

# DÍA DE MUERTOS

2025 Recap





# FLATIRON NOMAD

For The Neighborhood.  
By The Neighborhood.

Día de Muertos was designed to broaden cultural experiences for residents, workers, and visitors, while spotlighting local businesses and organizations. It was a way to strengthen the community spirit at Flatiron NoMad and provide a meaningful space to remember and honor those who have passed on.

# Día de Muertos 2025





# DÍA DE MUERTOS | QUICK STATS

3

Mexican artists crafted  
custom works in our  
Plazas

12

Curated photographs were  
displayed for 3 weeks in  
October

NEW

393 FT

Papel picado was  
installed on the  
South Plaza

10

Sugar block cubes were  
transformed during the  
month

NEW

26.6M

Media Impressions

100+

Office workers and  
residents experienced our  
pop-up events in October

97.4K

Social media  
impressions

97

Social share with our  
scavenger hunt

4.3K

Increase in North Plaza  
visits YoY



# THE COMMUNITY ALTAR

The Community Altar featured traditional Mexican elements, thoughtfully crafted to foster a sense of togetherness. From handmade candles, to papel picado, photos, bread and fruit, the community altar was on display in the North Plaza from November 1-2 from 11 pm-7 pm

Presented by: Mano a Mano





# PAPEL PICADO

Presented by: Tanya Aguiniga





# OUTDOOR PHOTO EXHIBIT: NOCHE DE ANIMAS

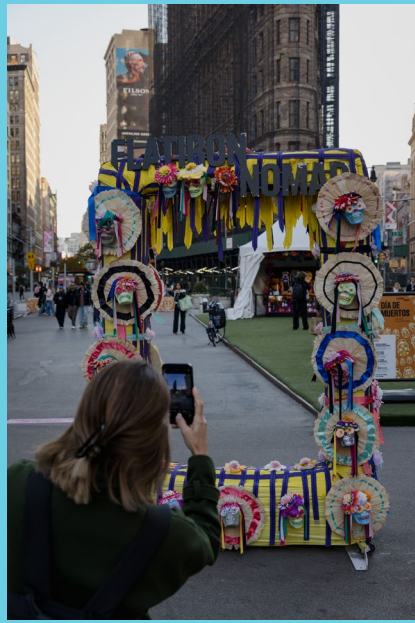
Presented by: Festival Tragaluz, Funkelin and Photoville





# PHOTO FRAME | SUGAR BLOCK COVERS

Presented by: Blanka Amezkua





# POP UP DÍA DE MUERTOS EXPERIENCE

Bringing the neighborhood to the people, the Partnership activated (2) lobby pop-ups, engaging residents and office tenants directly. Visitors signed up for our newsletter to receive an exclusive discount from Mamazul along with neighborhood swag, turning everyday spaces into moments of community connection for Día de Muertos.

**Presented with: The Capitol and The Textile Building**





# DIGITAL PROMOTIONS

## FlatironNoMad.NYC:

- Most visited FlatironNoMad. nyc page in October
- Experience included: Signature Events Page, Individual Event Listings, Business Owner Spotlight Interview, Spanish Translation

## Email Campaigns:

- 9 E-mail Campaigns between 9/24 and 11/5
  - 7 Weekly Email Newsletters
  - 2 Standalone Newsletter Blasts

FLATIRON  
NOMAD

THINGS TO DO   THE DISTRICT   DO BUSINESS   ABOUT US

DÍA DE MUERTOS

October-November 2nd

Día de Muertos. October – November 2. This year, we're celebrating the sacred Mexican tradition with a whole month of placemaking activations, a two day community altar, and giving a spotlight to our Mexican-owned businesses.

[Leer en Español.](#)

WHERE NEW YORK MEETS MEXICO

NOVEMBER 1-10 | NOVEMBER 1-10

VISIT OUR COMMUNITY ALTAR

Our 4th annual community altar will be created by [Mano a Mano: Mexican Culture Without Borders](#). Visitors are invited to view our two-day altar at the Flatiron North Plaza.

Altar Viewing Hours: 11 AM - 7 PM

NOV 10 | OCTOBER 31 | NOV 10 | NOV 10

PAPEL PICADO BRIGHTENS OUR PUBLIC SPACES

We're enhancing the Flatiron South Plaza with a vibrant papel picado installation by Los Angeles-based artist and designer [Tanya Aguiñiga](#).

OCTOBER 19-21 | NOVEMBER 1-10

OUTDOOR PHOTO EXHIBIT: NOCHE DE ANIMAS

In partnership with [Festival Tragaluz](#), [Funkelin](#), and [Photoville](#), view our free outdoor photo exhibit, *Noche de Animas*, documenting the rituals of Michoacán's Patzcuaro riverbank, during Día de Muertos season on the Flatiron South Plaza.

Photo Credit: [Keith E. Morrison](#)

FLATIRON  
NOMAD

DÍA DE MUERTOS

October-November 2nd

CELEBRATE DÍA DE MUERTOS ALL MONTH IN FLATIRON & NOMAD

Now through November 2, join Flatiron NoMad Partnership to celebrate the sacred Mexican tradition for a whole month with free, public activations, a two day community altar, and spotlighting our local Mexican-owned businesses.

