



R-EVOLUTION

EXTENSION 2026

📍 BUILDING 180

BIG
ART *loop*



R-EVOLUTION AT EMBARCADERO PLAZA

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R-Evolution, a 45-foot illuminated sculpture by Marco Cochrane, debuted April 10 in San Francisco's Embarcadero Plaza.

Designed to symbolize feminine strength and visibility, the sculpture is part of a larger effort to revitalize public space and inspire civic connection.

UPDATED INSTALLATION TIMELINE

- Original install date: April 7th, 2025
- Unveiling: April 10th, 2025
- Original de-install date: April 7th, 2026
- Proposed new removal date October 5th, 2026, removed by October 9th (not to impact art vendors on weekend or Fleet Week)

The proposed extension maintains the existing footprint, orientation, and permitting conditions.



ART IS CONTROVERSIAL

“We come, writers, painters, sculptors, architects, passionate lovers of the beauty of Paris... to protest with all our strength, with all our indignation, in the name of French taste, against the erection... of this useless and monstrous Eiffel Tower.”

— *Artists’ Protest Letter*, published in *Le Temps*



“It’s a boondoggle. It’s just a big shiny thing that doesn’t belong there.”

— *Chicago Sun-Times*, early editorial criticism



“The public is confused and shocked. It is not art; it is propaganda.”

— Contemporary critics at the Spanish Pavilion

THE ARTIST, MARCO COCHRANE

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Photo by Michael Woolsey

Marco Cochrane was born to American artists in Venice, Italy, in 1962 and raised in Northern California during a period of intense cultural and political change. Growing up in this environment shaped his belief in balance, interconnectedness, and the responsibility of art to contribute meaningfully to the world. From an early age, he became deeply aware of the ways women’s bodies and identities are constrained and politicized, and he began to see feminine energy as essential to restoring balance in society.

Self-taught as a sculptor, Cochrane spent more than two decades working primarily in clay and bronze, creating figurative works of women who chose their own poses and expressions. His practice shifted in scale after attending Burning Man in 2007 and again in 2009, when he realized he could translate intimate, emotionally grounded figurative work into monumental form without losing its integrity—amplifying both its physical presence and its message.

R-evolution reflects this evolution in his practice and point of view. Modeled after Deja Solis, the sculpture expresses what it feels like to simply “be”—a whole person, calm and fully embodied. The inscription at its base, “THIS IS MY BODY,” written in twenty languages, serves as a universal declaration of personal autonomy. For Cochrane, the work is not about provocation, but about presence: a quiet, powerful assertion of dignity, balance, and humanity in the public realm.



LISTENING BEFORE EXTENDING

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As a public art agency, we are committed to understanding impact, use and reception of installed artworks. For the process, we reviewed year-long public engagement and conducted a hyper-local community survey to gauge feedback of R-Evolution at Embarcadero Plaza.



R-EVOLUTION AS A SYMBOLIC FOCAL POINT

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San Francisco Pride: Hundreds of thousands to over 1 million attendees annually across downtown parade and festival routes.

Walk for Life West Coast: Tens of thousands of participants and spectators during recent iterations in the downtown core.

25 Red Shoes: Community-based breast cancer awareness activity, including the 25 Red Shoes symbolic activation, over 150 in-person participants gathered beneath R-evolution at Embarcadero Plaza, using the site as a visible gathering and photo point for participants and supporters.

Pinkathon San Francisco: Community breast cancer awareness walk/run with hundreds of participants.

Gamma: Light Up the Sky: Large public audience drawn by a 1,000+ drone light show over the Bay and surrounding waterfront areas.

Super Bowl LX: Approximately 65,000–70,000 in-person attendees expected at the championship game, with many more visiting the Bay Area during the week of festivities.

Photo by Scott Hess

EMBRACED BY WOMEN: LOVED BY THE COMMUNITY

San Francisco resident Rebekah Edwards brought a group of youngsters from the nonprofit where she works to take in the new attraction. Edwards said she recently learned women are depicted in only 8% of statues in the United States.

