

YOUR ARTS & CULTURAL GUIDE TO

NORTH BEACH & THE EMBARCADERO

Even when it's not acting as the center of Super Bowl activity, the Embarcadero hosts countless arts and culture experiences. Check out these unique attractions along the waterfront and up into [North Beach](#).

01 SAN FRANCISCO'S RICH CULTURE REFLECTED IN INTERACTIVE ART

Fall in love with and leave your (open) heart in San Francisco

[Pier 39](#) is a 45-acre waterfront complex that is a gathering place for millions of San Francisco locals and visitors, and known for its spectacular views of San Francisco Bay as well as the home for the world famous California sea lions. Be sure to make time to pose for a photo with the [Open Heart](#) sculpture, a work of public art that helps support the San Francisco General Hospital. Open Heart was hand-painted by local artist Patrick Dintino, a San Francisco native whose mother's life was saved more than a decade ago by open heart surgery. "It symbolizes the openness of our city's heart, as well as the idea of falling in love with and leaving your heart in San Francisco," said Dintino.

02 THE WATERFRONT WITHOUT THE FERRY TOWER WOULD BE LIKE A BIRTH-DAY CAKE WITHOUT A CANDLE

Promoting the Bay Area's vast ethnic diversity and serving as an incubator for artisan food producers

Once a beacon for travelers, the 1898 Ferry Building now beckons artisans and food lovers from around the world. The Ferry Building represents roughly 65,000 square feet of space that offers a distinctive venue for bringing together the greater Bay Area's agricultural wealth and renowned specialty food purveyors, all under one roof. Inside you will find the **Ferry Building Marketplace** which delivers a convergence of top local sustainable farmers and food purveyors as well as local artisans and merchants selling uniquely Bay Area goods.

03 THIS GALLERY WAS RATED A TOP DESTINATION IN SAN FRANCISCO

Become completely immersed in a gallery that celebrates the creative process

Autodesk develops software for the architecture, engineering, construction, manufacturing, media and entertainment industries and hosts a gallery that features more than 20 exhibits, including original works by Lego, Mercedes-Benz, Nike and more. Named a top destination by Wired magazine and the San Francisco Chronicle, the **Autodesk Gallery** brings together stories of exceptional design and engineering from across the globe.

04 EXPLORE SCIENCE, ART AND HUMANITY AFTER DARK

Spend your Thursday night with the Exploratorium's weekly After Dark event

The **Exploratorium** is a playful learning laboratory of more than 600 interactive exhibits and experiences that ignite curiosity and transform the way people learn. Experience a fascinating array of unique, adult-only programs and events that change weekly with the Exploratorium's **After Dark** event. Grab dinner by the Bay, play with hundreds of hands-on exhibits, crawl through a pitch-black Tactile Dome (reservations required), sip cocktails and explore!

05 OUR FAMOUS CABLE CARS AREN'T JUST FOR SHOW

Explore stunning vistas, diverse neighborhoods and popular attractions from vintage rail transit vehicles

San Francisco's historic streetcars and the world-famous cable cars form a "steel triangle" of rails that bring riders to the most popular destinations in the city. The **San Francisco Railway Museum** is a celebration of San Francisco's rail transit history and features a full-sized exact replica of the motorman's platform of a 1911 San Francisco streetcar. You will also find unique historic artifacts, illustrative and informative displays, rarely seen archival photography, and audiovisual exhibits that use 21st century technology to bring rail transit in the 19th and 20th centuries to life.

LINKS TO HELP PLAN YOUR TOUR

[SF Muni Schedule](#) | [San Francisco Travel Association](#)