

The Bay Lights

- World Class Art Installation
- 25,000 White LED Lights
- Slated for 2012 – 2014
- 1.5 Miles Wide x 230 Ft. High
- 7X Scale of Eiffel Tower
- ZERO1 Fiscal Sponsor
- Privately Funded
- EIS Completed
- Permits Near Completion
- Solar Credits Energy Offset
- Over 50 Million Visitors
- Billions of Media Impressions
- Projected to Add \$97 Million to Local Economy

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 BE BRILLIANT! HELP MAKE
 THE BAY LIGHTS HAPPEN

Contact Amy Critchett
 Executive Producer
 (415) 279-9069
 amy@aceclectic.com

thebaylights.org

Lighting the Bay Bridge to Illuminate the Arts

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 PROJECT FACT SHEET



View an animated artist's rendering at thebaylights.org

The Installation

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THE BAY LIGHTS is a monumental tour de force seven times the scale of the Eiffel Tower's 100th Anniversary lighting. Created with over 25,000 white energy-efficient LEDs on the Bay Bridge West Span, this ever-changing, dazzling light sculpture will be 1½ miles wide and 230 feet high – viewable from the city's northeast side but not by drivers on the bridge itself. Shining from dusk to midnight for two years, it will impact an audience of over 50 million people in the Bay Area alone, with billions more seeing **THE BAY LIGHTS** in media and online.

The Inspiration

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THE BAY LIGHTS is the brainchild of Ben Davis, founder of Words Pictures Ideas, the San Francisco creative agency that branded the build-out of the Bay Bridge East Span – California's largest public works project – and continues to serve it daily. Inspired by internationally renowned artist Leo Villareal's exhibition at the San Jose Museum of Art, Davis began a campaign to realize this stunning fine arts experience – starting with a momentous Grand Lighting in 2012 for the Bay Bridge 75th Anniversary and continuing through 2014.

The Artist

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 Leo Villareal orchestrates complex, rhythmic artworks composed exclusively of points of light; his groundbreaking work is part of the permanent collection of major museums including the Museum of Modern Art, New York, and has earned him prestigious international commissions and solo exhibitions worldwide. **THE BAY LIGHTS** will be his largest public light sculpture yet.

MORE ABOUT THE ARTIST: View Leo Villareal's biography and relevant work at www.villareal.net



Multiverse National Gallery of Art, Washington, DC



Tampa Sky Tampa Museum of Art, Tampa, FL



The Bay Lights

WHO'S TALKING ABOUT US



San Francisco Chronicle



Oakland Tribune



THE HUFFINGTON POST

Make:
makezine.com

GIZMODO



COOL HUNTING

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The Timing

THE BAY LIGHTS will put the Bay Area in the global spotlight from 2012 through 2014, and especially in 2013, "The Year of the Bay," which will feature the America's Cup, the Port of San Francisco's 150th Anniversary, the opening of the new Exploratorium at Pier 15 and, toward the end of the year, the long-awaited completion of California's largest civic works project – the Bay Bridge East Span – within days of the America's Cup's finale.

The Support

Cultural alliances have been forged with some of the Bay Area's most creative organizations:

- Berkeley Art Museum/Pacific Film Archive
- Berkeley Center for New Media
- Black Rock City LLC
- Black Rock Arts Foundation
- Exploratorium
- Friends of the Gateway
- Grey Area Foundation for the Arts
- Maker Faire
- SF Museum of Modern Art
- SJ Institute of Contemporary Art
- ZERO1: The Art and Technology Network
- SJ Museum of Art

Government agencies including Caltrans, The Bay Area Toll Authority, and the City and County of San Francisco collaborated on a thorough environmental review and have worked to finalize permits over the past year in the spirit of helping to ignite civic pride and highlight the important role Bay Bridge infrastructure plays in our lives.

The Impact

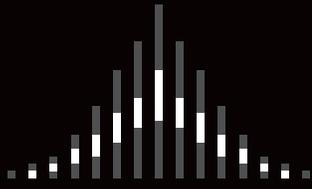
THE BAY LIGHTS will be seen by over 50 million people in the Bay Area with billions of media impressions globally; infusing significant resources into the region for a substantial period, creating jobs and contributing to local businesses. And, the storytelling that will follow will forever cement this once-in-a-lifetime experience into the hearts and minds of billions.

