Lifebeat and MTV Staying Alive Foundation Create The Arches of Hope

January 25, 2013

On January 17, Lifebeat: Music Fights HIV & AIDS and the MTV Staying Alive Foundation joined forces to create an interactive art installation in the lobby of the OUT NYC hotel. Titled “The Arches of Hope” and designed by artist and architect Antonio Pio Saracino, the installation consists of three 10-foot-tall arches that represent the three decades of HIV/AIDS. Each arch is comprised of two white columns; the columns and arches, in turn, are made up of 223 individual blocks that people can “adopt” (by pledging funds) to remember loved ones who have been impacted by HIV/AIDS or to express hopes for an HIV-free generation. In the crowning blocks of the arches, an LED ticker tape displays messages from the supporters. The event was hosted by Sandra “Pepa” Denton of Salt-N-Pepa and Gary Dell’Abate, longtime producer of The Howard Stern Show. Proceeds from the project will go to Lifebeat and the MTV Staying Alive Foundation.

“The Arches of Hope” will be on display in the lobby of the OUT NYC until April 17.

For more information visit: archesofhope.com.

The Arches of Hope at OUT NYCErnest Estimé

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