



**YERBA
BUENA
PARTNERSHIP**

**Yerba Buena Lane
Digital Art Projection Project**

What does the Yerba Buena Partnership do?



Clean Team

- Cleaning
- Power Washing
- Graffiti Removal
- Trash Can Program



Safety Team

- Community Ambassadors
- Safety Ambassadors-Hospitality Zone
- SFPD 10b
- Hospitality Zone Police Task Force



Streetscape

- Public Art
- Open Space Enhancement
- Streetscape Projects



Marketing and Activations

- Neighborhood Branding
- Bolster community activations
- Promotions
- Neighborhood newsletters and other comms



Community Benefit Grants

- Activations
- Community Events
- Public Art

Yerba Buena Neighborhood

MAP

YERBA BUENA PARTNERSHIP NEIGHBORHOOD MAP

Yerba Buena Partnership manages and maintains the neighborhood emanating from Yerba Buena Gardens and located within the larger Filipino Cultural Heritage District. It features iconic destinations such as SFMOMA, YBCA, MoAD, Children's Creativity Museum and Moscone Center, along with premier hotels, Academy of Art University, City College, and dining, shopping and entertainment venues. Thousands of residents live in senior housing and apartments that blend with live/work lofts and condominiums. The district includes parcels from Second to Fifth streets and Market to Perry streets. Specific information on our boundaries is in the District Management Plan at www.YerbaBuena.org.



- 21 cultural orgs, museums, galleries and entertainment
- 60+ public art pieces
- 2 grocery stores
- 11,205 residents
- 11 hotels
- 1 Convention Center
- 1 87 acre Yerba Buena Gardens
- 5 public open spaces, and POPOS
- 113 restaurants and bars
- 54 shopping/services
- 3 MUNI/Bart Stations
- Numerous bus routes
- 3 universities/colleges
- 1 elementary school
- Many office buildings

Yerba Buena Lane Digital Art Project

A year-round projection art initiative to enliven Yerba Buena Lane and establish a bold visual identity at its gateway.



424 Folsom Street
“East Cut Electric” daily
projection



Market Street,
Let's Glow SF festival

Location

The project aims to transform the **Humboldt Bank Building's** historic façade into a dynamic digital canvas.

The building's architectural prominence and location make it an ideal landmark to anchor both the upcoming “**Let's Glow SF**” festival in December and a new **Yerba Buena Lane** entertainment zone.



Humboldt Bank Building



Annie Plaza
Let's Glow SF festival

Artistic Content

- Artistic content would be projected nightly from dark until 10pm.
- Content will be rotated 2-3 times a year to keep the experience fresh and relevant, supporting street-level vibrancy and enhancing the neighborhood's cultural and commercial appeal.
- Content will be created with local and international artists and cultural organizations.
 - SFMOMA, Museum of African Diaspora, Yerba Buena Center for the Arts, Children's Creativity Museum, SOMA Pilipinas etc.
- A content policy will be created to ensure content appropriateness with partners (buildings, artists, city and arts organizations) and ensure community sensitivities are reflected in art work.
- Building Partners (Four Seasons Center, Yerba Buena Lane and Seligman Group/Humboldt Bank Building), the City of San Francisco, Partner Museums and Cultural Organization will have opportunity to review and sign off on artist and content concepts before content creation.



Ferry Building
Let's Glow SF festival



Annie Plaza
Let's Glow SF festival

Technology-Framing

Due to the sophisticated projection mapping equipment, the artistic content can be specifically focused and framed to exact location to ensure that all windows or other building elements will not have any projection on or through them.



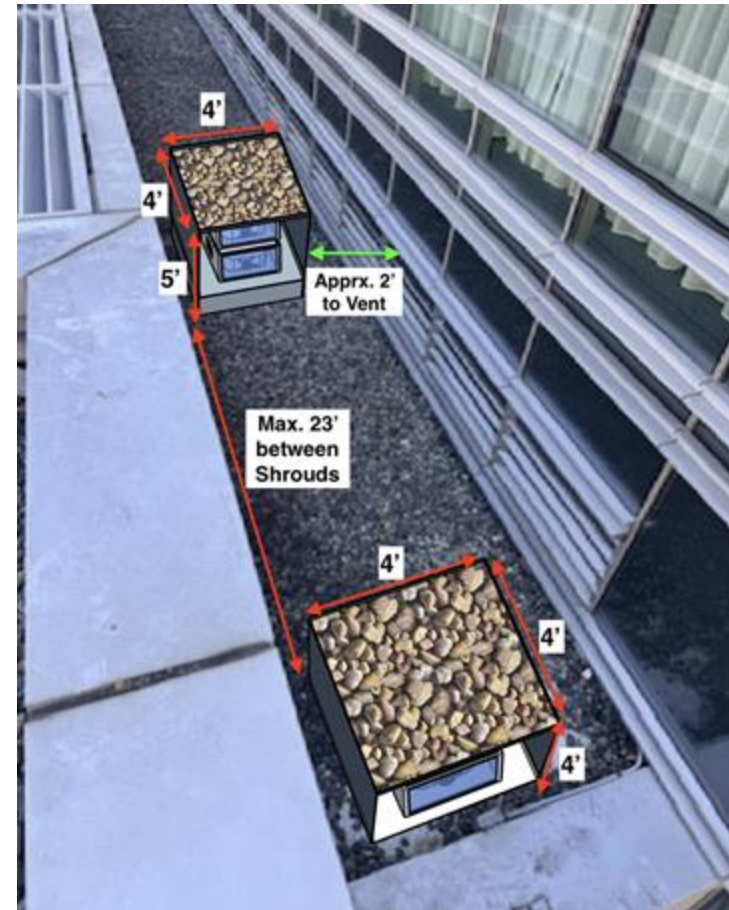
YBCRD MARKET ST PROJECTION STUDIES		
A3 VISUAL	4X 18K PPS 140 LUX	
5/15/2025	V.1	1/2



