

8th Edition of Georgetown GLOW Artists & Events Announced

Five commissioned works will be on display during the Georgetown BID's annual free outdoor public light art experience, returning during the holiday season for the first time since 2019; also to feature walking tours, a silent disco, and more 'Merriment in Georgetown' programming.

Washington, D.C. (November 3, 2022) – National and international artists will show five commissioned light art works throughout the Georgetown commercial district during the 8th edition of [GLOW](#), presented by 2900 M Street and produced by the Georgetown Business Improvement District (BID). Works will be lit from 5 pm – 10 pm nightly from Saturday, November 26, 2022 – Sunday, January 22, 2023. In addition to the light art installations, GLOW programming includes more than 30 walking tours, GLOW-themed yoga and Pilates classes, a silent disco, a special evening of late-night shopping on Friday, Dec. 9, and more.

Artists represented in GLOW include: **Leandro Mendes - VIGAS** (Brazil); **Felipe Prado** (Chile) in collaboration with Light Art Collection; **Alicia Eggert** (Texas) in collaboration with Light Art Collection; **Masamichi Shimada** (Japan) in collaboration with Light Art Collection; and **Lindsay Glatz & Curious Form** (New Orleans). Details on each installation are below.

“GLOW has always been a unique way to bring people together and brighten the holiday season,” said Nancy Miyahira, Vice President and Director of Marketing for the Georgetown BID. “After the challenging past couple of years that we’ve collectively experienced, it feels more important than ever to offer everyone light and joy.”

In conjunction with the two-month exhibition, Georgetown is celebrating the holiday season with *Merriment in Georgetown* – featuring gift guides, a holiday market, neighborhood bonfire, DC’s largest outdoor ice skating rink, holiday lights competition, cookie tour, and more.

Merriment in Georgetown highlights include:

- **Small Business Saturday:** More than 25 Georgetown small businesses are participating in Small Business Saturday on Nov. 26, offering in-store promotions, events and discounts.

- **Georgetown Gift Guides:** This year, five new holiday gift guides are curated with some of Georgetown's most unique finds. Whether you're buying on a budget (cause, you know, inflation), splurging, or looking for a unique experience that will get you out of the house, we have you and your shopping lists covered. Gift Guides will be published on Nov. 14 at georgetowndc.com/guides.
- **Holiday Market:** Friday, Dec. 2 – Sunday, Dec. 18, shop the Holiday Market in the Four Seasons Hotel courtyard. The European-inspired outdoor stalls will feature gifts and culinary offerings created by local artisans, benefiting Children's National Hospital – with musical entertainment, light and snow displays, and a hot chocolate bar on Fridays – Sundays. Visit fourseasons.com/washington.
- **DC Holiday Lights & Decor:** Georgetown Main Street is joining the city-wide holiday promotion called [DC Holiday Lights](#), Nov. 18 – Jan. 8. Dozens of businesses along Wisconsin Avenue will be decorating their storefronts for the holidays, competing for awards - from Most Creative Use of Lights to Most Georgetown.
- **Grace Street Bonfire, Block Party & Plaza Activation:** On the evening of Friday, Dec. 9, warm up at the Grace Street Bonfire. Stop by the corner of Grace Street and Wisconsin Ave and enjoy free food, drinks and treats from nearby restaurants and bakeries, live music, and a cozy fire to make s'mores. Georgetown Park is also transforming Grace Street Plaza (next to 3207 Grace St NW) into a holiday wonderland of multicolored lights and décor all December long, with an ornament photo moment and pop-up events.
- **Outdoor Ice Skating:** DC's largest outdoor ice skating rink at Washington Harbour is back for another season - open for skating every day along the Potomac, including holidays. Visit thewashingtonharbour.com/ice-skating.
- **Georgetown Cookie Tour:** On Saturday, Dec. 10 from 12 pm – 3 pm, shoppers can support Georgetown's local businesses and build their own holiday cookie box as they go, with treats from local bakeries. Attendees should [purchase tickets here](#) prior to the tour, which is produced by Georgetown Main Street.
- **More Unexpected Holiday Cheer:** Georgetown's Calendar of Events includes even more holiday happenings and promotions. Visit georgetowndc.com/calendar for more.