- An informal economic impact assessment conservatively estimates \$97 million dollars will be added to the local economy as a result of this project.

The Status

- **THE BAY LIGHTS** fundraising goal is \$7 million to be secured by March 2012, with the majority of the costs for installation and labor. More than half a million dollars of cash and in-kind donations have been recorded as of January 3, 2012.
- Most of the budget estimate is for installation; the project will take four to six months to install. Interestingly, because of the energy-efficient nature of LEDs, only \$11K of the budget is for electricity (\$15/night), covered with solar credits donated by Clean Path.
- With **THE BAY LIGHTS**, Villareal continues to push the boundaries of light manipulation – a feat made possible by the intelligent nature of LED sources and digital control technology.
- **THE BAY LIGHTS** utilizes Max/MSP/Jitter to get nuanced, three-layer control of the grid – each single pixel is individually controllable, working as a group to create an overall effect.
- Currently, over 250 people from private and non-profit civic and cultural organizations are spearheading this massive effort, led by Ben Davis and Executive Producer Amy Critchett.
- Highly respected non-profit ZERO1: The Art and Technology Network has committed to the role of fiscal agent – providing crucial administrative and programming support.
- Illuminate the Arts is the presenting organization dedicated to continuing the artistic legacy.
- Patrons who can help meet **THE BAY LIGHTS'** ambitious timeline now are essential.
- A groundswell of public support and grassroots funding is ongoing at causes.com.

THE GOAL IS AMBITIOUS. THE IMPACT TREMENDOUS. HELP MAKE IT HAPPEN.



The Bay Lights

“The Bay Lights, as a public art installation of historical importance, will elevate arts in the Bay Area into the international arena.”

—Dennis M. Bartels, PhD
Executive Director,
Exploratorium

“I can’t think of a better project to unite our diverse communities and promote the uplifting character of our region to the world.”

—Lawrence Rinder
Director,
Berkeley Art Museum
and Pacific Film Archive

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Create a Moment of Monumental Brilliance

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WHAT WE NEED NOW ARE VISIONARY PATRONS
WHO UNDERSTAND THE VALUE OF COMMUNITY ON A GRAND SCALE.
.....



View an animated artist’s rendering at thebaylights.org

THE BAY LIGHTS is an iconic light sculpture designed by internationally renowned artist Leo Villareal. This monumental tour de force is seven times the scale of the Eiffel Tower’s 100th Anniversary lighting, and will display an ever-changing show for two years created with over 25,000 white energy-efficient LEDs installed on the outside of the Bay Bridge West Span. It will be viewable from the northeast end of the city – but not by drivers on the bridge itself.

THIS STUNNING FINE-ARTS EXPERIENCE will be unprecedented, capturing the attention and imagination of the world – starting with a momentous Grand Lighting in honor of the Bay Bridge 75th Diamond Anniversary Year – and giving joy and inspiration to a wide audience of over 50 million people in the Bay Area alone, with billions more seeing **THE BAY LIGHTS** in the media and online as it shines nightly from dusk to midnight through 2014.

IT TAKES ALL OF US WORKING TOGETHER to assure this project is realized, for it reflects not just the work of an artist, but by definition of its size, the work of an entire community. **THE BAY LIGHTS** will draw tourists to the Bay Area, create jobs for installers, and make the old gray Bay Bridge a star during 2013, a year that will feature the America’s Cup, the Port of San Francisco’s 150th Anniversary, the opening of the new Exploratorium at Pier 15 and, toward the end of the year, the long-awaited completion of California’s largest civic works project – the new Bay Bridge East Span – within days of the America’s Cup’s finale.

THE PROJECT HAS DRAWN UNANIMOUS SUPPORT from major arts organizations including SFMOMA, BAM/PFA and ZERO1: The Art and Technology Network, civic leaders, public and private alliances, and the media. In the spirit of helping to ignite civic pride and highlight the important role Bay Bridge infrastructure plays in our lives, government agencies including Caltrans, The Bay Area Toll Authority, and the City and County of San Francisco collaborated on a thorough environmental review and have worked to finalize permits over the past year.