Projection Equipment

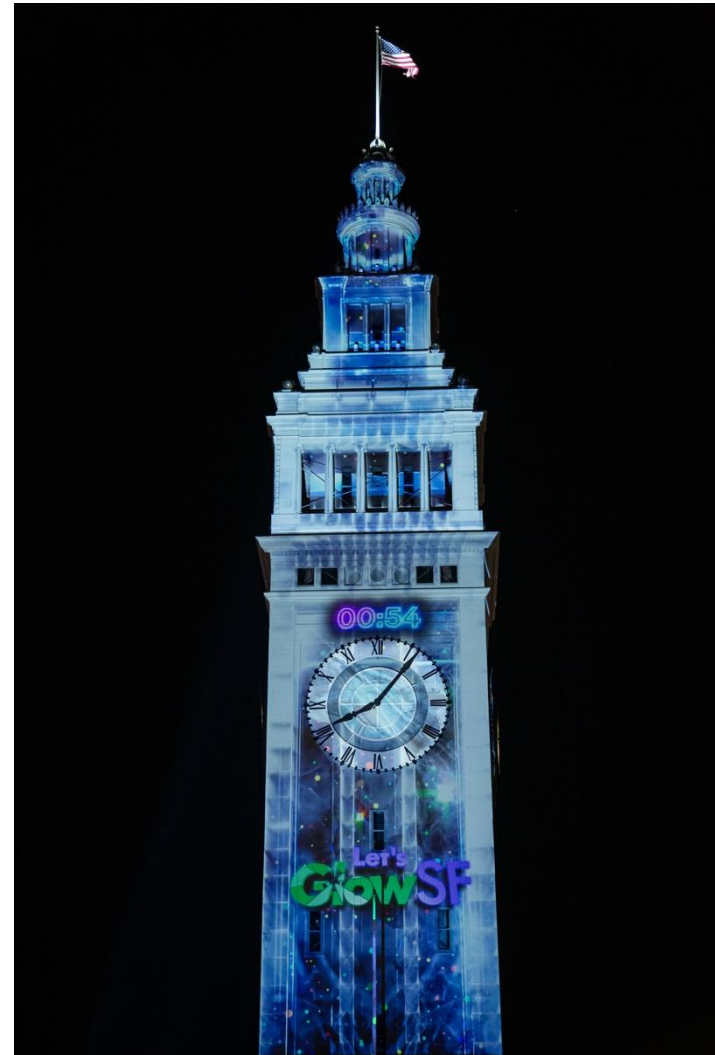
The projection equipment will be placed in specially designed outdoor enclosures that will protect the equipment from the elements.

Enclosure will mimic the architectural materials of the Four Seasons roof top. (Smooth metal sides and matching roof top rock) to allow it to be visually hidden from guest and residents view.



Launch Event/Ribbon Cutting

Anticipated launch
December 2025 as
part of the Let's Glow
Festival.



Duration and Funding

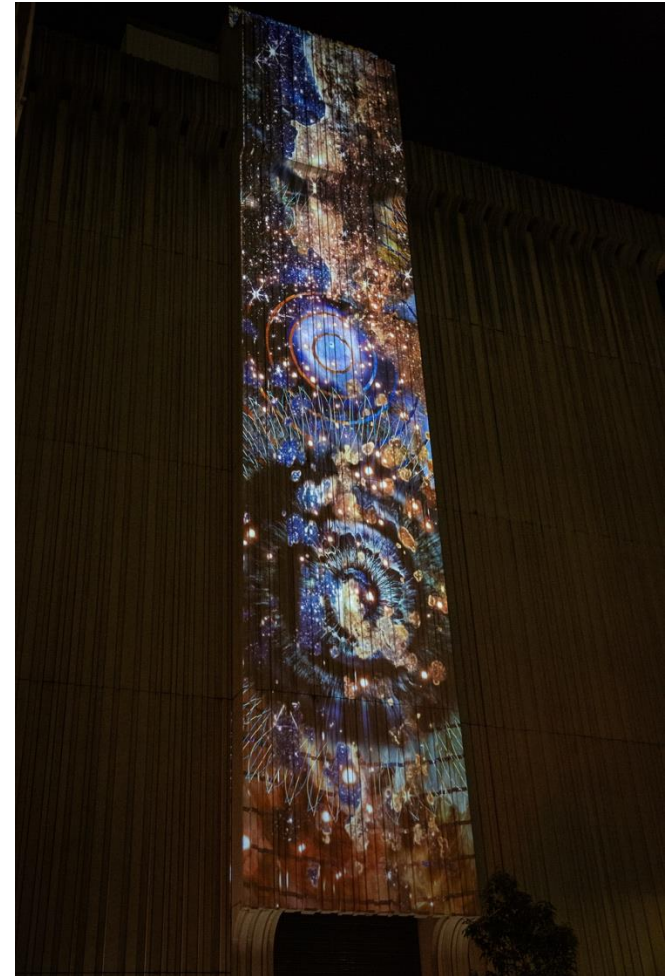
- Through a \$300,000 grant from City of San Francisco Office of Economic Development the Projector Purchase, equipment maintenance and content is funded for the 2025 Let's Glow Festival and content rotation for 2026 is funded.
- The Yerba Buena Partnership has funding for annual maintenance beyond 2026 as well as content creation.
- The expected duration of the project is 3-5 years, at which point the assumption is additional funding would be required for projector equipment replacement.