Visit GeorgetownGLOWDC.com for Georgetown GLOW announcements, updates, tour information, maps, and a getting here & parking page. For a guide to the holidays in Georgetown, visit georgetowndc.com/holiday.

Visitors are encouraged to follow Georgetown on Instagram (@officialgeorgetowndc), Facebook (@OfficialGeorgetownDC) and Twitter (@georgetowndc), and participate and share via the hashtag #GeorgetownGLOW.

GLOW ARTISTS & PROJECTS

***Light Falls*, Leandro Mendes - VIGAS, Brazil**

Location: 2918 M St NW

Presented in partnership with 2900 M Street

Light Falls captures the power of nature in its most beautiful form: the waterfall. The installation is more than 16 feet tall, with a series of illuminated tubes cascading downward that create the effect of water hitting rocks, accompanied by the ambient sounds of the Amazon rainforest. Water is vital to human life, but has frequently been contaminated by humans. *Light Falls* represents the importance of our connection to nature and water, and our role in preserving this life-giving resource.



***Picto Sender Machine*, Felipe Prado, Chile, in collaboration with Light Art Collection**

Location: Washington Harbour (3000 K St NW)

Presented in partnership with Washington Harbour

Picto Sender Machine transports the visitor back in time, when there was no such thing as “high definition.” The installation consists of an enormous low-resolution screen of 1200 enlarged pixels and invites people to record a short video message. But you can’t use words to express your message; only your silhouette, dance steps, and gestures will be translated into blocks of light, displayed live on the screen. *Picto Sender Machine* forces you to express yourself in the simplest way, without thinking about it too much.



(Copyright Bart Heemskerk / Light Art Collection)

All the Light You See, Alicia Eggert, Texas, in collaboration with Light Art Collection

Location: Georgetown Waterfront Park (Near Intersection of Wisconsin Ave & K St NW)

Light takes a moment to travel from one point to another, and to reach our eyes. The travel time varies – from eight minutes for the light from the sun to reach the earth, to millions of years from a star at the edge of our universe. This means that the information that light brings us is always dated. This is the focus of *All the Light You See*; a poetic statement written in light that changes meaning with a small intervention. Part of the text in “All the Light You See is From the Past” occasionally switches off, simplifying the message to “All You See is Past.” The installation is a reflection on mortality, reminding us that in no time at all, we, too, will belong to the past.



(Copyright Janus van der Eijnden / Light Art Collection)

***Butterfly Effect*, Masamichi Shimada, Japan, in collaboration with Light Art Collection**

Location: Grace Church (1041 Wisconsin Ave NW)

Six gigantic butterflies have landed on the surface of Grace Church lawn, their wings glowing blue against the dark night. At first sight, the artwork seems to portray a peaceful, almost magical scene. However, *Butterfly Effect* attempts to portray how something as delicate as a butterfly can possess such immense power. The title of the artwork refers to American scientist and meteorologist Edward Lorenz's 1961 lecture on how a seemingly insignificant action, such as a butterfly flapping its wings, can activate a chain of events that can result in much bigger changes - such as the emergence of a destructive tornado in Texas. The installation is a metaphor that demonstrates how daily life, from the weather to the stock market, has a certain degree of unpredictability, with chaos or crisis just around the corner. And yet, a small act by just one person can make all the difference in the world.



(Image by Noah Goodrich, IlluminoCity 2022, Citypoint, Brookfield Properties)

The Cloud Swing, Lindsay Glatz & Curious Form, New Orleans

Location: East Market Lane (3276 M St NW)

Presented in partnership with Georgetown Park

The Cloud Swing is a series of swings suspended from three glowing cloud structures, in which color and light are created as people engage with the artwork and swing through the air. If a swing is unoccupied, the cloud above it will emanate a steady white glow. Once someone begins to swing, the transformation begins, and the white glow is replaced by vibrant colors that become more saturated as the swing moves faster. The goal of *The Cloud Swing* is to provide a sense of nostalgic joy and connect participants to childhood delights and the wonders of simple play.



The Georgetown Business Improvement District (BID) recognizes the following sponsors for their generous support of Georgetown GLOW: **2900 M Street**, **Georgetown Park**, and **Washington Harbour**.

Thank you to this year's Georgetown GLOW curator, Ashley Molese.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.