When you're in Flatiron & NoMad, explore these activations honoring Día de Muertos in our local community:

• Outdoor Photo Exhibit: *Noche de Animas* by [Festival Tragaluz](#), [Funkelin](#), and in partnership with [Photoville](#) on Flatiron South Plaza

• Photo Frame: *Always Present / Siempre Presente* by [Blanka Amezkua](#)

• Papel Picado Installation by [Tanya Aguiñiga](#) on Flatiron South Plaza

• Community Altar by [Mano a Mano](#) on Flatiron North Plaza

• Día de Muertos Block Covers on Flatiron North Plaza

For more information and updates about Día de Muertos, please visit our [website](#) and follow us on social media [@flatironny](#).

FULL DETAILS

### CELEBRATING & HONORING DÍA DE MUERTOS

#### MEXICAN & LATINX OWNED BUSINESSES

Flatiron & NoMad is home to a variety of Mexican and Latinx owned businesses across sectors. Explore [our guide](#) to support our local businesses all year round.

#### INTERVIEWS WITH NOTABLE LOCALS & PAST DÍA DE MUERTOS ARTISTS

Read our past interviews with artists we've collaborated with for our Día de Muertos celebrations in Flatiron & NoMad.

- [Andres Balbuena](#), Founder & Owner of Mamazul
- [Fernando Avila Aguilar](#), Photographer
- [Andrea Arroyo](#), Visual Artist-Artivist-Curator

### PHOTO OF THE WEEK

Details of our Día de Muertos Community Altar created by [Mano a Mano: Mexican Culture Without Borders](#) via [@keithemorrison](#)



# LOCAL ADVERTISING

- Día de Muertos was brought to life with a variety of marketing collateral capturing the essence of this year’s celebration:
- Districtwide Collateral: Locals and visitors were welcomed with colorful, branded signage detailing the week’s exciting festivities. This included standing signs, info cart signs, LinkNYC ads, a windmaster sign, and detailed postcards with a guided program map.
  - Digital Advertising: Throughout the month of October, the Partnership released social media ads across Facebook and Instagram, driving awareness to the neighborhood program. This drove an efficient average of \$.11 cost per result (CPR).