Let's Glow SF festival

Partner Recognition

No advertising will be projected on building beyond partner sponsor recognition.



Let's Glow SF festival

Temporary Art Intake Form

The Arts Commission must approve the temporary or permanent installation of any work of art on City and County of San Francisco (CCSF) property.

This includes proposals initiated or funded by other City departments, or by outside third party sponsors, such as individual artists, organizations or commercial enterprises. In considering approval, the Arts Commission must evaluate proposals within the context of its mission to promote a rich, diverse, and stimulating cultural environment for the city's residents, visitors and employees, and to enhance the city's image both nationally and internationally.

Email *

tam@yerbabuena.org

PROJECT SPONSOR

Project Sponsor Department *

Office of Economic and Workforce Development

Primary Contact: Name and Title *

Tam Dang, Administrative and Special Projects Manager

Primary Contact: Email *

tam@yerbabuena.org

Primary Contact: Phone Number *

4159194035

ARTIST INFORMATION**Artist Name ***

Ben Stokes, Emmett Feldman

Pronouns that should be used to refer to artist: *

- ☐ She/her/hers
- ☒ He/him/his
- ☐ They/them/theirs


Biography

*

Please provide a written bio that concisely summarizes the artist and their practice

As a visual artist, Director & VJ, Stokes has designed live shows and directed music videos for artists including Janelle Monaé, Nine Inch Nails, M.I.A., De La Soul, Public Enemy, and DJ Shadow. Stokes has also designed large scale multi media projections for SF City Hall, Radio City Music Hall, Century Plaza Hotel & the Antartica Dome at Coachella.

Feldman is an independent artist and spatial experience director creating large-scale immersive works for public venues, domes, and interactive environments. Blending motion design, spatial storytelling, and procedural systems, he crafts speculative landscapes and visual ecosystems inspired by light, terrain, and time. Often described as playful hyperrealism, his work merges analog textures, crystalline forms, and digital systems to produce layered, rhythmic, and alive experiences—transforming space while inviting wonder, reflection, and connection.

Resumes of all artists involved * (13) Artists Resu... Add file**Phone Number of Artist ***

N/A

Email Address of Artist *

holofonic@gmail.com, emmett.feldman@gmail.com

Artist Website<https://www.benstokes.tv/> <https://www.emmettfeldman.com/>

Please describe the relevance of the artwork/exhibition within the natural, architectural, cultural, historical, social/political or environmental context of the proposed site. *

The Yerba Buena Lane Projection Art project is a year-round digital projection art initiative designed to enliven Yerba Buena Lane and establish a bold visual identity at the gateway to the Yerba Buena neighborhood. By transforming the historical Humboldt Bank building façade along the lane into dynamic canvases, the project will celebrate creativity, cultural diversity, and innovation, which are core values of the Yerba Buena neighborhood.

The projections will feature rotating content two to three times per year, ensuring that the visual experience remains fresh, relevant, and responsive to the community's evolving cultural landscape. This ongoing rotation will create anticipation and repeat engagement, supporting street-level vibrancy and strengthening Yerba Buena's role as a hub for the arts, culture, and public life.

Content will be developed in collaboration with local artists and cultural organizations, including institutions such as SFMOMA, the Museum of the African Diaspora, Yerba Buena Center for the Arts, the Children's Creativity Museum, and SOMA Pilipinas, among others. These partnerships will ensure the artwork reflects the neighborhood's diverse voices and reinforces its reputation as a destination for creativity and cross-cultural exchange.

Through this initiative, Yerba Buena Lane will become a living gallery – an evolving artistic landmark that celebrates San Francisco's creative community while enhancing the cultural and commercial vitality of the neighborhood.

Does the artwork/exhibition comply with all applicable building codes and disability access requirements? *

Yes

ARTWORK INFORMATION

Artwork Title *

Frozen in Motion Let's Glow 2025

Artwork Date *

MM DD YYYY

12 / 05 / 2025

Medium Description *

The artwork will be presented through digital projection, using high-lumen projectors to display dynamic visual content onto the building façade. The projection medium allows for vivid, large-scale imagery that transforms the architectural surface into an illuminated canvas. The digital content will be custom-designed to complement the site's form, rhythm, and texture.

The projection equipment will be housed in specially designed outdoor enclosures that protect against weather, ensure proper ventilation, and minimize visual impact on the surroundings. This medium is entirely non-invasive and temporary, leaving no physical trace on the structure while activating the space through light, motion, and color.

Installation Start Date *

MM DD YYYY


11 / 24 / 2025

Duration of Installation *

2 weeks for installation and testing


PROPOSAL INFORMATION


Letter of approval from the City agency having jurisdiction of over the site, or the property owner if project is funded by City fund *


 (1) Letter of appr...

 Add file

Three (3) letters of community support *

 (3) Seve Ghose - ...

 (4) Cristina Mor -...

 (5) Ripple Grewal...

 Add file

Community Engagement Checklist *

Please use this checklist to ensure that you have shared your proposed project with relevant constituents and community stakeholders. Please check all that apply.

How to identify Cultural District, Community Benefit District, and Supervisor's Office:

Enter in your project site address and check <https://sfplanninggis.org/pim/> to see what Cultural Districts (Zoning Information), Community Benefit Districts (Zoning Information), Supervisor's Office (Property).


