



FOR IMMEDIATE RELEASE

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San Francisco's landmark Conservatory of Flowers to be illuminated in a special Summer of Love tribute

June 21 through October 21, 2017

SAN FRANCISCO—Flowers power the night this summer as the Conservatory of Flowers in Golden Gate Park becomes the canvas for an elegant light art installation to honor San Francisco's city-wide celebration of the 50th Anniversary of the Summer of Love. Developed in partnership with San Francisco Recreation and Parks by Illuminate, the nonprofit arts group behind The Bay Lights, and Obscura Digital, a world-renowned creative studio specializing in large scale light-based art, the installation uses gobo projectors to transform the all-white landmark with a series of exquisitely illuminated scenes inspired by the rare tropical flowers within and the legacy of San Francisco's flower children.

"The Summer of Love was always about an energy – a spark – bringing love and light at a time when the world needed it," says Ben Davis, Director of Illuminate. "We are bringing that light back to where it all began in Golden Gate Park fifty years later with an electrifying, contemporary tribute."

"Obscura has done projections on iconic buildings around the world, and we're thrilled to be using Golden Gate Park's architectural crown jewel as our latest canvas, here in our hometown," said Chris Lejeune, CEO of Obscura Digital.

Davis and the Obscura team promise a nightly spectacle of spinning flower mandalas, animated butterflies, and much, much more. The free public installation will be on view nightly from sundown until midnight throughout the summer, June 21 through October 21, 2017.

"We are excited to celebrate the 50th anniversary of the Summer of Love with this innovative installation," says SF Rec and Park General Manager Phil Ginsburg, "The Conservatory of Flowers is the perfect home for this celebration of flower power."

Drew Becher, CEO of the Parks Alliance, adds, "The Conservatory of Flowers is an iconic institution and we are thrilled it will join the other San Francisco landmarks that glow proudly to celebrate our city's rich history."

More information will be available at conservatoryofflowers.org. Visitors should check the website often for updates on opening events, nightly schedules, and opportunities to share images on their favorite social media channels.

Media sponsors include Alice Radio and San Francisco Magazine.

Background

The Conservatory of Flowers is a spectacular living museum of rare and beautiful tropical plants under glass. From Borneo to Bolivia, the 1,750 species of plants at the Conservatory represent unusual flora from more than 50 countries around the world. Immersive displays in five galleries include the lowland tropics, highland tropics, aquatic plants, potted plants, and special exhibits. Opened in 1879, the wood and glass greenhouse is the oldest existing wood and glass conservatory in North America and has attracted millions of visitors to Golden Gate Park since it first opened its doors. It is designated as a city, state and national historic landmark and was one of the 100 most endangered sites of the World Monuments Fund.

The San Francisco Recreation and Park Department currently manages more than 220 parks, playgrounds and open spaces throughout San Francisco, including two outside city limits—Sharp Park in Pacifica and Camp Mather in the High Sierras. The system includes full-complex recreation centers, swimming pools, golf courses, sports fields and numerous small-to-medium-sized clubhouses that offer a variety of sports- and arts-related recreation programs for people of all ages. Included in the Department's responsibilities are Golden Gate Park, Coit Tower, Palace of Fine Arts, the Marina Yacht Harbor, the San Francisco Zoo and Lake Merced.

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CALENDAR EDITORS, NOTE:

WHAT: **Summer of Love Light Art in the Park** – a light art installation projected on the landmark Conservatory of Flowers in Golden Gate Park as part of the 50th Anniversary of the Summer of Love

WHEN: June 21 – October 21, 2017

TIME: Nightly from sundown until midnight

WHERE: Conservatory of Flowers, Golden Gate Park, San Francisco

FEE: FREE

INFORMATION: www.conservatoryofflowers.org, 415-831-2090