



# Lighting the Bay Bridge to Illuminate the Arts

A MONUMENTAL LIGHT SCULPTURE BY LEO VILLAREAL



Photo by Lucas Saugen

View dusk 'til dawn live streaming and more at [thebaylights.org](http://thebaylights.org)

## Artwork

**THE BAY LIGHTS** is a privately funded, public work of art designed by internationally renowned artist Leo Villareal. 1.8 miles wide and 500 feet high, this stunning contemporary art experience is created with 25,000 individually programmed white LED lights that shine in never-repeating patterns from dusk 'til dawn on the San Francisco Bay Bridge West Span. From its March 5, 2013 Grand Lighting through March 2015, **THE BAY LIGHTS** will impact an audience of over 50 million people in the Bay Area alone, with billions more seeing it in media and online.

## Artist

Leo Villareal is a pioneer in the use of LEDs and computer-driven imagery. He orchestrates complex, rhythmic artworks composed of points of light. Renowned for his light sculptures and architectural site-specific works, his groundbreaking work is part of the permanent collections of major museums including the New York Museum of Modern Art, and has earned him prestigious international commissions and solo exhibitions worldwide. He is represented by Gering & López Gallery, NYC and CONNERSMITH, Washington D.C.

## Presenting Organization

**THE BAY LIGHTS** is the brainchild of Ben Davis, Chair of the San Francisco-based nonprofit Illuminate the Arts, which aims to alter the arc of human history through the creation of transformational works of public art. Illuminate the Arts' mission is to produce and promote innovative contemporary art with civic impact, social activation and global reach to stimulate a culture of generosity, community, collaboration and love worldwide. Exciting new public art projects are currently in the works, including **THE BAY LIGHTS** Path to Permanence!

**MORE ABOUT THE ARTIST:** View Leo Villareal's biography and recent work at [thebaylights.org](http://thebaylights.org)



**Multiverse** National Gallery of Art, Washington, DC



**Tampa Sky** Tampa Museum of Art, Tampa, FL

- Largest contemporary art LED light sculpture in the world
- Shines nightly dusk 'til dawn
- See it streamed live online at [thebaylights.org](http://thebaylights.org)
- 8x scale of the Eiffel Tower's 100th Anniversary Lighting
- 1.8 miles wide x 500 ft. high
- 25,000 white LED lights
- Solar credits energy offset
- Privately funded \$8M artwork
- Over 50 million visitors
- Billions of media impressions
- Grand Lighting March 5, 2013
- Slated for 2013–2015
- Presented by Illuminate the Arts

SUPPORT THE BAY LIGHTS  
PATH TO PERMANENCE

Contact **Amy Critchett**  
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“A milestone in public art.”  
— Christo

“I predict that people including myself will want this to be ongoing.”  
— SF Mayor Ed Lee

“Public art at its best—temporal, contemporary and indescribably beautiful.”  
— Mary Tompkins Lewis  
*Wall Street Journal*

“The Bay Bridge to the Golden Gate Bridge: Game on!”  
— Today Show

“In a city that prides itself on bright ideas, this one stands out.”  
— NBC Nightly News

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## Status

Last year, **THE BAY LIGHTS** community came together to make the impossible possible. We got permits no one thought we could. We overcame enormous technical and physical challenges to design and install the largest contemporary art LED light sculpture in the world. And through a groundswell of the most impossible generosity, we raised more than \$8 million in private funds to fully pay for **THE BAY LIGHTS** through March 2015.

## Impact

It's conservatively estimated that \$97 million will be added to the local economy from **THE BAY LIGHTS**, according to an independent economic impact assessment. The light sculpture will be seen by over 50 million people in the Bay Area alone, with billions of media impressions globally starting with its March 5, 2013 Grand Lighting through 2015.

## Engagement

**THE BAY LIGHTS** can be seen live nightly from dusk 'til dawn; live online streaming provides worldwide viewing of **THE BAY LIGHTS** at [thebaylights.org](http://thebaylights.org). Each night, 3-minute clips of its never-repeating patterns are archived online, and the website also features multiple videos, an interactive Best Views map, Twitter feed, blog posts, community-generated Instagram gallery and Facebook updates.

## Business Activation Network

Waterfront restaurants, bars, hotels, bay cruises and other destinations with great vistas of **THE BAY LIGHTS**, generously partner with us in support of the project. TCHO has created a special commemorative chocolate, Waterbar promotes the Gift of Light program to its patrons, Blue & Gold Fleet donates a portion of their Friday Night Lights cruises to **THE BAY LIGHTS**, and the Exploratorium will collaborate with Illuminate the Arts to create educational activities involving **THE BAY LIGHTS** light technology.

## Path to Permanence!

Please join us in a multi-tiered campaign to raise crucial funds to install **THE BAY LIGHTS** permanently—and support new public art projects that Illuminate the Arts has in the works for 2014 and beyond. See how to name a light in **THE BAY LIGHTS** with your donation at [thebaylights.org/givelove](http://thebaylights.org/givelove).

## First Anniversary Celebration

March 5, 2014 is just around the corner—we're planning brilliant community fun including a screening of the documentary *Impossible Light*, a bike ride down the Embarcadero, and dinners along the waterfront. More news to come soon!

## Support

**THE BAY LIGHTS** is possible through the generous support of our visionary patrons and the civic leaders, government agencies, private and non-profit civic and cultural groups who spearheaded this iconic artwork in the spirit of igniting civic pride. Government agencies include Caltrans, The Bay Area Toll Authority, and the City and County of San Francisco. Civic leaders include Governor Jerry Brown, Lieutenant Governor Gavin Newsom, San Francisco Mayor Ed Lee, Former San Francisco Mayor Willie Brown, and San Francisco Supervisor Jane Kim. Cultural institutions include SFMOMA and the Exploratorium. View the full list of our patrons and partners at [thebaylights.org](http://thebaylights.org).

Media partnerships include *7X7 Magazine*, *California Home & Design*, *Where Magazine* and *C Magazine*.

## Technical Team

For six months, a team of electricians from Bleyco Inc. worked Monday through Friday, 8:00 p.m. to 5:00 a.m., to install the piece. Saeed Shahmirzai of Zoon Engineering led the construction effort, which included technical design by Parsons-Brinckerhoff and LED light system by Philips Color Kinetics.

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THE GOAL IS AMBITIOUS. THE IMPACT TREMENDOUS. BE PART OF HISTORY.  
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