How to Identify Local Arts Organizations and Cultural Centers:

If the project site is within 5 block radius of a Cultural Center, please include them in your community engagement. Please identify any visual arts organization within 5 block radius of the project site and include them in your community engagement.


We verify that we have reached out to the following:

- ☒ Cultural District
- ☒ Community Benefit District
- ☒ Local Arts Organizations
- ☒ Cultural Centers
- ☒ Supervisor's Office
- ☒ Other: Business Community

Scale drawing or model of the proposed project *

 (7) Scale drawin...

 Add file

Image of proposed site * IMG_9666 - Tam ... Add file**Rendering of artwork in proposed site *** (9) Rendering of ... Add file**List of proposed materials, and description of assembly of materials. ***

Please list all of the physical and 'non-physical' components (i.e., digital files, domain names, etc.) that make up the artwork. Do not include ancillary items that are not part of the artwork itself.

The project will utilize high-quality digital projection equipment and digital files to display large-scale, dynamic artworks onto the designated building façade along Yerba Buena Lane. The projection system will consist of professional-grade projectors, media playback hardware, and software controls for scheduling and content management.

All projection equipment will be housed within custom-designed outdoor enclosures to ensure durability and protection from weather and environmental elements. These enclosures will be engineered to meet outdoor electrical and safety standards, providing adequate ventilation and secure access for maintenance.

To maintain the architectural integrity and aesthetics of the site, the enclosures will be designed to blend seamlessly with the surrounding environment, specifically the roofline of the Four Seasons building. The exterior design will feature smooth metal panels and a surface treatment that matches the rooftop rock material, allowing the units to be visually unobtrusive and discreet from both guest and resident viewpoints.

This thoughtful integration of materials and design ensures that the technical components remain functional and protected while preserving the visual harmony of the site and emphasizing the projection artwork as the focal point.

Maintenance plan for duration of display *

Yerba Buena Lane Projection Art Maintenance Plan

Yerba Buena Partnership and A3 Visuals have a SOW that includes maintenance of the projector system, as follows:

Work Authorization for Maintenance and Support

OVERVIEW:

A3 Visual LLC will provide Support services as it pertains to the regular operation of Permanent Projection Mapping System, Four Seasons/Humboldt Bank Building. A3's Support services include:

- Software Support: A3 Visual LLC shall support all A3 Visual LLC provided software.
- Proactive Maintenance: A3 Visual LLC shall provide On-site Health Checks.
- Content Deployment: A3 Visual LLC will assist with deploying client approved content.

BASIC SERVICES

Supported Areas

The services listed in Basic Services apply to the A3 Visual LLC-deployed software and hardware within the designed functionality of the following Project components, as delivered by A3 Visual LLC and/or Client's Vendors (the "Supported Areas"):

- A four (4) projector installation projection mapping the Yerba Buena Lane surface of the Humboldt Bank building at 785 Market St, San Francisco, CA 94103, installed on the Four Seasons Hotel at 757 Market St, San Francisco, CA 94103
- Four (4) Panasonic PTMZ14 Projectors
- Four (4) Panasonic ET-EMT850 Lenses
- One (1) Modulo Pi Player 4 Output

Proactive Maintenance:

Monthly Status Reports

- On a bi-annual basis, A3 Visual LLC will contact the Client's representative (IT/Facilities or other) responsible for the operation of the Supported Areas to check on the overall status.
- On a bi-annual basis, A3 Visual LLC will issue, via email, to the Client Representative(s) a Monthly Status Report detailing hours used against this agreement and a summary of issues and their status.
- If required, the Client (or client's contractor) will install remote access software on applicable computers to allow remote login and health status checks. Remote login may disrupt the experience and as such will be scheduled and conducted in coordination with the Client. Client's Supported Areas may include automated usage/error reporting and logging for software and hardware components. This logging may either occur on the machine itself or sent to an external server. The metrics logged include anything from system logging (server temperature, disk usage, CPU usage) to software logging (software events and errors). If this logging functionality has been installed then, on a monthly basis, A3 Visual LLC will check all logs and perform troubleshooting.
- Client's Supported Areas may include IP video cameras for troubleshooting purposes. A3 Visual LLC may view the camera feed to provide quicker response-time and issue resolution in cases where electronic access or verbal description is insufficient.

On-Site Health Checks

- A3 Visual LLC will coordinate with the Client to schedule On-site Health Checks during the contract period to perform a preventative system health check on the custom software components and hardware.
- During A3 Visual LLC's On-site Health Checks, in-person supplemental training for up to two (2) hours can be provided, if requested and applicable. A3 Visual LLC must be informed ten (10) Business Days in advance of any training sessions and the anticipated audience required during the on-premises visit.
- A3 Visual LLC will provide a report of its findings for each maintenance visit via email to the Client representative within 10 business days of completion.

Single Point of Contact

- A3 Visual LLC will communicate and coordinate resolution of reported issues with the Project Participants, as they relate to the Supported Areas, on the Client's behalf
- Client shall inform any Project Participants controlled by the Client of this requirement.
- Client authorizes A3 Visual LLC to communicate on its behalf to any relevant parties and inform YCBCD on all such communications.
- In certain cases, it may be most expedient for the Project Participants to communicate directly with the Client to perform troubleshooting and/or implement a resolution. In such cases, A3 Visual LLC will facilitate the initial communication and the Project Participants and Client will apprise A3 Visual LLC of the result of the communication.

Content Deployment

- A3 Visual LLC will download, schedule and deploy Client approved content.