She called this one “really amazing” and found it befitting of the city where it now stands after a [six-month run in Miami Beach](#). The Embarcadero Plaza exhibit is scheduled to past six months as well; there's a possible extension of the same length.

“San Francisco welcomes diversity and is on the forefront of change and also maybe accepting differences,” Edwards said. “She represents the power of women when we’re seeing a lot of negativity directed that way. It’s positive.”

“I think it’s beautiful and fun,” Allen said as she gazed at the artwork. “I really like that it’s lattice, lace-like, very airy. It doesn’t have a ponderous weight. It makes you feel like you’re lifted up.”

That was a popular opinion among the nearly dozen people, the majority of them female, who spoke to USA TODAY since the statue was unveiled April 10.



iwin_org and 4 others

Original audio



iwin_org Edited • 10w

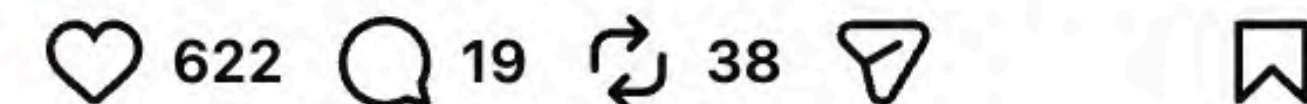


Nov 25, 2025

Inspired by [@ElinaChauvet](#) — the visionary Mexican artist who originally created the Red Shoes project in 2009 and whose enduring vision has kept this movement alive around the world — and with her generous support, IWIN (Iranian Women in Network) issued a global call for Nov 25, 2025.

On Nov 25, 2025, over 1,000 red shoes filled San Francisco's Embarcadero and more than 40 cities worldwide, becoming a shared voice against From artists to activists to universities and women's shelters, communities across continents stood together.

From artists to activists, from universities to women's safe houses



November 26, 2025



Photo by Stephanie Cowan



Photo by Masaki Omori



LOCAL COMMUNITY SURVEY

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Our team conducted in-person, site-based community feedback took place directly at and around the sculpture location. Surveyed individuals included:

- Nearby local businesses
- Art vendors and site-adjacent workers
- Members of the public present in the immediate area

Feedback was gathered through direct conversation and a structured survey tool.

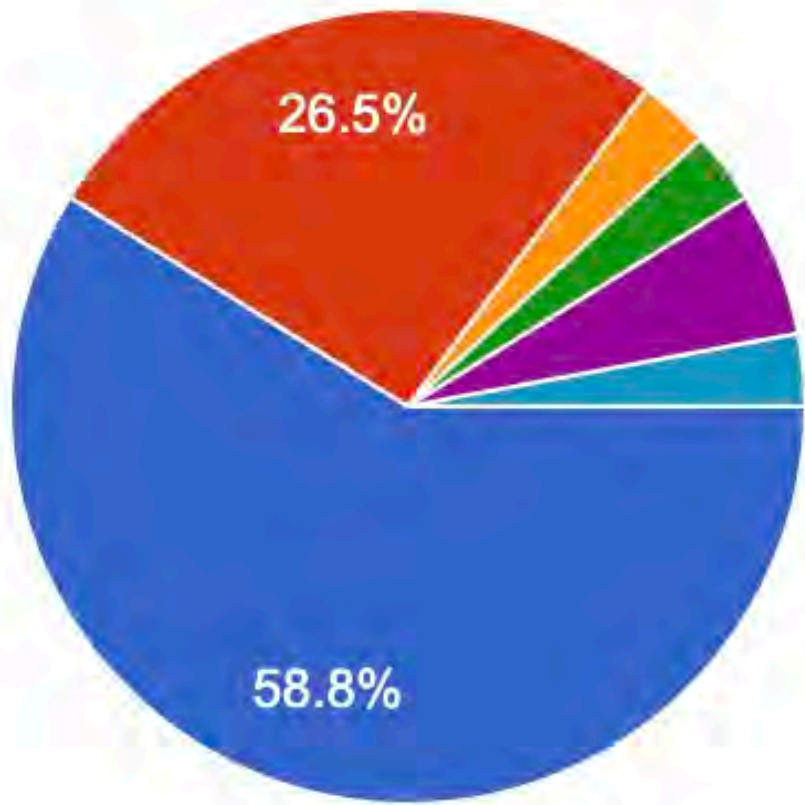
Fieldwork occurred over multiple site visits to capture a range of conditions and users.

