

PRESS RELEASE
FOR IMMEDIATE RELEASE

What: 1906 Earthquake Projection on Coit Tower

In a tribute to the City of San Francisco and its Fire Department Ben Wood and David Mark, both alumni of The San Francisco Art Institute, will be presenting a digitally produced movie to be projected onto the south and west portions of Coit Tower commemorating the 100th anniversary of the 1906 Earthquake and fire which destroyed much of San Francisco. The movie will highlight the heroic response of the San Francisco Fire Department in addressing the devastation left by the 8.3 magnitude quake and ensuing fire, which was ultimately contained, paving the way for an unprecedented rebirth of The City and its communities. Also covered in the movie will be filmic depictions of the destruction generated by the quake upon The City, and the rejuvenating spirit that carried through periods of reconstruction, transforming San Francisco into the worldly cosmopolitan city we know today. Recent advances in Seismology and Firefighting techniques will also be included. Large video projectors will be positioned on rooftops adjacent to Coit Tower from the south and west, providing 270 degrees of view around the Tower's perimeter for the movie, which will be visible from North Beach, China Town, the north side of the Financial District, and Russian Hill, including The San Francisco Art Institute. David Mark and Ben Wood have previously projected a movie they created onto Coit Tower for The City's July 4th fireworks event in 2004, which addressed the cultural heritage of the Ohlone People here in the San Francisco Bay Area. The 1906 Centennial projection onto Coit Tower will commence the evening of April 17, 2006, and carry forth into the early hours of April 18th, coinciding with the moment the earthquake struck 100 years ago. This event has been approved by The City of San Francisco Park and Recreation Department, and will be repeated during this year's July 4th fireworks as part of this year's Centennial celebration.

When: Tuesday April 18th, 2006 & Tuesday July 4th, 2006

Where: Coit Tower, Telegraph Hill, San Francisco California