Support Hours/Contact

- Monday-Friday, 9am - 5pm PT, excluding holidays (each such day is a "Business Day").
- Holidays: New Year's Day, Martin Luther King Jr Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Day after Thanksgiving Day, Christmas Eve, Christmas Day, New Year's Eve, or the days on which these holidays are generally observed if they fall on non-business days.
- Contact Immersive.support@a3visual.com

Response Timeframes

- These timeframes are for responses to support inquiries and do not imply a timeframe for issue resolution. It should be noted that Client Issue Reporting must occur via the support email for A3 Visual LLC to meet the timeframe listed below:
- Issues must be submitted via A3 Visual LLC support email.
- First response will occur via email or telephone, within one (1) Business Days of the initial request. The aim of the 1st response will be to troubleshoot and solve the problem or to request additional detail on the issue as required for further investigation. If an immediate solution is not presented during this response, the issue will be escalated to the 2nd response level and the necessary parties will be identified.
- Second response will occur via email or telephone, within one (1) Business Day of the first response. A Client representative may be required onsite for assistance of troubleshooting and confirmation of issue resolution. If a solution is not achieved during this response, the issue will be escalated to the 3rd response level.
- Third response will include a detailed diagnosis and action plan for the necessary parties within one (1) Business Days of the 2nd response.

Issue Resolution

- A3 Visual LLC will issue an email to Client within one (1) Business Days of issue resolution.

- A3 Visual LLC will utilize an issue tracking system to log all correspondence relating to issues including diagnosis, troubleshooting, and resolution.
- Issue history will be reported to the client in a report on a bi-annual basis.
- Issue resolution timeframes are highly dependent on many factors including the nature of the issue, the Project Participants, remote and physical access to software and hardware, and external circumstances. A3 Visual LLC will use commercially reasonable efforts to resolve any issues promptly but cannot always guarantee a specific timeframe.

Troubleshooting


- Tier 1 Troubleshooting involves remote issue diagnosis and discovery. Simple issues may be resolved during Tier 1 troubleshooting. The Tier 1 troubleshooting procedure may entail making sure that software and hardware components are running as reviewed at commission, identifying common network issues, troubleshooting display problems, discerning content related issues, checking third party APIs, and more. A A3 Visual LLC support specialist will provide Tier 1 troubleshooting support. Tier 1 troubleshooting must be attempted prior to engaging in Tier 2 troubleshooting.
- Tier 2 Troubleshooting involves bringing in A3 Visual LLC subject matter experts or the appropriate 3rd Party Vendors. Most issues should be resolved during remote Tier 2 troubleshooting. However, issues requiring repairs and/or replacement which cannot be resolved by troubleshooting will be resolved pursuant to the terms of a separate agreement between A3 Visual LLC and Client.

ADDITIONAL SERVICES

Content and Feature Updates

- If requested by the Client, A3 Visual LLC can provide content and feature update services through a separate Work Authorization. A3 Visual LLC will provide a written estimate of the costs required for such work for Client approval.

Signed Waiver of Proprietary Rights for Artworks Placed on City Property or Private Property *

 (14.2) Emmett - ...

 Add file

This content is neither created nor endorsed by Google.

Google Forms

THE SELIGMAN GROUP

FAMILY OWNED, OPPORTUNITY DRIVEN

September 3, 2025

San Francisco Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Re: Authorization for Digital Art Projection — 785 Market Street (Humboldt Bank Building)

Dear Commissioners,

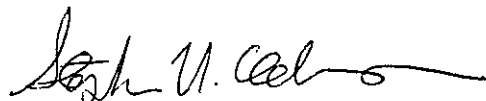
The Seligman Group, as the representative of the property located at **785 Market Street, San Francisco, CA** (Humboldt Bank Building), fully supports and authorizes the **Yerba Buena Partnership**, along with its artists and technical partners, to project digital artwork onto the building façade as part of the upcoming public art initiative. This initiative will transform the building into a dynamic cultural landmark, contributing to the vibrancy and cultural life of downtown San Francisco.

Permissions and Approvals

- **Permission Granted:** Authorization for the Yerba Buena Partnership to execute the projection, coordinate with relevant service providers, and liaise with City staff and the Arts Commission.
- This authorization is valid through **December 31, 2029**, unless revoked in writing by Seligman Group.
- The Yerba Buena Partnership may seek project approval via the **Administrative Consent Agenda** with the San Francisco Arts Commission.

We are enthusiastic to collaborate on this creative endeavor and look forward to contributing to San Francisco's evolving public art landscape.

Sincerely,



Stephen Adams

Property Manager 785 Market St.



05 November 2025.

San Francisco Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission Visual Arts Committee,

On behalf of the Yerba Buena Gardens Conservancy, I am writing to express our strong support for the Yerba Buena Partnership's proposed Digital Art Projection for Let's Glow 2025, and the ensuing artistic programming to follow, which will activate public spaces and small businesses around Yerba Buena Lane through an innovative and colorful art installation.

The Yerba Buena Partnership will be collaborating with various artists to create dynamic visual displays that celebrate creativity, community, and San Francisco's rich cultural identity. This project aligns perfectly with the Yerba Buena neighborhood's role as a leading cultural and artistic hub in San Francisco.

The Yerba Buena Partnership's mission to foster a clean, safe, and vibrant neighborhood for all continues to elevate the public realm through thoughtful and engaging programming. We deeply value our partnership and enthusiastically support their commitment to integrating digital art into public spaces for the benefit of residents, visitors, and local businesses alike.

Sincerely,

A handwritten signature in black ink, appearing to read "Seve Ghose", is written over a light blue horizontal line.