- An informal economic impact assessment conservatively estimates \$97 million dollars will be added to the local economy as a result of this project.
- **THE BAY LIGHTS** fundraising goal is \$7 million to be secured by March 2012, with the majority of the costs for installation and labor. More than half a million dollars of cash and in-kind donations have been recorded as of January 3, 2012.

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The Bay Lights

“The Bay Lights will be a springboard for on-going efforts to generate a match fund for the support of grass-roots fundraising by Bay Area arts organizations.”

—Joseph Becker
Assistant Curator,
SFMOMA

“The long-term goal of Illuminate the Arts is to elevate awareness of the importance of art and stimulate greater giving to the arts. For these and many other reasons I wholeheartedly support the effort to make The Bay Lights a reality.”

—Ken Goldberg
Professor,
College of Engineering and
School of Information,
UC Berkeley

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Be Brilliant! Help Make The Bay Lights Happen.

WHAT HAPPENS DURING THE NEXT FEW MONTHS will be essential to making **THE BAY LIGHTS** a reality. Patrons who help us meet this ambitious timeline will earn an unforgettable place in California history – the Grand Lighting is a moment of monumental brilliance with a once-in-a-lifetime legacy of artistic inspiration for Bay Area people and visitors from all over the world.

PUBLIC IMPACT WILL BE UNPRECEDENTED. Unlike a painting in a museum, which carries a similar or greater price tag, **THE BAY LIGHTS** iconic light sculpture will grace the public stage in a way no museum piece could, exemplifying the free spirit and fearless experimentation of art and technology’s ability to lift us up out of the commonplace into the extraordinary.

ILLUMINATE THE ARTS IS THE PRESENTING ORGANIZATION dedicated to **THE BAY LIGHTS** vision and continuing its legacy for years to come. ITA is committed to increasing giving to vibrant arts organizations that exemplify creative brilliance and technical mastery, in order to bring the work these inspirational organizations do to the widest possible audience.

PATRONS WILL NEVER FIND A LARGER CANVAS OR A WIDER AUDIENCE.

Patron Benefits & Opportunities

	PRESENTING PATRON \$3M	FOUNDING PATRON \$1M	BEACON PATRON \$500K	LUMINARY PATRON \$100K	RADIANT PATRON \$50K
PROMINENT PUBLIC RECOGNITION Name and logo on THE BAY LIGHTS press releases, Grand Lighting programs, signage, videos, print collateral, marketing and social media campaigns.	☀	☀	☀	☀	☀
SIGNED LED SCULPTURE BY LEO VILLAREAL Limited edition artwork for public or private collection.	☀	☀	☀	☀	☀
EXCLUSIVE GRAND LIGHTING RECEPTION Invitation-only Gala following Grand Lighting Ceremony.	☀	☀	☀	☀	☀
LIMITED EDITION PRINT BY LEO VILLAREAL THE BAY LIGHTS artwork signed by the artist.	☀	☀	☀	☀	☀
GRAND LIGHTING ACKNOWLEDGEMENT Strong recognition at event, on programs, collateral and permanent acknowledgement plaques.	☀	☀	☀	☀	☀
WEBSITE RECOGNITION Listing on THE BAY LIGHTS and Illuminate the Arts websites.* <small>* Any patron that wishes to remain anonymous may do so.</small>	☀	☀	☀	☀	☀
THE BAY LIGHTS CO-MARKETING All Patrons receive graphics/creative package to support internal communications, marketing and social media efforts.	☀	☀	☀	☀	☀

The Bay Lights Brain Trust Thanks You

OVER 250 PEOPLE from private and non-profit civic and cultural organizations are spearheading this massive effort, led by **THE BAY LIGHTS** visionary Ben Davis, founder of Words Pictures Ideas (WPI), the San Francisco creative agency that branded California’s largest public works project and continues to serve it daily. WPI performs critical communication tasks for Bay Bridge Seismic Safety Projects, including developing and maintaining BayBridgeInfo.org.