



Red Carpets & Riverdale

An idea brought off the page and made to work in a real space



Liriano Idea Advisors

Executive Summary

A Neighborhood Café, Treated Like a Venue

Red Carpets & Riverdale started as a simple idea: take a neighborhood café and treat it like a venue — not just a place people pass through, but a place people show up for.

Experience Design

Intentional atmosphere that felt natural to the space

Operational Structure

From concept deck to live execution

Community Engagement

Strong turnout, real engagement, repeatable model



The Idea

Riverdale Has the Energy. It Needed the Space.

Riverdale has the people. It has the energy. What it doesn't always have is a consistent place where that energy comes together in a curated way.

Red Carpets & Riverdale was designed to be elevated but still local — not overly produced, not forced.

A well-structured environment where people could connect, move around, and feel like they were part of something happening.

From Deck to Reality

Ideas Are Easy. Making Them Work Is the Job.

The Philosophy

This is where I'm most comfortable. Ideas are easy. Making them work inside real constraints is where things get interesting.

Artizen NYC

Two floors, balcony overlook, flexible seating — already good bones. The challenge was turning that into something that felt like an event space without overcomplicating it.

The focus was on **flow**: how people enter, where they naturally gather, how they move between levels.

Space Transformation

Designing the Flow

Seating was adjusted to keep things open. The goal was to let the space breathe while still guiding the experience — creating an environment that did some of the work on its own.



Experience Design

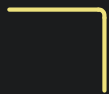
How People Feel, Moment to Moment

From the second someone walks in there should be a sense that something is happening. Not overwhelming — just clear energy.



Entry

Felt intentional from the first step inside



Pockets

Different areas offered different vibes throughout



Movement

Easy, natural flow between spaces and levels



Balcony

A chance to step back without disconnecting



Partnerships & Operations

Where Events Can Get Dicey

Partnerships & Vendors

Everything included had to make sense for the space and the audience. Nothing forced, nothing just for the sake of having it.

Each partner contributed to the overall feel without competing with it.



Tim Marin
TAPAS BAR

Operations

- Tight setup timeline
- Coordinating vendors across space constraints
- Managing flow without overstaffing
- Controlling costs while delivering quality

