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**Media Contacts:** Will Reisman [will.reisman@progress-pa.com](mailto:will.reisman@progress-pa.com)

## **R-Evolution Comes to Union Square this February**

*The much-anticipated arrival of Marco Cochrane's 45-foot-tall sculpture empowers and inspires creativity in the heart of San Francisco.*

**San Francisco, CA — January 8, 2025** — The Union Square Alliance, The Sijbrandij Foundation and Building 180 are thrilled to announce the arrival of Marco Cochrane's *R-Evolution*, a stunning 45-foot-tall sculpture symbolizing feminine strength and empowerment. Originally created as part of a triptych for Burning Man in 2015, *R-Evolution* will be on display in Union Square Park from February 6 through the end of May 2025.

"Public art has long served as a powerful medium for uniting communities, sparking conversation, and inspiring fresh perspectives," said **Marisa Rodriguez, CEO of Union Square Alliance**. "By bringing *R-Evolution* to Union Square, the district welcomes an unparalleled opportunity to activate the park, celebrate the Bay Area's creatives, and introduce new audiences to this iconic San Francisco destination. *R-Evolution* will help people see Union Square from a new perspective while inspiring appreciation for the power of public art."

*R-Evolution* is a breathtaking masterpiece of scale and detail. The sculpture is fabricated from steel rod and tubing with two layers of geodesic triangles and covered by stainless steel mesh, creating a dynamic interplay of light and form. At night, she will be illuminated, casting a radiant glow that enhances her presence and adds to the awe-inspiring experience.

Additionally, the sculpture "breathes" for 1 hour each day, a kinetic feature that brings her to life and creates a deeply engaging and meditative moment for viewers. The installation is funded through the generosity of **The Sijbrandij Foundation**. "San Francisco is an amazing city and we're thrilled to have this inspiring piece of big art at its center for people to enjoy."

Join us for the official **unveiling** of *R-Evolution* on **Thursday, February 6, from 4:00 p.m. to 7:30 p.m.** in Union Square Park. The celebration will feature a vibrant mix of Burning Man-inspired music, live DJ performances, photo opportunities with the sculpture, a full bar, and a food truck. This free event aligns with Downtown First Thursdays and Into the Streets, culminating in an exciting march led by a lively band at **7:30 p.m.**, guiding us to an after-party at Downtown First Thursdays Street party on 2<sup>nd</sup> Street. **Music and Event Coordination by Opulent Temple. Second-line brass band provided by Civic Joy Fund.**

**Marco Cochrane, the artist behind *R-Evolution***, shared his excitement about his sculpture returning to his home in the Bay Area: "A good friend of mine, Malie Hatfield, said it best: this piece is 'a reminder to all of us of the inherent strength of all women. Confident, grounded, and open; vulnerable and yet steadfast and brave.' That's exactly what I hope my work captures—those profound qualities that women bring to the world."

The installation of *R-Evolution* is made possible through a partnership with San Francisco Recreation and Parks. "Union Square has been a cherished gathering place at the heart of San Francisco for generations," said **Rec and Park General Manager Phil Ginsburg**. "*R-Evolution* enhances this historic public plaza's vibrant legacy, bringing awe-inspiring beauty while strengthening the park's role as a space for connection, reflection, and celebration of the arts."

**Shannon Riley, CEO of Building 180**, the women-led art production agency managing Marco Cochrane and planning the launch event, emphasized the significance of the piece. "Building and placing monumental public art is no small feat. It requires the participation and problem solving of dozens of stakeholders working together on the shared vision that art is essential and instills a sense of civic pride throughout our communities."

"Public art is a cornerstone of San Francisco's cultural identity, reflecting the diverse, creative spirit that helps establish our city as a world class destination for self-expression," said Ralph Remington, Director of Cultural Affairs. "The temporary installation of *R-Evolution* in Union Square, in the heart of San Francisco, is a celebration of that spirit, as it invites local residents and visitors alike to visit and support our downtown core and engage with art in an open, public space where it can inspire dialogue, spark connection, and uplift our shared appreciation for the transformative power of art."

"We're excited to have Union Square join the Downtown First Thursdays tradition with the official *RE-Evolution* unveiling celebration," says **Katy Birnbaum of Into The Streets**, the production studio behind Downtown First Thursdays, "from major art installations to marching bands and street parties, we're all coming together to make downtown an irresistible and unforgettable destination."

For more information about the *R-Evolution* debut event and upcoming activities, visit [here](#).

A wide selection of images can be accessed [here](#). All images are provided royalty-free when citing the associated source listed in the press kit.

There will be a special press preview on Wednesday, February 5th beginning at 11:00 a.m. Accredited press are invited to RSVP to speak with the artist or community partners. Interested press and social media influencers, please RSVP by emailing [will.reisman@progress-pa.com](mailto:will.reisman@progress-pa.com).

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**About the Union Square Alliance:** The Union Square Alliance serves its members and creates a high-quality, complete neighborhood experience by managing and activating public spaces; supporting existing businesses and attracting new investments; and convening, partnering, and advocating for the District's future success.

**About Marco Cochrane:** Marco Cochrane, born to American artists in Venice, Italy, and raised in Northern California, grew up immersed in the political and cultural movements of his time. Drawn to themes of empowerment and balance, he began sculpting in his 20s, discovering his talent for capturing human emotion and energy. Self-taught, Marco spent over 20 years creating bronze sculptures of women, emphasizing their chosen expressions and poses. After attending Burning Man in 2007, he was inspired to scale his work to monumental proportions, amplifying its impact. Marco's art reflects his belief in the urgent need to balance feminine and masculine energy to address the world's most pressing challenges.

**About Sijbrandij Foundation:** The Sijbrandij Foundation is dedicated to the placement of accessible big art installations in San Francisco to enhance our shared spaces. In 2024, the foundation launched its commitment to supporting public art, recognizing its power to inspire and connect people across the city. With ongoing initiatives and future projects planned for 2025 and beyond, the foundation is actively working through strategic collaborations and thoughtful investment in partnership to shape San Francisco's landscape in ways that reflect its diverse and vibrant culture.

**About Building 180:** Building 180 is an art production and consulting agency that specializes in complex large-scale installations from concept to completion. With a team of expert curators, producers, and artists, the agency excels in rapid, innovative executions. Building 180 collaborates with a wide range of clients to create art that stimulates community dialogue and creative value, measuring success through its support of emerging artists and the impact of public art.