



Día de Muertos
2023 Recap

DÍA DE MUERTOS



FLATIRON NOMAD

For The Community.
By The Community.

Our Día de Muertos event was developed to diversify our cultural offerings for area residents, employees, and visitors; highlight businesses and organizations within the district; and amplify the community we have at Flatiron NoMad. It served to honor and celebrate friends and family who are no longer with us.

Día de Muertos



DÍA DE MUERTOS | QUICK STATS

600+

hand-painted sugar skulls
created by attendees

+52%

increase in foot traffic over
previous Wednesday

300 ft+

Of lights lit up the
Flatiron North plaza

9

culturally specific
activities

7,500

estimated attendees

9

Día de Muertos
e-mail campaigns

455 +

marigolds adorned our
community altar

20

dance numbers
performed

36K

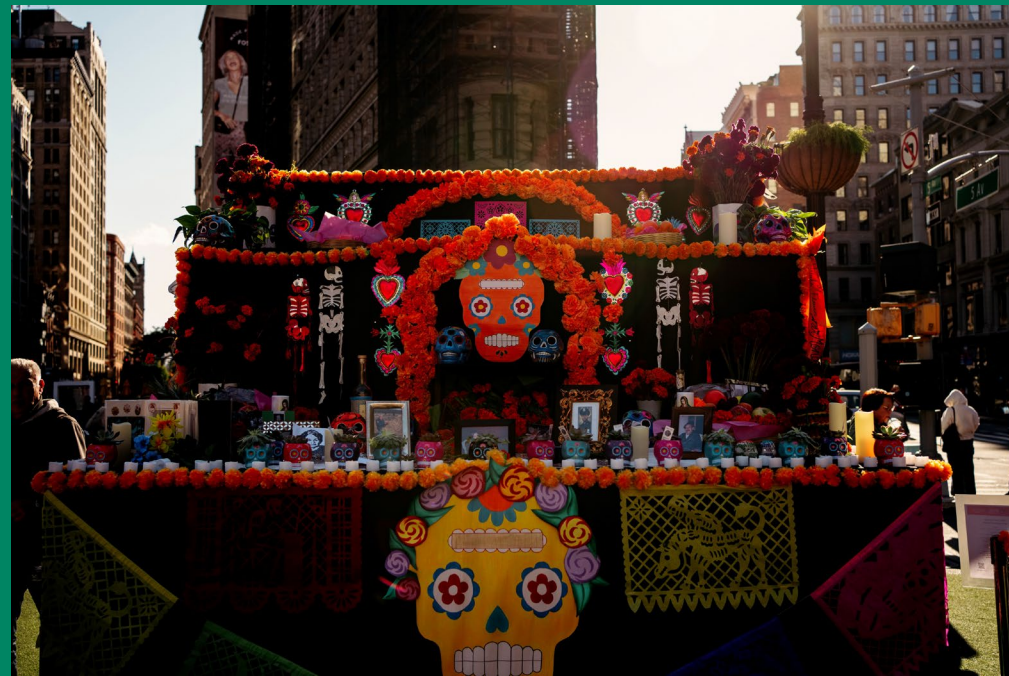
social media impressions on
@FlatironNY channels alone

THE COMMUNITY ALTAR

The Community Altar included traditional Mexican elements and was designed to create a sense of community. Attendees were invited to leave share messages, photos, and ofrendas in memory of loved ones.

Artist: Andrea Arroyo

Presented by: Division of Continuing Education at the School of Visual Arts



THE COMMUNITY ALTAR

Artist: Andrea Arroyo

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BAILE FOLKLÓRICO

Presented by: Calpulli Mexican Dance Company

Attendees enjoyed traditional performances every 45 minutes. Calpulli dancers engaged with a very enthusiastic crowd from all ages during their four performances, which included a dance of La Catrina.



'SUGAR' SKULL DECORATION

Presented by: Flatiron NoMad Partnership in partnership with RAISE NY

Young and old attendees enjoyed this free, traditional activity led by RAISE NY. Attendees had the option to take their ceramic 'sugar' skulls home or to place it at the altar. More than 600 skulls were painted and decorated in celebration of Día de Muertos.



FACE PAINTING & MEXICAN DINING GIVEAWAY

Presented by: Flatiron NoMad Partnership

Over 252 people entered our giveaway with a chance to win a diner in one of the 5 local Mexican restaurants in the district.

Attendees of all ages also enjoyed skull face painting at the Flatiron NoMad booth.



