artwork had garnered half a billion media impressions. Locally, The Bay Lights was instantly embraced and beloved. San Francisco’s waterfront surged with new vitality. Pedestrians strolled. Lovers kissed. Bars and restaurants reported a 30 percent increase in business. The artwork seemed a perfect fit. “It feels like it’s always been here,” was how one lifelong San Franciscan put it.

FINDAWAY

The Bay Lights was initially deemed impossible on three levels: Impossible to permit. Impossible to build. And impossible to privately fund. Yet the project succeeded. Who was behind this $8 million temporary two-year installation? How in the world did they pull it off? The idea of commissioning a work of art for installation on the bridge originated with Ben Davis, who founded ILLUMINATE (illuminate.org) as the San Francisco-based nonprofit presenting organization of The Bay Lights. His vision of illuminating the Bay Bridge in celebration of its 75th anniversary moved into the realm of possibility when he was introduced to Leo Villareal’s San Jose Museum of Art retrospective.

A highly talented and passionate group of like-minded producers, technologists, entrepreneurs, and influencers from the Bay Area’s innovative arts and cultural organizations came together. Led by Ben Davis and The Bay Lights Executive Producer Amy Critchett, they sought to make the vision a reality.

A TREMENDOUS TEAM EFFORT

Caltrans, inspired by the concept of letting the workhorse Bay Bridge shine, leaned into the complex challenge of permitting. Joined by the Bay Area Toll Authority and the City and County of San Francisco, the project of crossing the project’s first impossible divide and found a way to permit the monumental art installation.

Then came the pivot from artistic vision to the intense technical and physical realities of hanging 25,000 networked LEDs on the side of California’s busiest bridge.

The Bay Bridge’s 1836-era blueprints were unfurled across the table. A team of more than a dozen engineers, networking professionals, and bridge maintenance and safety experts began talking. Translating Villareal’s inspiring vision into the real-world challenges of wind, fog, rain, lightning, traffic, and nonstop vibrations required an extraordinary set of multidisciplinary talents. It had to be safe — and it had to work.

So began one of the greatest and most successful collaborations in public art history. With Caltrans providing access and Parsons Brinkerhoff leading the design, the incredible leadership and creativity of Saeed Shahnaziri and Zoon Engineering, and technical insights from Philips Color Kinetics and Kapsch, a plan began to emerge. Bleyco Inc., a woman-owned electrical contracting firm whose employees would be tasked with hanging from the side of the bridge in the dark of night to install the work, made sure that the plan was executable. There were even heroics from the maker community, which solved an intractable problem by rapidly prototyping a custom clip that saved the project.

The last hurdle required great faith and generosity: privately funding the artwork. WordPress Cofounder Matt Mullenweg volunteered the project’s first gift, providing crucial seed funding. Then established philanthropists Lisa and John Pritzker provided a game-changing multimillion dollar matching grant. An inspired community responded (see back page) and within a year, more than $8 million in private funds were pledged, making an impossible vision a brilliant reality.

Funding to make The Bay Lights a permanent fixture of the Bay Bridge, including installation of an entirely new set of more robust LEDs that will shine nightly starting January 30th, was sparked by a timely multimillion dollar matching grant from renowned philanthropist Tad Taube.

LIGHTING A PATH

Response to The Bay Lights was so far-reaching and profound that it has lit a path beyond itself. One of ILLUMINATE’s new projects will extend the energy of The Bay Lights into the heart of San Francisco. LightRail is the world’s first subway-responsive light sculpture. The 2.1-mile-long artwork celebrates Market Street’s long history of multimodalism. By visualizing overhead the real-time movement of underground BART and Muni trains, LightRail will seamlessly connect the entire length of Market Street, from The Embarcadero to Van Ness Avenue, creating a tangible feeling of unity and connectivity along our city’s civic spine.
Remarkably, LightRail has already received the unanimous approval of the San Francisco Board of Supervisors for a major encroachment permit to install the artwork. Permission and a design are in place. In early 2016, ILLUMINATE will begin raising required private funds.

LightRail creators George Zisiadis and Stefano Corazza are interactive artists working at the intersection of art, technology, and the public realm. They’ve independently created pieces for museums and cities all across the United States. The design and implementation of LightRail is being led by the same world-class firms that designed and installed The Bay Lights, including Parsons Brinckerhoff, Zoon Engineering, Bleyco Inc., and Kapsch.

THE BEAUTY OF AWE

Can public art help people lead happier and healthier lives, enhance social relationships, and build more cohesive communities? These are among the groundbreaking questions scientists Dacher Keltner, at the Berkeley Social Interaction Lab, UC Berkeley, and Paul Piff, at Social Cohesion Lab, UC Irvine, will seek to answer in an innovative collaboration with ILLUMINATE in 2016. The year-long research study will explore for the first time the physiological, psychological, and social benefits of a publicly accessible work of art on a massive scale: The Bay Lights.