Seve Ghose
Executive Director
sghose@ybgardens.org
503-830-2572



MILLENNIUM PARTNERS

735 Market Street, 6th Floor

San Francisco, CA 94103

415.593.1100 Tel

415.537.3895 Fax

October 31, 2025

San Francisco Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102


Dear Members of the San Francisco Arts Commission Visual Arts Committee,

On behalf of Millennium Partners, I am writing to express our strong support for the Yerba Buena Partnership's proposed Digital Art Projection for Let's Glow 2025, and the ensuing artistic programming to follow, which will activate public spaces and small businesses around Yerba Buena Lane through an innovative and colorful art installation.

The Yerba Buena Partnership will be collaborating with various artists to create dynamic visual displays that celebrate creativity, community, and San Francisco's rich cultural identity. This project aligns perfectly with the Yerba Buena neighborhood's role as a leading cultural and artistic hub in San Francisco.

The Yerba Buena Partnership's mission to foster a clean, safe, and vibrant neighborhood for all continues to elevate the public realm through thoughtful and engaging programming. We deeply value our partnership and enthusiastically support their commitment to integrating digital art into public spaces for the benefit of residents, visitors, and local businesses alike.

Sincerely,



Sean Jeffries

Cc: Cristina Mor, Millennium Partners
Scott Rowitz, Yerba Buena Partnership



October 23, 2025

San Francisco Arts Commission

401 Van Ness Avenue, Suite 325

San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission Visual Arts Committee,

On behalf of Four Seasons San Francisco, I am writing to express our strong support for the Yerba Buena Partnership's proposed Digital Art Projection for Let's Glow 2025, and the ensuing artistic programming to follow, which will activate public spaces and small businesses around Yerba Buena Lane through an innovative and colorful art installation.

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The Yerba Buena Partnership's mission to foster a clean, safe, and vibrant neighborhood for all continues to elevate the public realm through thoughtful and engaging programming. We deeply value our partnership and enthusiastically support their commitment to integrating digital art into public spaces for the benefit of residents, visitors, and local businesses alike.

Sincerely,

A handwritten signature in black ink, appearing to read "Ripple Grewal". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Ripple Grewal

Hotel Manager

Four Seasons San Francisco



BEN STOKES

DIRECTOR, DESIGNER & AUDIO -
VISUAL ARTIST.

HOME WORK PRESS ABOUT
CONTACT



As a visual artist, Director & VJ, Stokes has designed live shows and directed music videos for artists including Janelle Monáe, Nine Inch Nails, M.I.A., De La Soul, Public Enemy, and DJ Shadow. Stokes has also designed large scale multi media projections for SF City Hall, Radio

City Music Hall, Century Plaza Hotel & the Antartica Dome at Coachella.

Recent Projects as Director/Designer:



2025 - Art Director. Al Ain Zoo Bldg projection in UAE

2024 - Sales Force Bldg. Let's Glow SF animation.

2023 - Art Director Animator. Giants Rising_Ferry Bldg projection.

2023 - Director. Toccata: A stop motion music video from a grant from the composers forum.

2022 - Art director. Minds Over Matter Design. Act Now interactive VR Dome show Dubai

2022 - Animator. Minds Over Matter Design. COP26 conference, Armadillo Bldg. projection, Glasgow, Scotland

2022 - Director, Animator. Gift of Gab. Music Video "Slaughter"

2021 - Animator. Minds Over Matter Design. "The Dissident" Building projection

2020 - Show design, visuals, production and concept. DJ Shadow 2020 tour EU.

2019 - Art Director. Holofonic L.L.C. / Minds Over Matter You Tube, Vid Con awards show.

2018 - Art Director. Obscura Digital. MSG Science Fair, Radio City Music Hall.

2017 - Art Director. Obscura Digital. Rockettes Christmas Spectacular, Radio City Music Hall

2017 - Art Director. Obscura Digital. Century Plaza Hotel Building projection.

2016 - Designer, director. DJ Shadow. "The Mountain Will Fall" tour.

2015 - Director, Animator Sound Design. Obscura Digital. SF City Hall 100 Years.

2014 - Director. Obscura Digital. Dallas Cowboys Stadium Media.

2014 - Animator. Obscura Digital. Kuwait Tower LED spherical projection.

2014 - Director, Designer Animator. DJ Shadow. Renegades of Rhythm tour.

2013 - VJ, Designer, Animator. Dorian Orange. Motorola Cube,

2013 - Director, Animator. Obscura Digital. SF Ballet Nut Cracker Promo Westfield Mall:

2012 - Art Director. Obscura Digital, Westfield Mall "Corazone".

2012 - Animator. DJ Kascade Freaks of Nature Tour, Mark Mguire.

2012 - DJ Shadow, "Shadowsphere" tour, Mission Control Designer, director and everything to do with visuals.

2012 - Animator. Autofuss. SAP

2011 - Art Director. Teak Digital. Big City Mountaineers.

2011 - Art Director. Obscura Digital. Princess of Abu Dhabi Wedding.

2011 - Art Director, Animator. Teak Digital - Nest Thermostat,

2011 - Art Director. Obscura Digital. LG Building projection LA.

2010 - Lead animator. Mekanism. Charles Schwaab.

2009 - Art Director. Obscura Digital. NASA PSA "Holograph" Featuring Mos Def & Astronaut Leland Melvin.

2009 - Art Director, Cinematographer. Obscura Digital. Heineken Distributors Convention spot.