CALAVERA PRINTS

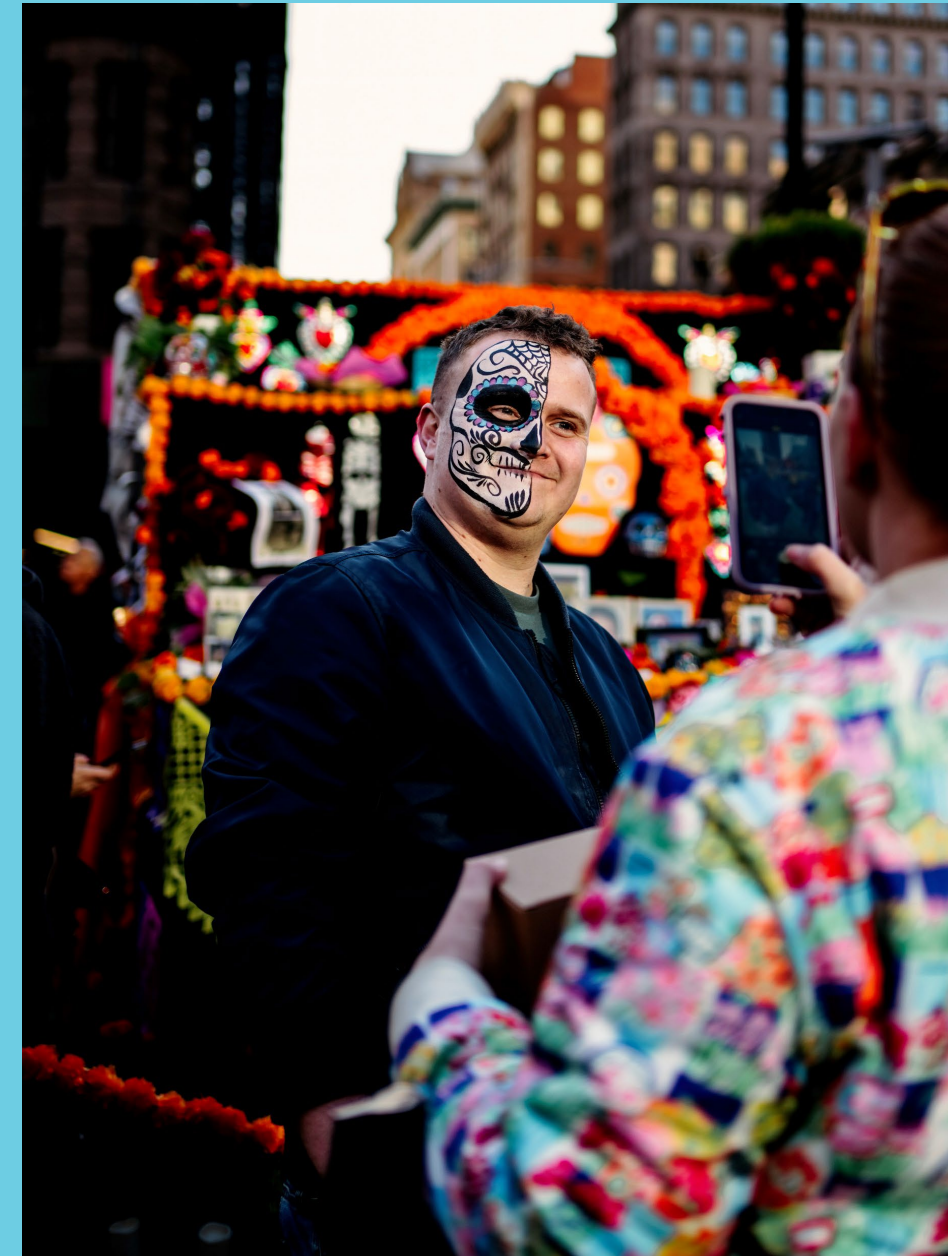
Presented by: Poster House

Calavera print making activity with a tortillero was presented at the event and lead by local museum, Poster House. This activity was very popular among attendees of all ages who got this colorful commemorative souvenir from the event.



ATTENDEES

Event-goers of all ages and backgrounds gathered at the Flatiron North Plaza with colorful, commemorative dresses and customs.



