



FOR IMMEDIATE RELEASE
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Contact: Justin Fair, Hyattsville CDC
(301) 683-8267 jfair@hyattsvillecdc.org

THE GATEWAY AT UNIVERSITY TOWN CENTER ANNOUNCES ARTWORK INSTALLATION AT SAFEWAY RETAIL PLAZA

SCULPTURE AVAILABLE FOR VIEW APRIL 4TH

HYATTSVILLE, MD –[ECHO Realty](#) and the [Hyattsville Community Development Corporation](#) are pleased to announce the installation of “Ribbon of Life,” a permanent public artwork for the entrance to the East-West Highway-oriented commercial development – the Gateway at [University Town Center](#) (UTC) - in Prince George’s County. The sculpture will be installed on Monday, April 4th.

“Ribbon of Life” by sculptor [Alan Binstock](#), is a triple helix of stainless steel, with a matrix of UV and weather compatible resin, re-purposed tempered glass and an embedded welded wire, stainless steel grid. The genesis of its design is the DNA helix: at once conjuring the essence of health-conscious living via life’s essential building blocks.

Colors and textures change as one drives or walks past this 15' tall translucent pillar. At night, recessed light internally illuminates this placemaking icon. The sculpture is located east of America Boulevard, in the outdoor pedestrian plaza / seating area beside the new “lifestyle” Safeway, visible by both entering and departing vehicular traffic and pedestrians.

A “lifestyle” Safeway joins UTC’s current anchor Regal Royale 14 Cinemas: alongside new additions including Medstar Health Research Institute, Phenix Salon Suites, Unleashed by Petco, Town Center Wine & Spirits, Le’s Nails and Spa, and Pollo Campero. Existing UTC development assets include attractive condominiums, office buildings, student housing, and an outdoor plaza with fountain. The addition of Safeway as the newest major anchor at UTC, and the development of the adjoining shops and parking structure fronting East-West Highway form a conspicuous part of a multi-phase transformation of Hyattsville’s Prince George’s Plaza Transit District.

To learn more about public art in Hyattsville, visit <http://hycdc.org/public-art>. To learn more about Alan Binstock’s work, visit <http://alanbinstock.com>. For the latest news on the University Town Center, visit <http://universitytowncenter.net>. For information regarding ECHO Realty, visit <http://echorealty.com>.



Proposed Concept
“Ribbon of Life” by
Alan Binstock,