2009 - Art Director, Cinematographer. Obscura Digital. CO2 Cube projection Copenhagen,

2008 - Director, animator. Latin Revenge (music Video) Azeem 2009,

2007 - Director & animator. Gun Fight (Music Video) The Mighty Underdogs. 2008,

Recent Tours:

DJ Shadow EU 2020

Meat Beat Manifesto. 2016

DJ Shadow "The Mountain Will Fall" tour 2016

"Renegades of Rhythm" tour 2014

DJ Shadow DJ Set 2013 2014

Shadowsphere 2010-2012

Meat Beat Manifesto Tour 2010-2011

The Hard Sell Tour - 2008-2009

Hard Sell show at the Hollywood Bowl. July 2008

Meat Beat Manifesto 2005 -2006

Music videos as Director (partial list)

MC Azeem - "Latin Revenge"

Public Enemy - "Night Train"

De La Soul - "Saturdays"

DJ Shadow - "Walkie Talkie"

The Orb - "DJ Asylum"(BDA Gold Winner), "Toxygenes"

Meat Beat Manifesto - "Helter Skelter", "Asbestos Lead Asbestos" "Edge of No Control"
"Fromage"

Josh Wink - "Are U There?"

Nine Inch Nails - "Head Like a Hole"(editor), "Down in It"(Director)

Ministry - "Flashback, Stigmata,

Commercials & Broadcast Design (as Director):

Tech TV - Two spots

MTV - Music video awards packaging '06

M2 - Promo IDs "Drag", "Drop" (BDA Gold Winner)

Howard Stern - E Entertainment show open & packaging

Levis - "Butterman"

Employment:

Obscura Digital (Freelance director) 2009-2015

Ntropic 2013 Safeway Fundraiser Event

Dorian Orange - 2013 2014 Motorola Cube

Mekanism - June 2008, 2009 Carles Schwab.

The Orphanage Jan - April '07 Compositor - Pirates of the Caribbean 3. July-Nov. '06

Compositor - Mimzy

Linc. Design June '06 Motion Graphics - Mervyns

Radium Sept '05 Motion Graphics - Oracle

Tino Corp. Records 99-present Owner, Artist & Founder.

H-Gun Labs 89 -01 Owner, Director & Founder.

Awards:

BDA Gold for "DJ Asylum", BDA Gold for "Drag", BDA Silver for "Helter Skelter",
Monitor Award for "DJ Asylum" & Audience Choice Award at Res Fest for "Walkie Talkie"
Guest at Lincoln Center for the Arts, for "the Work of Ben Stokes retrospective" Hosted by
Armond White

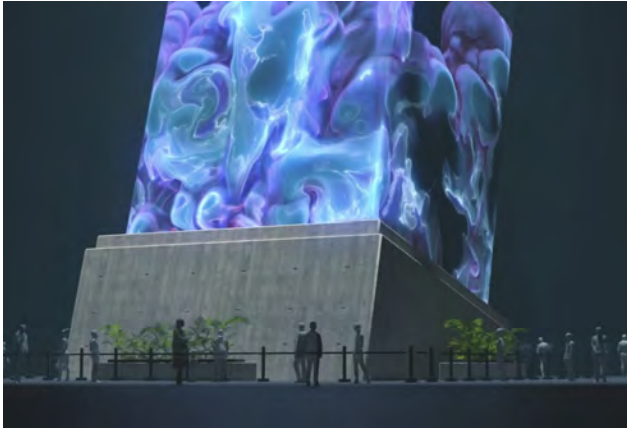
Other:

Authored a Chapter for the After Effects Magic book series; "Virtual Sets" New Riders
Publishing

Teacher at Film Arts Foundation on After Effects

Skill Set: After Effects, Premier, Touch Designer, C4D, Pro Tools, Ableton Live, & good old
fashioned production: cinematographer, producer, animation director.





IMMERSIVE DESIGN + DIRECTION

About

I'm an independent artist and spatial experience director, working across the full arc of a project—from concept and strategic framing to final execution.

My work blends prismatic aesthetics, motion design, spatial storytelling, and procedural systems to create large-scale experiences for domes, public venues, and immersive environments. I craft speculative landscapes: visual ecosystems inspired by light, terrain, and time.

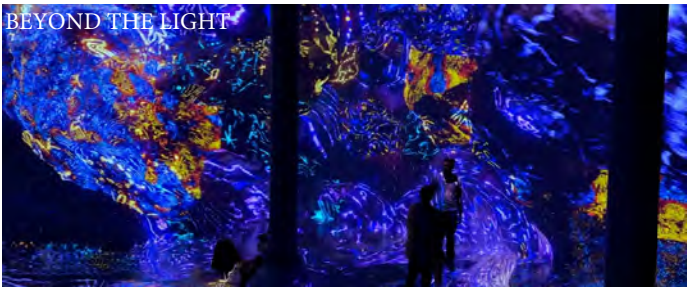
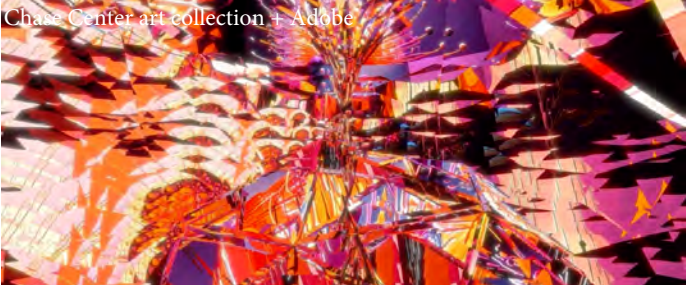
Guided by a desire to illuminate the mysteries of the world, I shape experiences that visualize unseen forces—layered, rhythmic, and alive. These works are designed not only to transform space, but to bring people together—inviting moments of wonder, reflection, and connection within shared environments.

