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Got Light Announces Significant Business Expansion *Relocation of Bay Area Event Design Company Increases Space and Inventory Capacity by 300%*

SAN FRANCISCO, April 23, 2013 – **Got Light** celebrates their nine-year anniversary as San Francisco Bay Area's leader in producing artistic lighting and event design, creating dramatic environments with light, audio, video, projection art, video mapping, drape, and staging. Nearing a decade in the events industry, they have recently expanded business development by relocating to a larger office and warehouse space, presenting their first-ever client showcase, undertaking a rebranding process, and creating new staff positions.

In 2004, San Francisco State University graduates Russell Holt (BA, Fine and Studio Arts / Film Production) and Jon Retsky (BA Technical Theatre / Theatre Design and Technology) scraped up a couple hundred dollars to rent lighting equipment to produce their first event for a small nonprofit fundraiser. Today, Got Light's co-owners design for blowout events like the recent San Francisco Symphony's *Black and White Ball*, California Academy of Science's *Big Bang Gala*, and Asian Art Museum's *Terracotta Warriors* Opening Gala. Nearing the end of 2012, demand for their company's services was beginning to outpace internal operations, and they realized moving just a few blocks up the road to a larger space would maximize business growth and opportunities.

In February 2013, Got Light increased their overall space capacity over 300% by moving to their new location at the old S&C Ford Service building at 211 Industrial Street in San Francisco's Bayview-Hunters Point. The new 4,650 square feet of office space includes a Got Light Client Showroom, Conference Room, and Sales Counter for an upcoming "do it yourself" rental product line. Got Light's expanding inventory of lighting, audio, video, drape, and staging equipment is now well organized in the 20,000 square feet of warehouse space. "Gone are the days of jumping up from make-shift desks to re-park dozens of equipment trucks on street sweeping day," laughs Director of Event Design Michael Kuhlmann of the convenience of the private 17,000 square foot gated truck yard.

As a testament to their growing popularity, Got Light was invited to present their first-ever open house, "[A Spectacular Showcase](#)" in partnership with Classic Party Rentals on February 27, 2013 to over 1,000 event industry attendees. Working literally around the clock, Got Light's design crew installed the latest lighting and



design trends, immersing over 120,000 square feet of AT&T Park's Pier 48 building. "Classic Party Rentals and Got Light gave us so many creative ideas and options. My cell phone camera was snapping photos for three hours straight!" gushes Meeting Planner Loretta Lowe of San Francisco.

"We are no longer a question. We are a statement — We are Got Light," declares Retsky. Their original corporate identity *Got Light?* had mimicked the instantly recognizable *Got Milk?* ad campaign. They have recently dropped the question mark, introducing a new logo for the company's developing brand. To help guide their new strategic vision, Got Light has recently added new positions of Marketing Director, Event Operations Manager, and increased their roster of Design Managers. From crew t-shirts and equipment cases to new product brochures and stationery, the company is currently rolling out their new look. New Got Light exterior signage has been installed on the façade of the new building and they plan to launch their highly anticipated redesigned website in May 2013.

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About Got Light: Established in 2004, Got Light is the San Francisco Bay Area's leader in producing artistic lighting and event design, creating dramatic environments with light, audio, video, projection art, video mapping, drape, and staging. They have built a reputation for providing five-star customer service, creative solutions and innovative designs for a diverse range of events.

Got Light Ownership: Inspired by designers Russell Holt and Jon Retsky, got light offers over 25 years of combined experience in Lighting Design and Event Production. They experts at layering in color, texture, kinetic movement, and subtle highlights, taking events from "lit" to "WOW!"

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