

AURA Grace Cathedral and SOMArts Announce Partnership Connecting San Francisco Audiences with Local Artists



Launching today, the partnership brings together an immersive experience in one of the city's landmarks and a community arts institution founded in 1979, with a portion of AURA's proceeds supporting SOMArts

SAN FRANCISCO, October 8, 2026 - One year and more than 136,000 tickets after its first lit up Nob Hill, [AURA Grace Cathedral](#) is celebrating its anniversary by turning its spotlight outward. Starting today, AURA will donate a portion of its proceeds to [SOMArts Cultural Center](#), the San Francisco arts institution that has leveraged the power of art as a tool for social change through multidisciplinary events and exhibitions since 1979, equipping artists with the space and support they need to shift perspectives and foster greater access to arts and culture. The two organizations will co-promote one another to their audiences.

AURA, the immersive light and sound experience created and presented by Moment Factory and co-presented by Fever, has captivated more than 2.2 million visitors in Montreal, Quebec City, and Paris. Its San Francisco run opened at Grace Cathedral in October 2025. The anniversary partnership extends AURA's core idea beyond the cathedral walls: helping the places and people that make San Francisco's culture what it is get seen by new audiences.

The partnership kicks off today. A portion of proceeds from tickets sold in October will go directly to SOMArts. AURA and SOMArts will also co-promote one another across their channels, giving SOMArts a platform to reach AURA's audience and inviting AURA guests to discover SOMArts' annual Día de Los Muertos and Murphy & Cadogan exhibitions.

"For more than a century, Grace Cathedral has been a place where San Franciscans gather, reflect, and create together," said Rebecca Nestle, Director of Events and Cultural Programs. "AURA has brought thousands of new visitors through our doors this year. Sharing that moment with SOMArts feels like the right way to say thank you to the city."

"Artists are our north stars. SOMArts exists to give them the space, mentorship, and support to shift perspectives and shape the cultural life of this city," said Maria Jenson, Creative and Executive Director of SOMArts. "AURA fills Grace Cathedral with wonder, and this partnership extends that sense of discovery to the artists and communities we champion. Every ticket sold helps sustain the exhibitions and programs that give San Francisco's creative community a platform to be seen, heard, and celebrated."

Tickets for AURA Grace Cathedral are available at auragraced cathedral.com. To learn more about SOMArts, visit somarts.org.

About AURA Grace Cathedral

Created and presented by Moment Factory and co-presented by Fever, AURA is a nighttime multimedia experience that transforms Grace Cathedral into a living canvas celebrating the harmony between humanity and nature. Visitors first explore the

cathedral's history and architecture through an interactive web app, then watch the landmark reimaged with immersive projections, lighting design, and original music recorded with a 60-piece symphony orchestra and 16 singers. Grace Cathedral is the third AURA in the series, following Montreal and Paris, which together have welcomed more than 2 million visitors. AURA opened at Grace Cathedral in October 2025. Tickets and information are available at auragraced cathedral.com.

About SOMArts Cultural Center

SOMArts, founded in 1979, cultivates access to the arts within the Bay Area by collaborating with community-focused artists and organizations. Together, we engage the power of the arts to provoke just and fair inclusion, cultural respect, and civic participation.

SOMArts is located at 934 Brannan Street—between 8th and 9th—within 2 blocks of 101, I-80, Muni lines, and bike paths. For public information call 415-863-1414 or visit somarts.org. Stay connected by following us on [Linkedin](#), [Instagram](#), and [Facebook](#).

About Moment Factory

Moment Factory is a global entertainment studio pioneering new forms of collective experiences. For 25 years, its multidisciplinary team has worked at the forefront of creativity and technology to inspire wonder and real-world connection. Combining expertise in immersive storytelling, interactive design, multimedia scenography, music, lighting, and special effects, the studio has delivered over 600 projects worldwide with clients such as Disney, Billie Eilish, Real Madrid, Universal Studios, and National Geographic Society. Headquartered in Montreal, with offices in Paris, Tokyo, New York, Singapore, Abu Dhabi, and Riyadh, Moment Factory is actively shaping unforgettable destinations of tomorrow.

<https://momentfactory.com/>

About Fever

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

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