

Oscars Watch Party: A Bronx Tale

One night where a café becomes a salon, screening room, and social experience rooted in neighborhood culture.

The Oscars already come with built-in anticipation. You're not inventing excitement; you're channeling it locally.

Crafting a "walk to the red-carpet" experience.

Produced by Liriano Idea Advisors



Event Vision



This event manifests ARTIZEN NYC as a cultural hub, not just a café. Leveraging the existing projector screen, familiar menu offerings, and neighborhood enthusiasm, guests are invited to dress up, celebrate film, and enjoy elevated small bites and cocktails without traveling far.

For one night, the space becomes something extraordinary while remaining authentically local.

Strategic Objectives

Cultural Activation

Activate the space during a high-interest cultural moment that naturally draws attention

Revenue Growth

Increase evening foot traffic and generate ticketed revenue through premium experience

Brand Identity

Strengthen ARTIZEN's reputation as a neighborhood destination for curated cultural events

Premium Experience

Offer an elevated experience using existing infrastructure and familiar menu items

Who's Coming to the Party



Local Residents

Riverdale and surrounding Bronx neighborhoods seeking quality entertainment close to home



Film Fans

Oscar viewers and cinema lovers looking for a communal viewing experience



Social Groups

Couples, friend groups, and creatives seeking a dress-up occasion in their neighborhood



Loyal Regulars

Existing ARTIZEN NYC customers looking for something special & social

The Evening Experience

☆ EVENT DETAILS

Timing

Doors open 30–45 minutes before broadcast begins

Dress Code

Cocktail / Red Carpet encouraged but not required

Format

Ticketed watch party with intentionally capped capacity for comfort

Atmosphere

Intimate screening room meets neighborhood salon

Why This Works

- Uses existing equipment and menu foundations
- Minimal additional staffing or training required
- Scalable based on demand
- Creates repeatable template for future events

Culinary Program

The menu feels elegant while relying on familiar ingredients and prep methods to ensure smooth execution.

All items are designed as one- or two-bite portions, minimizing utensils and maximizing mingling.



Savory Bites

Mini Empanadas with chimichurri or garlic aioli

Grilled Cheese Bites with tomato jam or honey

Meatball Skewers with marinara and parmesan

Arepas topped with pulled chicken or cheese



Light & Elegant

Deviled Eggs (Oscar Edition) finished with paprika and herbs

Caprese Skewers with balsamic glaze



Sweet Bites

Brownie or Cake Cubes dusted with cocoa or gold sugar

Chocolate Truffles or Brigadeiros



Signature Cocktails

Cost-effective themed cocktails where renaming and presentation elevate simple builds into a gala-worthy experience. Served in plastic stemware or gold-accent cups for visual impact.

The Golden Spritz

Prosecco with elderflower or citrus bitters

Best Actor Old Fashioned

Batched bourbon cocktail with orange

Red Carpet Sangria

Wine, citrus, seasonal fruit

Sparkling Mocktail

Lemonade with rosemary or orange peel

Guest Engagement

01

Oscar Ballot Cards

Printed prediction cards with small prize for most correct picks

02

Best Dressed Vote

Audience votes on best red-carpet look of the night

03

Photo Moment

Gold backdrop or "ARTIZEN NYC Awards" signage for memorable photos

04

Commercial Break Fun

Trivia or commentary during breaks to maintain energy



These elements encourage participation and longer stays without disrupting the screening experience.

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Ticketing & Revenue Model

\$25-\$35

Ticket Price

Per guest entry

What's Included

- Entry to the event
Reserved spot in the screening room
- One themed cocktail
Choice of signature drinks
- Access to small bites
All menu items throughout the evening
- Cash bar available
Additional drinks after initial cocktail

This structure supports food costs while maintaining a premium but accessible feel for the neighborhood.

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Atmosphere & Styling



Visual Design

Gold, black, and neutral accents create elegant ambiance



Lighting

Dimmed during screening, warm and inviting during mingling



Soundtrack

Jazz or classic film scores set the mood pre-show



Playful Branding

"Best Picture Empanada," "Leading Role Meatball," "Best Supporting Brownie"

This event feels elegant, local, and very Artizen. It strengthens ARTIZEN NYC's reputation as a community-centered cultural venue while creating a repeatable template for future award shows and watch parties.

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