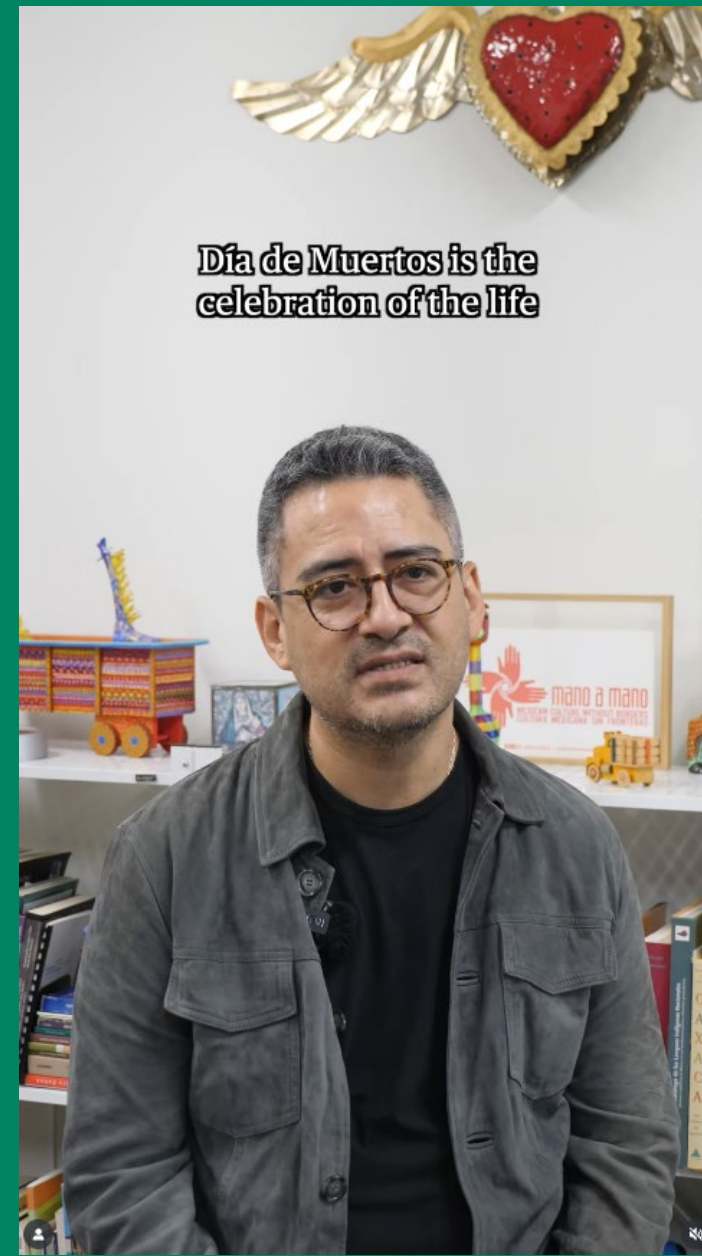
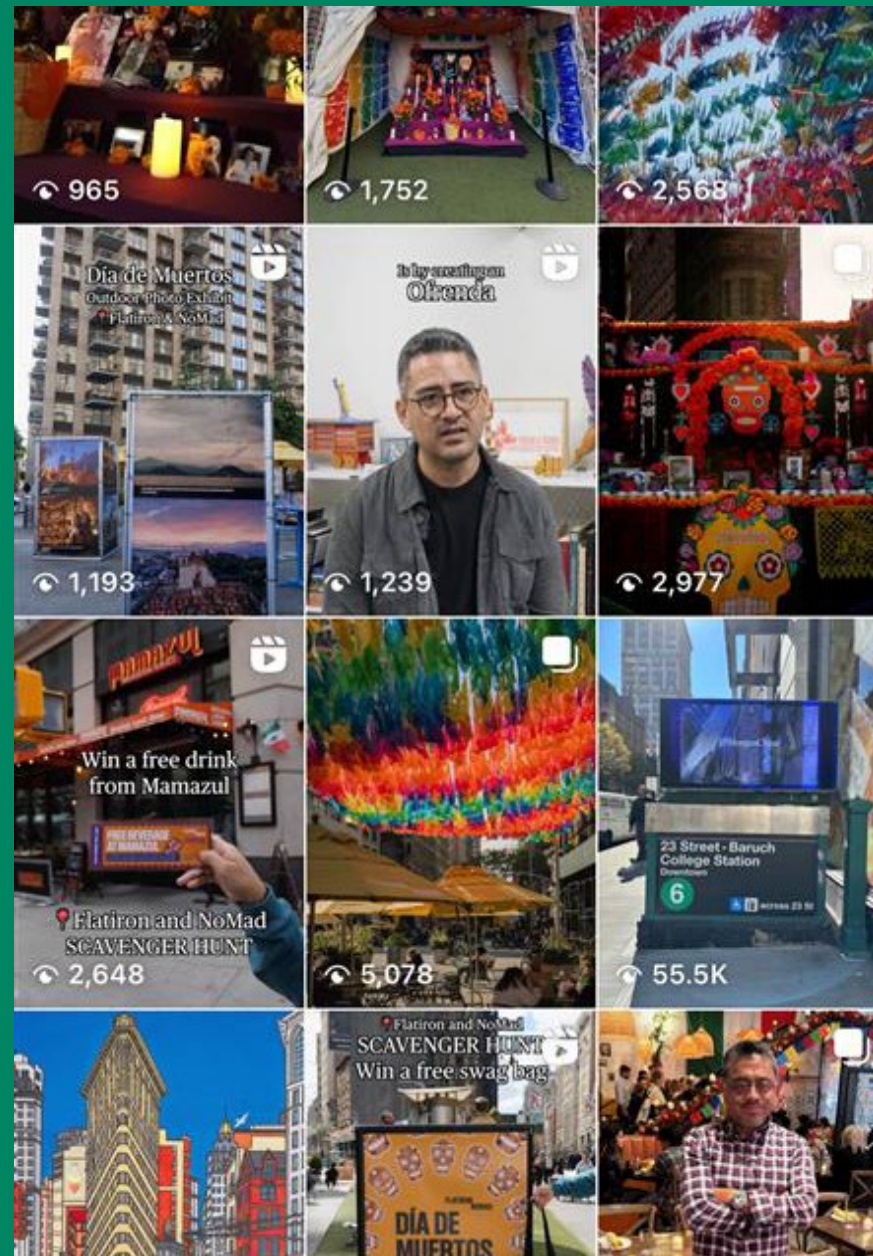




# SOCIAL MEDIA

Día de Muertos celebrations extended across owned social channels - Facebook, Instagram, and Twitter - driving positive engagement and community connection. In-feed content generated an average engagement rate of 7.05%. Paid and organic content drove a total of 1,944 engagements and 97,403 impressions.

This year's campaign included targeted paid ads, dedicated calendar content featuring video stories and photos, and 2 interactive scavenger hunt giveaway opportunities.





# EARNED MEDIA

El Diario Nueva York, amNY, Evvnt, MexCulture, Secret NYC, City Guide NYC, ABC New York, City Spark, WNBC, New York Family, NYC Plugged, Mommy Poppins

Total UVM: 26.6M

## Día de Muertos in Flatiron NoMad

- 🕒 This event has already taken place.
- + Oct. 10 – Nov. 3 all day
- 💰 Free



## MOMMY POPPINS

MAKE YOUR DAY

New York City

Calendar

NYC Guide

Things To Do

Camps & Classes

Parties & Holidays

Fa

Twitter

Facebook

LinkedIn

Pin It

WhatsApp

## Best 2025 Día de los Muertos and Day of the Dead Celebrations in NYC for Kids





# DÍA DE MUERTOS

## 2025 Program Partners

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

Mano a Mano | Photoville | Tanya Aguiniga | Festival Tragaluz | Funkelin | Blanka Amezkua



# That's A Wrap!

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