

U.S.

# California Today: A Light Installation Atop the Salesforce Tower

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Renderings of a proposed art installation atop the Salesforce Tower were presented at a hearing on Thursday. This one portrays imagery from a dance company. [Jim Campbell](#)

The tallest tower in San Francisco will also be a beacon of public art.

At a city hearing on Thursday, [plans were unveiled](#) to bathe the uppermost section of the new Salesforce Tower in lights that would be visible at night from all around the Bay.

The installation is the vision of Jim Campbell, an artist and M.I.T.-trained engineer known for his work with LED lights.

According to the proposal, each night the top nine floors of the 1,070-foot Salesforce Tower, which is expected to open in 2018, would be illuminated using 11,000 LED lights. The displays would vary — a [single white circle](#), an [image of the daytime sky](#), a [soft red glow](#).

The presentation before city planners on Thursday was a courtesy. No approval is needed.

Still, the digital light display could intensify debate over changes to San Francisco's skyline.

Critics, [reported to include Senator Dianne Feinstein](#), have bristled at the arrival downtown of high-rises like the Millennium Tower and Salesforce Tower.

A San Francisco resident himself, Mr. Campbell, 61, intended for the art installation to be subtle, said Wendi Norris, a co-curator on the project.

"He's been very adamant that he doesn't want it to be a billboard," she added.

See what you think:



In this rendering, a circle of soft light suggests a lighthouse. Jim Campbell



A rendering depicts the Salesforce Tower illuminated by LED light. Jim Campbell



Cameras placed around the city will capture images during the daytime that will then be projected at night atop the Salesforce Tower. This rendering portrays a blue sky. *Jim Campbell*

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