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POP-UP ART INSTALLATION ACTIVATES BALLSTON'S PUBLIC REALM WITH DESIGN-FORWARD EXPERIENCE AND COMMUNITY PROGRAMMING

Arlington, VA — The Ballston Business Improvement District (BID), in partnership with Insight Property Group, announces the debut of *Disco Ballston,* a new pop-up art installation activating a covered pedestrian walkway at the intersection of Wilson Boulevard and North Stuart Street in Ballston. The installation will be introduced on May 11, transforming a transitional construction zone at the former Macy's Ballston site into a dynamic public experience.

As Ballston continues to evolve, the installation reflects the BID's forward-looking approach to activating public spaces, strengthening the districts' identity, and enhancing everyday experiences for residents, workers, and visitors. By reimagining a moment of transition, the project maintains energy at the street level while signaling Ballston's next chapter.

The installation is tied to the broader transformation of the former Macy's site, where Insight Property Group is developing a 553-unit residential community with a ground-floor grocer and retail. Designed by local branding agency Design Army, *Disco Ballston* draws inspiration from the brand and architectural vision of the future development. Bold visual elements echo the design language of what's to come, offering a forward-looking expression of Ballston's evolving skyline while activating the streetscape in the present.

Aligned with the BID's strategic focus on enhancing the public realm through thoughtful design, beautification, and experience-driven programming, the initiative supports a vibrant business environment and fosters meaningful community connections through creative partnerships and activations.

“This installation reflects how the BID is shaping Ballston’s future as a place to experience as much as a place to live and work,” said Danette Nguye, CEO of the Ballston BID. “By activating spaces in intentional ways, we’re supporting our businesses, engaging our community, and building momentum for what’s ahead.”

“We’re thrilled that the installation has brought a bit of brightness and energy to Ballston during construction,” said Marta Lopez, Develop Manager of Insight Group. “This was a collaboration initiated by the Ballston BID, and they deserve tremendous credit for recognizing the opportunity and partnering with us to help bring it to life.”

Enhancing the installation’s interactive appeal, visitors can access a curated music experience via a scannable QR code featured on-site. The custom music track is created by globally acclaimed DJ and producer Saeed Younan, known for his dynamic house and techno sets and longstanding influence in the international electronic music scene. Younan’s work brings an additional sensory dimension to the installation, blending sound and space into a cohesive artistic moment.

The project also underscores Insight Property Group’s commitment to thoughtful development and community partnership. As a Metro DC-focused real estate investment and development firm, Insight emphasizes creating spaces that are both functional and meaningful, with a focus on long-term community impact. Their work reflects a dedication to crafting environments that integrate seamlessly into their neighborhoods while delivering value for residents, retailers, and stakeholders alike.

ABOUT BALLSTON BUSINESS IMPROVEMENT DISTRICT (BID)
The Ballston Business Improvement District is a public-private partnership dedicated to strengthening Ballston as a vibrant, innovative, and connected urban center in the heart of Arlington, Virginia. The BID serves a 25-block walkable neighborhood known for its mix of technology, education, defense, retail and hospitality businesses. The BID supports local businesses and enhances the neighborhood experience through initiatives that improve public spaces, advance mobility and placemaking, and produce community events that bring people together, helping position Ballston as a thriving destination for those who work, live, and visit the area. Follow **@ballstonbid** on Instagram and visit **ballstonva.org** for resources, events, and updates from the Ballston neighborhood.

ABOUT INSIGHT PROPERTY GROUP

Insight Property Group is a real estate development and investment firm based in Arlington focused on creating thoughtfully crafted residential and mixed-use communities throughout the Washington metropolitan region. The firm approaches development with an emphasis on design, placemaking, and long-term community impact — delivering projects that are functional, enduring, and deeply connected to the neighborhoods in which they are built.