EVENT PROMOTION

Email Campaigns:

- 9 E-mail Campaigns between 9/27 and 11/1
 - 6 Weekly Email Newsletters
 - 3 Standalone Newsletter Blast

FlatironNoMad.NYC:

- Most visited after homepage in Oct & early Nov
- Movers & Shakers feature on artist, Andrea Arroyo

Print Signage included:

- Standing Plaza & Info Cart Signs
- Day-of Table & Tent Signage
- Rack Card in promotion of Mexican-Owned and Inspired Businesses in Flatiron & NoMad



DÍA DE MUERTOS 2023

Keep the celebration going by supporting Mexican-Owned and Inspired Businesses in Flatiron & NoMad

CASA CARMEN 5 W 22nd St 917.540.5600 @casacarmenyyc	MAMAZUL 185 Broadway 212.500.6988 @mamazulnyc
COFFEE 114 E 21st St 212.963.0639 @coffeynyc	FRITTE 225 8th Ave 917.263.3200 @frittenyc
OSTRICH 43 W 27th St 212.287.7009 @ostrichnyc	SEYANARANA 49 W 27th St 217.688.8752 @seyanarana
DOS CAMAROS 271 Park Ave S 212.294.1000 @doscamaros	SOL MEXICAN CUISINA 220 8th St 212.621.7071 @solcococha
DOS TOROS 245 Park Ave S 212.946.6225 @dosrosnyc	MINIMO 011 30 E 20th St 212.209.0948 @minimoradnyc
GREAT BROTHER 100 W 23rd St 212.543.9022	TACOSHI 30 E 24th St 212.242.2401 @tacoshi
LOS TACOS HEVILLAS 68 W 30th St 917.265.2154 @lostacoshevilasnyc	TORTADO 122 Broadway 212.520.3722 @tortadonyc

DÍA DE MUERTOS 2023

Day of the Dead returns on Thurs, Nov 2nd at Flatiron North Plaza!

Learn More: Día de Muertos 2023 in Flatiron and NoMad

Meet: Visual Artist-Artivist-Curator, Andrea Arroyo

Support Mexican Owned & Inspired Businesses in Flatiron and NoMad

Visit Our Official Website

DÍA DE MUERTOS 2023

FLATIRON NORTH PLAZA
DATE CHANGE: THURSDAY, NOVEMBER 2ND
3 - 7 PM

Día de Muertos. Day of the Dead is a Mexican tradition of pre-Hispanic origin that celebrates the memory and presence of the deceased. According to popular belief, from October 31 - November 2 the souls return home to be with their loved ones. Altars are assembled with offerings, food, and rituals to celebrate their visit.

MOVERS & SHAKERS

OCT 30, 2023
Andrea Arroyo, Award-Winning Visual Artist-Artivist-Curator

JOIN US TOMORROW!
Día de Muertos Returns to Flatiron & NoMad

DÍA DE MUERTOS 2023

Flatiron North Plaza
Thursday, November 2nd | 3-7 pm
FLATIRON NOMAD

CELEBRATE DÍA DE MUERTOS IN FLATIRON & NOMAD

Thursday, November 2
Flatiron North Plaza
3 - 7 pm

Join us TOMORROW, 11/2 for our annual Día de Muertos celebration! This free event will feature elements integral to this historical Mexican tradition including:

- An interactive community altar in partnership with the School of Visual Arts - Continuing Education
- Folkloric dance performances by Calpulli Mexican Dance Company
- Catrin and Catrinas from The Consulate General of Mexico in New York
- Create traditional Calavera Imagery with DIY printmaking by Poster House
- La catrina face painting, skull decorations, and giveaway prizes

Can't make it? Support Mexican Owned and Inspired Restaurants in Flatiron & NoMad.

For updates, please check our website and follow us on social media @flatironny

EVENT DETAILS

THE LATEST
November 1, 2023

FLATIRON NOMAD

DÍA DE MUERTOS ON THURS, NOVEMBER 2ND

Due to inclement weather, our annual Día de Muertos celebration has been rescheduled to tomorrow, THURSDAY, NOVEMBER 2ND on the Flatiron North Plaza.

This public event will feature several elements integral to this historical Mexican tradition, including:

- An interactive community altar in partnership with the School of Visual Arts, Continuing Education
- A folkloric ballet from Calpulli Mexican Dance Company
- Catrin and Catrinas from The Consulate General of Mexico in New York
- DIY printmaking activities with Poster House
- Catrina face painting, skull decorations, and giveaway prizes

Keep the celebration going by supporting local Mexican Owned and Inspired Restaurants in the neighborhood.