Research by the Labs’ social scientists is finding that experiences of awe and beauty — whether they arise from looking at a magnificent tree, taking in a glorious view, or listening to a transcendent piece of music — are associated with positive health benefits and can lead people to be more kind, altruistic, and compassionate.

The Bay Lights provides an unprecedented opportunity to extend this preliminary work by examining the enduring benefits of a shared public art experience. Public art can be a potent source of awe, that cherished and transformative feeling that arises in the presence of something so vast that it transcends people’s understanding of the world. This new research has the potential to provide fundamental insight into how public artworks might continually transform our individual and collective lives and enhance the greater good.

ILLUMINATE SF

Ben Davis often marvels at the power of The Bay Lights, saying, “We’re all moths, we all get this attraction to light — where we move into this space of reflectiveness and wonder about the beauty in the world around us.” From January 30 onward, The Bay Lights will shine from dusk to dawn. Did you know that this artwork is one of 27 stunning public light art works that transform San Francisco each night into a citywide gallery of light? (See them all at illuminatesf.com.) Now, that’s awesome.

“The great thing about public art is it does not cost anything to see. There are no tickets for admission, it is there for everybody.”

Nicholas Baume
Director, Public Art Fund

Photos by Lucas Saugen
WHO DO YOU LOVE?

Let your love shine nightly and be part of The Bay Lights community forevermore.

Dedicate a light in honor of your friend, family member, loved one or special occasion.

KATHY OPPENHEIMER
Dedicated to my beloved dad, who drove across this bridge thousands of times and to SF Shiba who gave me the gift of healing and everlasting love.

IRIS YEE
To Professor Plum, the light of my life. We got engaged on Pier 14 with The Bay Lights twinkling behind us. I hope they continue to twinkle as long as we live!

RUSSELL & SONIA CARR
To our child we will welcome in 2016. The thought of you makes us light up. You can always look at this beautiful art and know how much your parents love you.

GINA LYON
Nick, you surprised me with a question via The Bay Lights. Every day, I’m so happy I said “yes” (and that I didn’t drop the ring into the water).

DAN & STEPHANIE FINN
Dedicated to the city and people of San Francisco who may not know it but they are beautiful and so is their city ...

Dedicate your Bay Light at illuminate.org

Your $100 tax-deductible donation will help ILLUMINATE create more awe-inspiring public art.

No new dedications will be accepted once all 25,000 lights are claimed.
“First Republic is committed to our needs and they understand our vision for inspirational and accessible public art.”

LEO VILLAREAL and ILLUMINATE on bringing The Bay Lights back.

First Republic Bank
It’s a privilege to serve you

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THANK YOU

A passionate and generous community came together to realize The Bay Lights. The list below is inclusive of two groups: those who contributed to the artwork’s original run from 2013 to 2016, and those who joined the effort to bring the artwork back in 2016 as a permanent installation on the Bay Bridge.

ILLUMINATE Board of Directors

- Douglas Atkin
- David Bartels
- Timothy Childs
- Harley K. Dubois
- Felix Ejeckam
- Michael Gaines
- Dicken Pinner
- Shervin Pishvav
- Richard Silverstein
- Patricia Wilson

ILLUMINATE Staff

- Ben Davis, Chief Visionary Officer
- Vanessa Iin, Strategic Advisor & Special Projects Leader
- Jillian Elliott, Chief Operating Officer
- Gregory Stock, Director of Public Affairs

Photo by Lucas Saugen

FOR ARTISTRY AND EXTRAORDINARY COMMITMENT

- Leo Villareal, Artist
- Yvonne Force Villareal & the Bay Area Toll Authority

FOR GRANTS AND SUPPORT

- The Lisa & John Pritzker Family Foundation
- Black Rock Arts Foundation
- Yvonne Force Villareal & the Bay Area Toll Authority

FOR ENDORSEMENT AND AMBASSADORSHIP

- Alonzo & Mark Pinus
- Circe & Lacey Sher of the Sher Family Fund
- Mary & Steve Swig, Samantha Swig & Eric Bosick
- Jack Weeden

FOR ZOON ENGINEERING

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- Sloan & Roger Barnett
- Nancy and Joachim Bechtle Foundation
- Stephen Bechtel, Jr. Foundation

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- Lisa Chadwick
- Elisa Friedman
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- Peter Hilsberg
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- LaSalle Hotels
- Brad Parberry
- Helen Hilton Raiser

FOR THE COMMUNITY

- Vicki & Roger Sant
- Steven L. Schimmel
- Sothy’s
- David & Annece Soward
- Diane Wilsey

FOR SUPPORTER LEVELS

- Caltrans
- City and County of San Francisco
- Kaos
- Luminar Technology
- Parsons Brinckerhoff
- Philips
- Zoon Engineering

FOR EXTRAORDINARY DEDICATION

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- Shervin Pishevar, Construction Manager, Zoon Engineering

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