



Edwin M. Lee, Mayor  
Philip A. Ginsburg, General Manager

**Date:** June 1, 2017

**To:** Recreation and Park Commission  
Operations Committee

**Through:** Philip A. Ginsburg, General Manager

**From:** Dana Ketcham, Director of Property Management and Reservations

**Subject:** Golden Gate Park Conservatory of Flowers – Art Installation

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### **Agenda Wording**

Discussion and possible action to authorize the San Francisco Conservatory of Flowers, acting through the San Francisco Parks Alliance, its fiscal sponsor, to place a temporary art installation of a lighting display commemorating the 50th Anniversary of the Summer of Love from June 21, 2017 to October 21, 2017 at the Conservatory of Flowers

### **Strategic Plan**

**Objective: 1.2:** Strengthen the quality of existing Parks & Facilities

### **Background**

The San Francisco Conservatory of Flowers, acting through the San Francisco Parks Alliance, its fiscal sponsor, is seeking approval for the installation of a temporary art installation that will light the Conservatory of Flowers to commemorate the 50<sup>th</sup> Anniversary of the Summer of Love. The Conservatory of Flowers will act as a canvas for the nightly light art installation that will be projected on to the conservatory. The art installation will honor San Francisco's city-wide celebration of the 50th Anniversary of the Summer of Love and recognize the importance of Golden Gate Park to this historic event.

The installation has been developed 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 will transform the all-white Conservatory of Flowers from June 21, 2017 (summer solstice) through October 21, 2017 with a series of exquisitely illuminated scenes inspired by the rare tropical flowers within the Conservatory and the legacy of San Francisco's flower children. See Exhibit A for an illustration.



The Visual Arts Committee of the Arts Commission approved the installation on May 17, 2017 and placed it on the full Arts Commission Consent Calendar for their meeting on June 5, 2017 for approval.

**Staff Recommendation:** Approve

**Supported By:** San Francisco Parks Alliance

**Opposed By:** No known opposition

**Attachments:** Exhibit A- Rendering of Art Installation

Exhibit A – Example of Lighting