Thursday, November 2
Flatiron North Plaza
3 - 7 pm

EVENT DETAILS

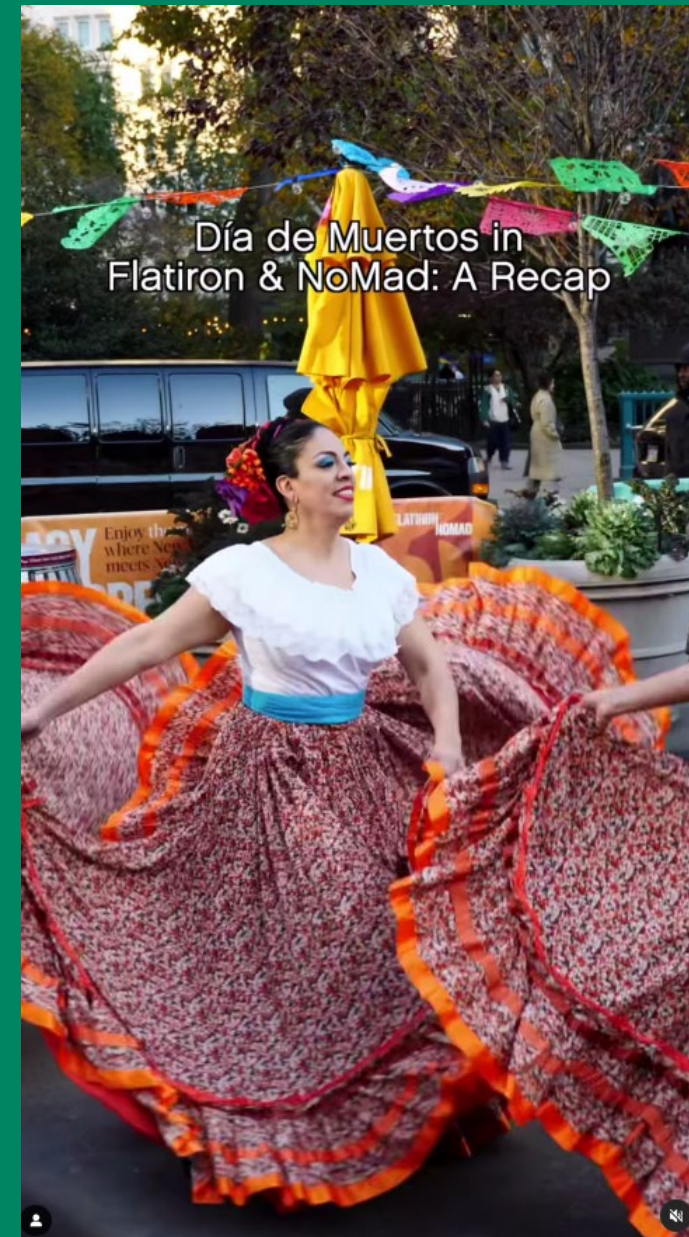
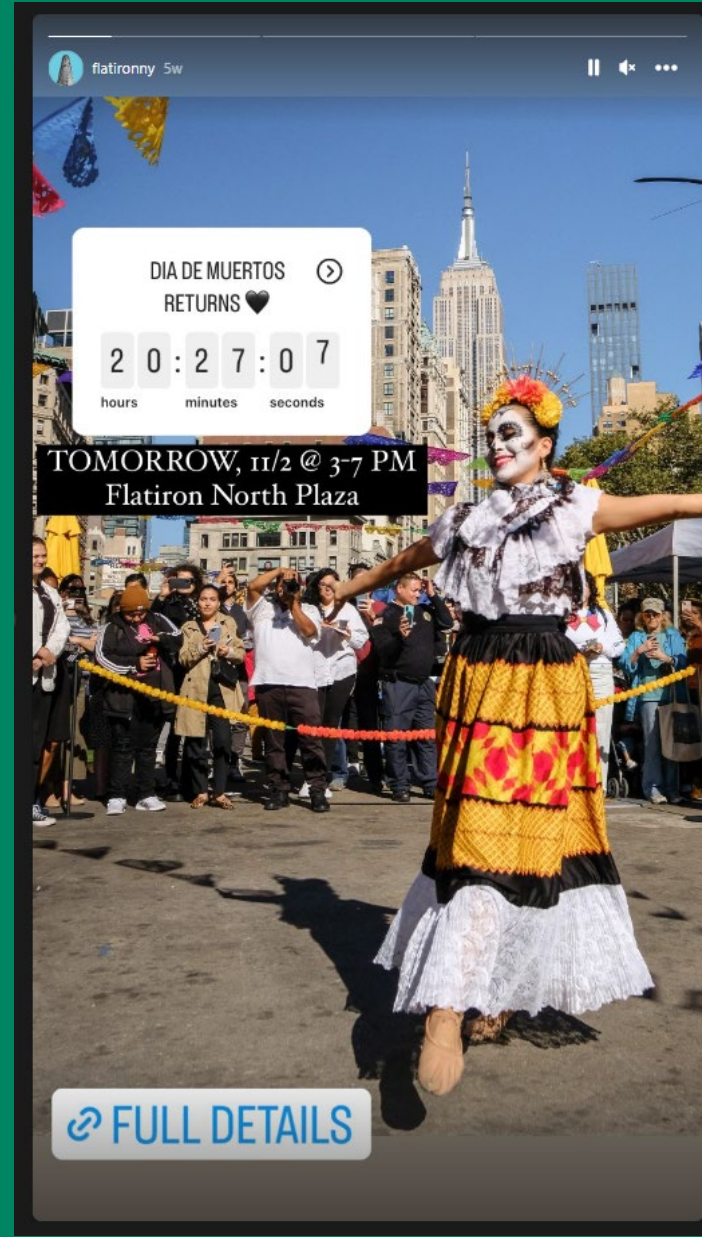
MOVERS & SHAKERS: ANDREA ARROYO