To ensure accessibility, feedback was collected via QR code, in-person assistance, and real-time language translation when needed.



Based on your experience, how has R-Evolution affected Embarcadero Plaza?

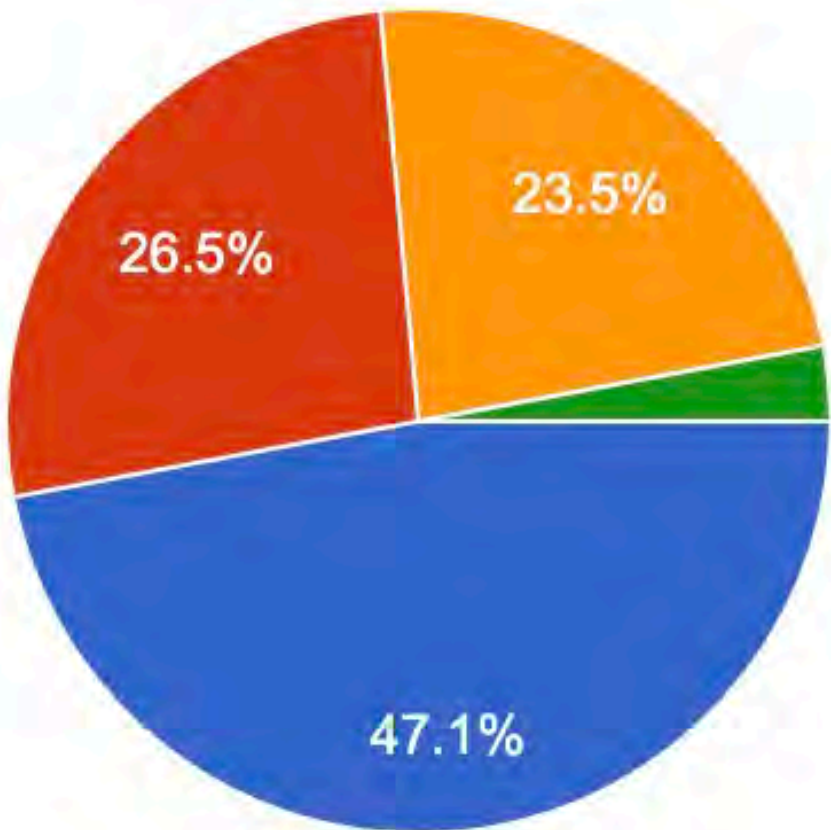
KEY SURVEY RESULTS



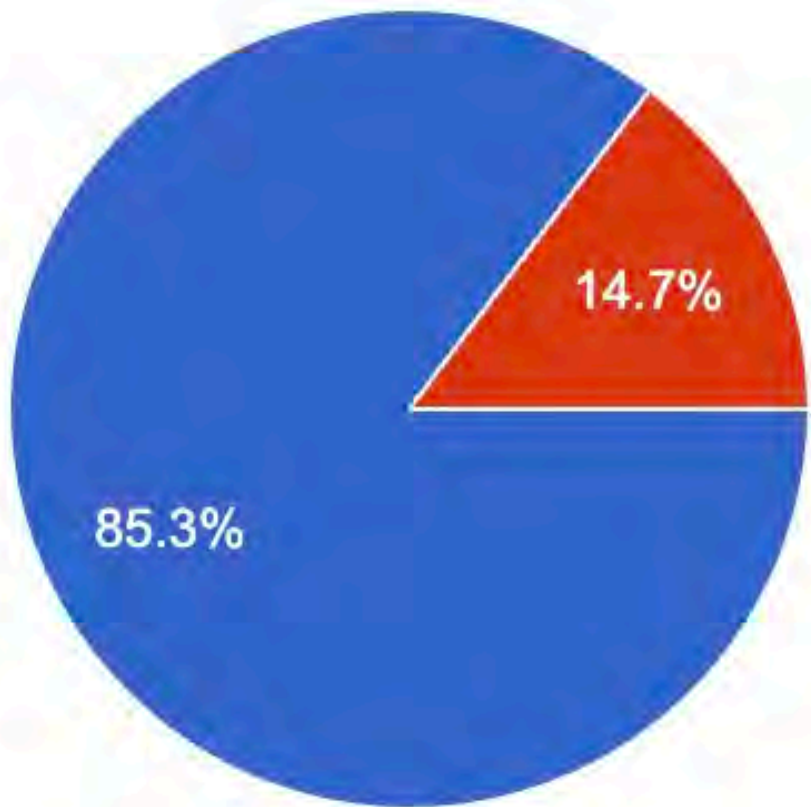
- Positively enhanced the space
- Increased interest or activity in the area
- Had little or no impact on my experience
- Made the space feel disrupted or harder to use
- Did not fit well with the character or scale of the plaza
- I think the piece is great it definitely has sparked more interest for tourists and individuals who come downtown

Would you support extending R-Evolution at Embarcadero Plaza for an additional six months (through October 2026)?

How frequently do you visit Embarcadero Plaza?



- Very frequently
- Somewhat frequently
- Occasionally
- Rarely
- Never



- Yes
- No
- Neutral / no strong opinion



BUILDING MOMENTUM FOR FUTURE ARTIST SUBMISSIONS

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- The installation of R-evolution has generated international attention and visibility, increasing awareness of San Francisco's commitment to large-scale public art.
- Since the sculpture's installation, Building 180 has seen a notable increase in artist inquiries and applications, indicating heightened interest from both local and international artists.
- Maintaining an active artwork at this site prior to the planned 2027 construction allows continued visibility and engagement during a period when installing a new work would be logistically challenging.
- Extending the current installation sustains momentum while encouraging artists to submit proposals for future opportunities, rather than pausing activity at the site.
- This installation is part of a broader initiative, with approximately 80 additional artworks planned, ensuring ongoing opportunities for many artists to present work across the city.



