



Celebrating
50 Years
of Better
Public Spaces



Media Kit: Entwined 2021

Thank you for supporting the San Francisco Parks Alliance and its efforts to partner with communities and public agencies to create, sustain, and advocate for parks and public spaces that welcome and belong to everyone. Please see the suggested language, imagery, and details below for promotional content related to Entwined.

If you have any questions, please reach out to Rachel Kovinsky, Senior Associate of Marketing + Special Events, at rachelk@sfparksalliance.org.

Entwined 2021

In its returning year, the Entwined installation runs Thursday, December 2, 2021 through Tuesday, February 1, 2022.

About

SAN FRANCISCO, CA – The San Francisco Parks Alliance and San Francisco Recreation & Park Department, in partnership with Bay Area artist Charles Gaden, are pleased to announce the return of the 'Entwined' illuminated art installation to Golden Gate Park's Peacock Meadow, from December 2, 2021 through February 1, 2022. During the pandemic, this dazzling forest of lights entranced park goers and quickly became a popular evening destination for Bay Area residents and visitors alike.

In the returning year of this installation, attendees can look forward to an augmented immersive experience. Its creator, Charles Gaden, champions accessibility to art and engagement with artistic experiences throughout all of his work. As such, the overall composition has evolved to include two large trees standing at 15 to 20 feet tall, 10 new medium-sized trees ranging from 8 to 14 feet in height, and 40 new 'flower clusters' of varying sizes. The new variety will create a more robust experience for visitors looking to explore the glowing fantasy land. QR codes will also be incorporated into various elements of the installation, allowing the public to create custom lighting patterns, alongside peep holes in tree knots that will reveal hidden secrets for curious adventurers.

An exciting new audio system within some of the structures will also allow for low-level ambient music, providing the ultimate connection between art, nature, and the mind.

The installation is meant as an invitation to play and interact with the environment, while engaging visitors of all ages. Entwined also lights the way for park visitors to continue a nighttime exploration along Car Free JFK with visits to the City's official holiday tree at McLaren Lodge, the Conservatory of Flowers dazzling light projections, and the SkyStar Observation Wheel and illuminated Bandshell in the Music Concourse.

Images + Media Assets

[Approved images for sharing can be found here](#)

If resharing any images, please credit the correct photographer – either Johnathan Condit or Jason Chinn – as appropriate

Approved Links

Project Details: www.sanfranciscoparksalliance.org/entwined

Approved Social Media Language

Facebook & Instagram

- Entwined's illuminated forest is back!

Just in time for the holiday season, this free and whimsical installation will light up Golden Gate Park's Peacock Meadow, immersing visitors in an interactive and colorful world of art, technology, and nature.

For details and updates, check out our website:
www.sanfranciscoparksalliance.org/entwined

- Light up the night with a visit to Entwined! From December through February 2022, visit Golden Gate Park's Peacock Meadow to immerse yourself in the installation's new interactive elements, an expanded layout, and an exciting new audio system!

Continue your nighttime exploration of Golden Gate Park along Car Free JFK with visits to the City's official holiday tree at McLaren Lodge, the Conservatory of Flowers' dazzling light projections, the SkyStar Observation Wheel and the illuminated Bandshell in the Music Concourse.

We can't wait to see you there!

Twitter

- Bigger. Bolder. And back for another year! Entwined is returning to Peacock Meadow in Golden Gate Park, just in time for the holiday season!

For a sneak peak of the installation's newest features, visit:
www.sanfranciscoparksalliance.org/entwined

- Charles Gaden's Entwined returns to Golden Gate Park starting in December! This free and interactive installation is an invitation for people of all ages to immerse themselves in a whimsical world of art, technology, and nature. Details at: www.sanfranciscoparksalliance.org/entwined

All Socials

Approved hashtag: **#EntwinedSF**

Please tag the following official SF Parks Alliance accounts:

- Facebook: @sfparksalliance [facebook.com/SFParksAlliance](https://www.facebook.com/SFParksAlliance)
- Instagram: @sfparksalliance [instagram.com/sfparksalliance](https://www.instagram.com/sfparksalliance)
- Twitter: @sfparksalliance twitter.com/SFParksAlliance

Please also tag our partner on the project @sfrecpark