Meet Andrea Arroyo, award-winning Visual Artist-Artivist-Curator behind this year's Día de Muertos community altar in partnership

SOCIAL MEDIA

Día de Muertos was posted across our social channels: Facebook, Instagram, and Twitter. In total, in-feed content drove a blended total of 36K+ impressions/reach, 1.9K engagements, and a 5.1% average engagement rate. The 10/25 Dia de Muertos Promo Reel is the @FlatironNY's most viewed Instagram Reel of all time with over 21K video views.

This year, Paid Social Ads were introduced to further promote the event, targeting the Flatiron & NoMad community and larger NYC demographic on Facebook and Instagram. This included in-feed, stories, and search placements.



EARNED MEDIA

Television/Media:
WINS-AM

Digital/Print:
PIX 11, El Diario, amRush Morning
Newsletter, Secret NYC, NYC Plugged,
Patch, New York Family, Says Me Says Mom,
Mommy Poppins, Pulsd

The screenshot shows a Patch website listing for the event "Flatiron NoMad Partnership Celebrates Día de Muertos". The event is scheduled for Wednesday, November 1st, from 3-7pm at Flatiron North Plaza. The page includes a calendar view for November 2nd, a description of the event, the location (Flatiron North Pedestrian Plaza), and a "JOIN" button. A large graphic on the left features a sugar skull and the text "DÍA DE MUERTOS 2023".

WINS-AM (New York, NY)

Radio

Aired on November 2, 2023 at 8:11 AM on [WINS-AM \(New York, NY\)](#)
New York, NY, United States

Audience

701,500 national

The screenshot shows an article from Secret NYC titled "14 Ways To Honor Día De Los Muertos In NYC This Year". The article is dated November 3, 2023, and is written by Brianna Perry. It lists various ways to celebrate the holiday, with the fifth item being "Decorate sugar skulls, enjoy performances, and more at the Flatiron Plaza". A photograph of two women in traditional Mexican folkloric dresses dancing in a plaza is included. The article also mentions that the Flatiron NoMad Partnership is bringing the celebration to the Flatiron North Plaza on Thursday, November 2nd, from 3:00PM to 7:00PM.

For the second time the Flatiron NoMad Partnership is bringing the Día de Muertos celebration to the Flatiron North Plaza. This free, public event will feature several elements integral to this historical Mexican tradition, including a **folkloric ballet**, **interactive altar** in partnership with the School of Visual Arts, Continuing Education, family activities, and **Catrina face painting**.

Flatiron North Plaza

Thursday, November 2, 3 p.m. – 7 p.m.

The screenshot shows a PIX 11 article titled "New Yorkers invited to celebrate Day of the Dead in Flatiron District". The article is by Matthew Euzarraga and was posted on October 31, 2023. It describes a celebration at Flatiron North Plaza on Thursday, November 2nd, from 3 p.m. to 7 p.m. The event includes face painting, printmaking, and decorating sugar skulls. A photograph of people participating in the celebration is included.

The screenshot shows an article from NYC PLUGGED titled "Best Things to Do This Fall in NYC: Halloween, Harvest Festivals, Día de Muertos and More!". The article is dated October 11, 2023, and is by NYCPLUGGED. It features a photograph of a person in a Catrina costume. The article mentions that the Flatiron NoMad Partnership is bringing the Día de Muertos celebration to the Flatiron North Plaza on Thursday, November 2nd, from 3 p.m. to 7 p.m.

DÍA DE MUERTOS

2023 Program Partners

Thank you to our partners for an amazing event
we hope to continue for years to come.

School of Visual Arts Department of Continuing Education
Calpulli Mexican Dance Company | Poster House
Raise NY





That's A Wrap!

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