Oscars Watch Party: A Bronx Tale

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Event Overview

ARTIZEN NYC will host an **Oscars Watch Party** that transforms the café into an intimate, cinematic gathering space for the community. Leveraging the existing projector screen, familiar menu offerings, and neighborhood enthusiasm, the event invites guests to dress up, celebrate film, and enjoy elevated small bites and cocktails without traveling far.

This event manifests a cultural hub, not just a café. For one night, it becomes a salon, a screening room, and a social experience rooted in community.

Objective

- Activate the space during a high-interest cultural moment
- Increase evening foot traffic and ticketed revenue
- Strengthen ARTIZEN's identity as a neighborhood destination for curated events
- Offer a premium-feeling experience using existing infrastructure and menu items

Target Audience

- Local residents in Riverdale and surrounding Bronx neighborhoods
- Film fans and casual Oscar viewers
- Couples, friend groups, and creatives seeking a dress-up occasion close to home
- Existing regulars looking for something special and social

Event Format

- **Date:** Oscars Night
- **Time:** Doors open 30–45 minutes before broadcast
- **Format:** Ticketed watch party
- **Dress Code:** Cocktail / Red Carpet encouraged (not required)
- **Capacity:** Intentionally capped for comfort and viewing quality

Food Program

Small Bites Menu Inspired Existing Offerings

The menu is designed to feel elegant while relying heavily on familiar ingredients and prep methods to ensure smooth execution.

Savory Bites

- **Mini Empanadas**
  Chicken and spinach & cheese, served with chimichurri or garlic aioli
- **Grilled Cheese Bites**
  Bite-sized portions of grilled cheese, optionally finished with tomato jam or honey drizzle
- **Meatball Skewers**
  Single meatball per skewer with marinara and parmesan
- **Arepas or Toasted Bread Rounds**
  Topped with pulled chicken, vegetables, or cheese

Light & Elegant

- **Deviled Eggs (Oscar Edition)**
  Finished with paprika, herbs, or crispy onion
- **Caprese Skewers**
  Mozzarella, tomato, basil, balsamic glaze

Sweet Bites

- **Brownie or Cake Cubes**
  Cut-down versions of existing desserts, dusted with cocoa or gold sugar
- **Chocolate Truffles or Brigadeiros** *(minor addition)*

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

Beverage Program

Cost-Effective, Themed Cocktails

Renaming and presentation elevate simple builds into a gala-worthy experience.

- **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

- **Non-Alcoholic Option**
  Sparkling lemonade with rosemary or orange peel

Served in plastic stemware or gold-accent cups for visual impact.

Guest Engagement Elements

- Printed **Oscar ballot cards** with a small prize for the most correct picks
- **Best Dressed** audience vote
- Simple photo moment with gold backdrop or "ARTIZEN NYC Awards" signage
- Trivia or commentary during commercial breaks

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

Ticketing Strategy

- **Ticket Price:** $25–35 per guest
- **Includes:**
  - Entry
  - One themed drink
  - Access to small bites
- Cash bar available after initial drink

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

Atmosphere & Styling

- Gold, black, and neutral accents
- Dimmed lighting during screening
- Jazz or classic film scores pre-show
- Branded menu cards with playful item renames
  - "Best Picture Empanada"
  - "Leading Role Meatball"
  - "Best Supporting Brownie"

Why This Works

- Uses existing equipment and menu foundations
- Minimal additional staffing or training required
- Scalable based on demand
- Strengthens ARTIZEN NYC reputation as a community-centered cultural venue

- Creates a repeatable template for future award shows and watch parties

This event feels elegant, local, and very *Artizen*. 🏆🏆