

**For Immediate Release**

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**CENTURY SQUARE WELCOMES FIRST-OF-ITS-KIND SELFIE MUSEUM AS  
NEWEST IMMERSIVE EXPERIENCE***Pop-Up “Instaland BCS” to open January 2021*

**(BRYAN-COLLEGE STATION, TX)** – Houston-based [Midway](#), a privately owned, fully integrated real estate investment and development firm, is pleased to announce that [Instaland BCS](#) will open at Century Square on January 4 for a limited-time run. Located underneath Century Square Two, next to Onward Reserve, Instaland BCS will be the first experiential art exhibit at the property.

The Instaland BCS concept was created by Ashley Diamond Siegert. Siegert designed Instaland BCS to be a space where you can step into a world of wonder and snap as many photos as you desire within their six, expertly designed sets. Siegert, in conjunction with Vacanva and Fig-Mint Photography, will open Instaland BCS in January 2021.

“We are extremely excited to partner with a local business to bring this innovative experience to Century Square at the beginning of the year,” said Lacey Jacobs, Vice President of Strategic Leasing and Advisory, Midway. “We strive to redefine the conventional shopping center environment and Instaland BCS adds a dynamic concept for visitors to enjoy.”

Visitors to Instaland BCS can shed their winter blues at the door and enter the 1,396 square-foot space with six magical sets. Instaland BCS’ wonderous sets include a dried flower set in partnership with Basecamp Farms; a neon pink “Love” sign set on a black and white striped wall; a wall of beautifully-decorated, larger-than-life paper flowers; a grid of air-molded, vibrant donuts; and a wall of bright, white clouds in the sky.

“We are thrilled to offer the Bryan-College Station area a safe and enjoyable experience for the new year,” said Ashley Diamond Siegert, Owner, Instaland BCS. “While these innovative exhibits have been exclusive to large cities until now, Century Square offers a big city experience within our smaller community, proving the perfect fit for our pop-up.”

In compliance with the Centers for Disease Control and Prevention (CDC) COVID-19 guidelines, Instaland BCS has reduced the number of tickets available in any given time slot. Additionally, visitors must keep masks on whenever not actively posing for photographs and no more than three people may

pose at any given set at one time.

Instaland BCS' limited run begins January 4 and extends through the end of February, with tickets now available at <https://www.instalandbcs.com/>. Single person entry tickets for 20 minutes are \$10. One child, under the age of 10, may enter with one paid adult ticket. For additional time, please purchase tickets in back-to-back time slots. Hours of operations for Instaland BCS are Tuesday – Sunday 11 a.m. to 6 p.m.

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### **ABOUT CENTURY SQUARE**

Century Square is an exciting mixed-use destination adjacent to Texas A&M University in College Station, Texas. Redefining the Brazos Valley, the 60-acre development creates a dynamic community center where people congregate from across the region to experience a walkable, urban destination. The Midway leadership team is heavily comprised of former students of Texas A&M who are deeply engaged in the University's culture and its vision for the growth of the Brazos Valley. The project features premier retail and restaurant establishments, entertainment venues, 60,000 SF of Class-A office, two full-service hotels: The George and Cavalry Court, luxury apartment homes: 100 Park, and an activated central gathering space.

### **ABOUT MIDWAY**

Houston-based Midway is a privately owned, fully integrated real estate investment and development firm that has provided the highest level of quality, service and value to clients and investors for over 50 years. Midway's portfolio of projects completed and/or underway consists of more than 45 million square feet of properties ranges from mixed-use destinations to office, industrial facilities, and master-planned residential communities. Midway continues to develop projects of distinction, aesthetic relevance and enduring value for investors, clients, and the people who live, work, and thrive in the environment they create.