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FOR IMMEDIATE RELEASE

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San Francisco Parks Alliance and Building 180 Present Bloomtown: A Public Art Installation Celebrating San Francisco's Resilience and Local Merchants Along the Union Street Commercial Corridor

-- A multi-layered, interactive art experience comprised of large-scale inflatable Dahlias and never before seen murals will drive the rediscovery of Union Street--

SAN FRANCISCO, CA – SF Parks Alliance and Building 180 are excited to unveil **Bloomtown**: an interactive public art installation including eight epically sized inflatable Dahlias, San Francisco's official flower, placed on Union Street rooftops, between Steiner and Gough, from September 15 through November 15. Below these floral installations, murals originally intended for a temporary, COVID-related field hospital in the Presidio will be on public display for the first time since their creation. The murals will also be visible through a virtual gallery on the Bloomtown website, for those interested in learning more about the artwork and the artists behind them.

"Our neighborhood commercial corridors are still reeling from the extended shutdowns, and I am committed to doing everything I can to help them recover," said Catherine Stefani, Supervisor of District 2. "I was thrilled to spearhead the Bloomtown project to bring artists and merchants together and employ their talents to bring a renewed energy and enthusiasm back to Union Street."

In addition to discovering the visual installation and exploring local businesses, visitors to Bloomtown will also be able to participate in a corridor-wide scavenger hunt that will span the duration of the installation. In doing so, they'll have a chance to win prizes from a variety of local merchants located along the Union Street corridor.

"The best part about Bloomtown has been the opportunity to collaborate with residents, businesses, and creatives who care so deeply about their local community and San Francisco. That's what truly makes neighborhoods bloom!" says Susanna Fraker, a Senior Project Manager at SF Parks Alliance.

The pandemic has brought unprecedented challenges to neighborhoods and local businesses across San Francisco, and while Bloomtown is making its debut on the Union

Street commercial corridor, it holds the potential to offer whimsical allure to any neighborhood who would like to host it.

“This is a wonderfully creative project proposed by SF Parks Alliance, and is just the idea that our City needs to lift the spirits of our residents and attract visitors to our neighborhoods,” says Lesley Leonhardt, President of the Union Street Association.

Bloomtown is led by SF Parks Alliance, San Francisco’s only city-wide parks nonprofit, in partnership with Building 180, a local arts organization whose Paint the Void initiative beautified vacant storefronts across San Francisco throughout the pandemic. Both organizations believe that such art-based public programming brings people together in spaces in a way that builds community and promotes economic activity.

“What SF Parks Alliance and Building 180 have created with Bloomtown is a moment to connect,” says Shannon Riley, CEO of Building 180 and Executive Director of Paint the Void. “This art shares a story, allowing for unexpected discoveries and serendipitous encounters between neighbors and local businesses. We hope that this installation becomes an example of how public art and community interaction can bring joy and life to our city’s streets.”

Residents and visitors are encouraged to stop by the Union Street corridor starting September 15 to discover the magic of Bloomtown for themselves.

Scavenger Hunt Details

Ten unique character decals are hidden in storefronts throughout Union Street. To participate in the scavenger hunt:

1. **Search** for our unique flowery friends hidden amongst Union Street storefronts. When you find your first flower character, ask the participating retailer for the Bloomtown postcard and your first stamp!
2. **Find** our other nine flowery friends and have participating retailers stamp your postcard for each one that you discover. Once you find all ten...
3. **Share** a photo of your favorite part of Bloomtown as well as your fully stamped postcard to Instagram or Facebook, or email it to us at bloomtown@sfparksalliance.org and enter to win.
4. **Tag** your Bloomtown photos with [#bloomtownsf](#) and [#scavengerhunt](#)
5. **Win** prizes! 5 winners will be selected for prizes valued over \$500.

The winner will be announced by November 15, 2021. Be sure to follow along at [@sfparksalliance](#) and [@building180](#)

Approved Links

Project Details: <https://sanfranciscoparksalliance.org/bloomtownsf/>

Inflatable Dahlia Locations:

- Balboa Cafe
- 3048 Fillmore (SALMA & COMPANY)
- 2040 Union
 - Rosewater Skincare
 - Milvali Salon
 - Artemis Real Estate
- Union Street Plaza
- Union Street Plaza
- Birdies
- Epicurean Trader

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SF Parks Alliance social media:

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Twitter: twitter.com/sfparksalliance

Website: sfparksalliance.org

About San Francisco Parks Alliance

SF Parks Alliance is San Francisco's only city-wide parks nonprofit. For over 50 years, SF Parks Alliance has partnered with communities and public agencies to create, sustain, and advocate for parks and public spaces that welcome and belong to everyone.

Throughout the pandemic, SF Parks Alliance has continued to offer safe, accessible, and joyful ways to celebrate our city's parks and public spaces with impactful programming that includes: Entwined, the SkyStar Observation Wheel, concerts at the Golden Gate Bandshell, Sundown Cinema outdoor movie nights, Skybridge on Stevenson community performances and more!

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Building 180 social media:

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About Building 180

Building 180 is a full-service art production and consulting agency who produces, curates and creates unique and complex art installations from conception to completion. They are a network of artists who collaborate with incredibly inspirational and innovative architects, brands, city planners, designers, developers, museum curators and more. Everyone has a story to tell, and their wide range of services are tailored to bring that story to life.