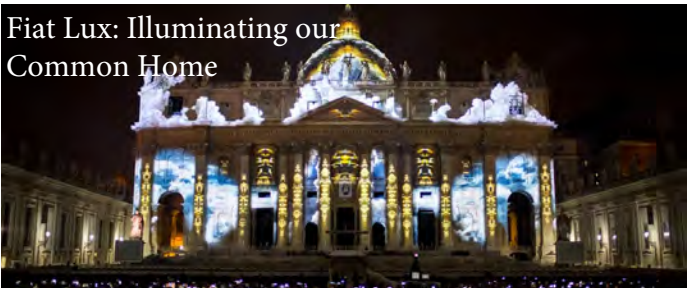
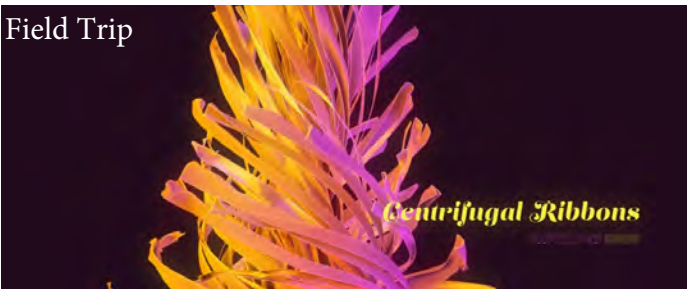
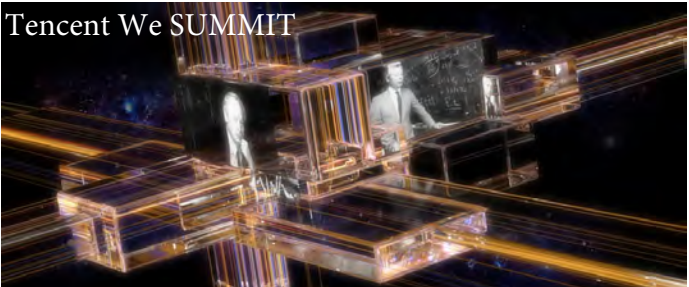
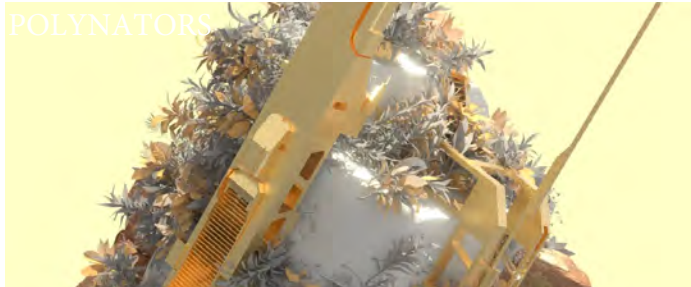
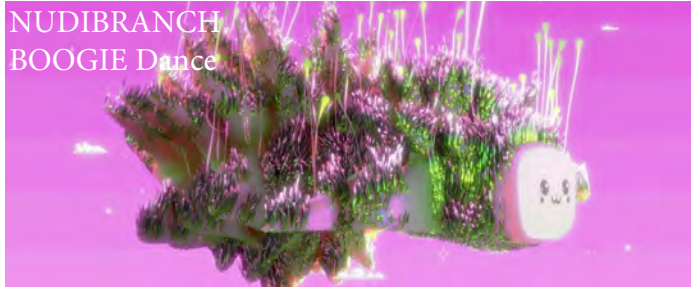
Often described as playful hyperrealism, my work merges analog textures, crystalline forms, and digital systems into meditative environments that invite both awe and stillness.

Whether working solo or leading a team, I bring a rare blend of conceptual clarity, intuitive design, and technical fluency—shaping immersive experiences that feel elemental, poetic, and softly futuristic.

For any work enquiries or just to say hello

emmett.feldman@gmail.com





Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

Artist has designed a work of visual art. In consideration of the City's approval of the Artist design of visual art.

DESCRIPTION: [type, mural, medium]:

Video Projection of artist work on East facing fascade of the Humboldt Bank Building

TITLE, DATE: Yerba Buena Lane-785 Market Street Projection Project

DIMENSIONS: _____

ADDRESS/LOCATION: 785 Market Street

("the Work") for the City artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989) ("CAPA"), or any other local, state, foreign or international law, as currently drafted or as may be hereafter amended, that conveys the same or similar rights ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

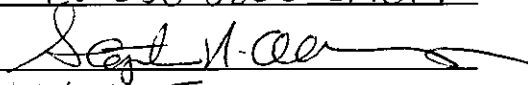
The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. In the event that the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Artwork without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Artwork in accordance with 17 U.S.C. § 106A (a) (2).


Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 **AND to the PROPERTY OWNER:**

PROPERTY OWNER

Property Owner: 785 Market St. LLC
(or Authorized Agent): Stephen Adams
Address: 311 California St. Suite 400
San Francisco, CA 94104
Email: Sadams@Seligmangroup.com
Phone: 415-658-2888 Ex10117
SIGNATURE: 
DATE: 11/6/25

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Work.

Artist: Emmett Feldman
Address: 6811 Hagen Blvd
El Cerrito CA, 94530
Email: emmett.feldman@gmail.com
Phone: 415-203-3777
SIGNATURE: 
DATE: 11 / 06 / 25