MAINTENANCE AND CONDITION STATUS

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- Current physical condition is excellent.
- Routine maintenance performed.
- Confirmation of no safety incidents.
- Confirmation of no major vandalism issues.
- Minor cosmetic marks are addressed immediately and logged.
- Ongoing monitoring will continue at the same cadence for the duration of the extension.



WHY EXTEND R-EVOLUTION?

- Sustained public visibility and engagement: The installation continues to attract consistent public interaction and remains highly visible within a well-used civic space.
- Ongoing relevance to site and community: The work remains compatible with the character, scale, and daily use of Embarcadero Plaza, as reflected in community feedback and observed use.
- No additional impacts introduced: The proposed extension maintains the existing footprint, operations, and conditions, without introducing new infrastructure, programming, or site impacts.
- Demonstrated stability and safety: The sculpture has performed as intended, with no safety incidents and routine maintenance confirming its continued good condition.

EXTENSION REQUEST SUMMARY

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- The installation remains in good to excellent condition, with no safety issues observed.
- Community feedback collected on site indicates overall positive response and support for a six-month extension.
- The installation continues to provide ongoing public benefit through daily visibility and use of the plaza.
- No additional impacts are introduced by the proposed extension.
- The maintenance and stewardship plan is active and effective, with routine monitoring in place.



Photo by Phil Spitler

THANK YOU!

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