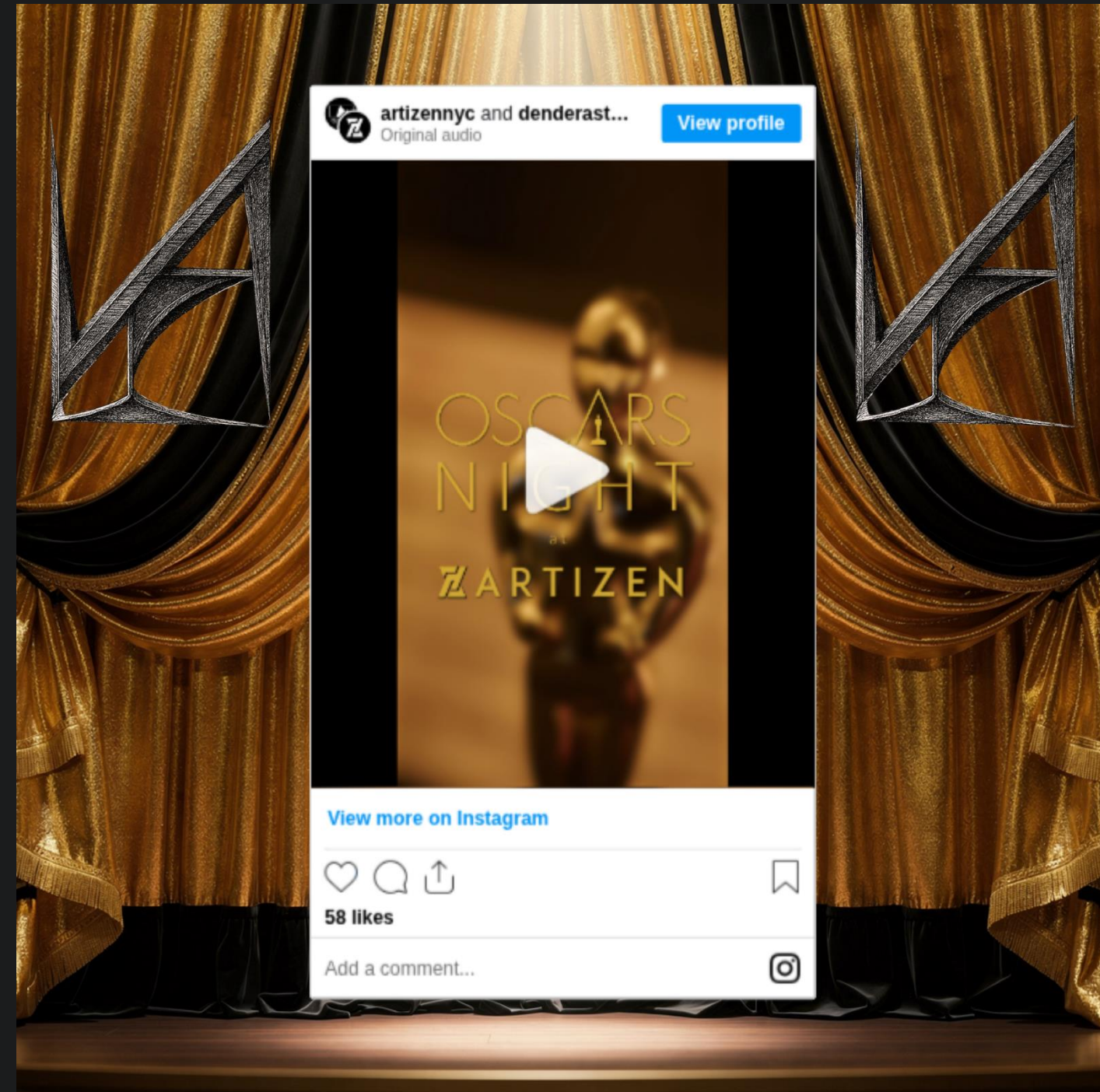
The goal is never perfection — it's **control**.

The Experience in Motion

People Stayed. They Moved. They Engaged.

What stood out most wasn't just attendance — it was behavior. People stayed. They moved around. They engaged with each other and with the space. It felt active without feeling chaotic.

Instagram content extended the experience beyond the room, but the real success was what was happening inside it.



Results & Impact

Wins, Challenges & Key Takeaway

✓ Wins

- Strong turnout for a first-time concept
- Natural guest engagement across both floors
- Space held energy throughout the event
- Clear alignment between concept and execution

⚠ Challenges

- Execution load was heavy for one person
- Marketing reach needs refinement
- Certain processes need to be systemized to scale

📄 **Key Takeaway:** The biggest takeaway wasn't just that the event worked — it's that **the model works**. With the right structure, this can be repeated, improved, and expanded into something much bigger than a single event.

What's Next

This Is a Blueprint.

Red Carpets & Riverdale wasn't meant to be a one-off. There's real opportunity to bring this type of experience into new environments.



Other Neighborhood Venues

Repositioning local spaces into event-driven environments



Residential Buildings

Activating shared spaces with curated community programming



Partner-Driven Programming

Scaling through aligned brand and community partnerships

The focus moving forward is simple: build the structure around the idea so it can scale without losing what made it work.

About Me

Turning Ideas Into Systems. Systems Into Experiences.

I specialize in turning ideas into systems, and systems into real-world experiences. My background is in operations and logistics, with experience across retail, media, and live environments.

I focus on building the structure that allows creative concepts to function — not just exist. Whether it's a café, a venue, or a new concept entirely, I look at how to design it, execute it, and make it repeatable.



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