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Uptown Alley Wins Award for Excellence in Design from the American Institute of Architects Richmond

MIDLOTHIAN, Va., April 14, 2016 – For design of the 57,000 square foot Uptown Alley entertainment venue, BOB architecture accepted the 2016 Honor Award for Excellence in Architecture from the American Institute of Architects Richmond (AIA) today. As owner Uphoff Ventures, LLC and Taylor & Parrish Inc. as builder also received certificates at the awards ceremony which took place at The Branch Museum of Architecture & Design.

“It is a privilege for our venue to receive this prestigious award and join the ranks of the Commonwealth’s most revered buildings including the Virginia Museum of Fine Arts, Dominion Arts Center and Children’s Hospital of Richmond Pavilion,” said Steve Uphoff, founder and owner of Uphoff Ventures. “We envisioned a space that recalled the highpoint of leisure activity in the 60s, while presenting a new concept to be enjoyed by all generations.”

AIA Richmond, a professional organization representing more than 400 architects practicing in Central Virginia, is dedicated to advancing the practice of architecture among design professionals, as well as expanding the awareness and appreciation of architecture among the general public. The 2016 Honors and Awards Program is a recognition of projects that a jury appointed by the Chapter deems to have achieved excellence in architecture.

“We chose to balance the visual stimulation of the entertainment venue with that of daylight and natural warmth,” said Robert A. Steele, AIA. “Natural stone with glass, exposed steel beams, columns, maple wood veneer, stainless steel and stucco define the exterior façade, transition throughout the entries and unfold into the interior.”

Completed in November 2012, Uptown Alley is a multi-level entertainment venue featuring 38 Brunswick state-of-the-art bowling lanes, arcade, upscale restaurant, patio, lounge and more. Guests can enjoy special events such as Country Night on Wednesdays, Kids Eat & Play Free on Thursdays and live music on Friday and Saturdays. Uptown Alley is located at 6101 Brad McNeer Parkway in Midlothian. For more information, call (804) 744-1077.

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About Uptown Alley:

Uptown Alley, located in Midlothian, is a 57,000 square foot multi-level entertainment venue featuring 38 lanes of bowling, arcade, upscale restaurant, patio, lounge and more. Locally owned by Uphoff Ventures and operated by Trifecta Management Group, the two companies have formed a strategic alliance to acquire, develop and operate properties, providing communities with first-class, leading-edge entertainment venues, with an immediate focus on the expansion of the Uptown Alley concept. Uptown Alley debuted in Surprise, Arizona in May 2012 to critically acclaimed reviews and great guest reaction. Uptown Alley is co-owned by Linda Uphoff, Mr. Uphoff’s business partner and wife of 40 years; his daughter Cassandra Moore and son-in-law Steven Moore, partners at Uptown Alley. Visit www.uptownalleyrichmond.com or find us on [Facebook](#) and [Twitter](#).

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