

A Night of Theater: Concept Overview

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A cinematic sports watch party where the *city's energy meets old-school film charm*. The game plays in **black & white, no commentary**, projected onto a café's projector screen. A curated **mix** sets the vibe. Guests sip themed cocktails and snack on elevated street eats while socializing in a relaxed, lounge atmosphere.

Capacity Goal: 50 guests

Ticket Price: \$50 per person (includes 1 cocktail + food)

Format: Standing social with soft seating pockets

Space & Layout Plan (50-person fit)

Let's assume ARTIZEN NYC's Café main floor fits 35–40 comfortably seated, with some rearranging. Here's a suggested configuration:

1. Main Floor (projector area):

- **20–25 guests standing / bar height tables**
 - Remove half the café's normal seating.
 - Add 4–5 *cocktail tables* for leaning/drink placement.
 - Keep projector visible from multiple angles.
- **8–10 guests seated on café benches/low seats** along walls.

2. Balcony / Second Floor Overlook (if available):

- **15–20 guests max** — standing rail view or small tables for duos.
- Set this as the “VIP sightline” area (great for photos).

3. Flow Considerations:

- Food station or passed trays near the bar.
- Two drink stations: one for alcohol, one mocktail/NA.
- Minimal walk obstruction—ensure clear line of sight to projector.

Food Concepts (Hearty + Stand-friendly)

Needs to feel **worth \$50** with drink included — meaning both satisfying and elevated. Think NYC-inspired comfort with a gastro twist.

Option 1: “Grown-Up Stadium Eats”

- **Mini Beef or Vegetarian Sliders** (served warm in paper boats)
- **Loaded Sweet Potato Wedges** w/ chipotle aioli
- **Bite-size PDQ bites** w/ a complimentary dip
- Optional: **Small Dessert Bite** (e.g., brownie square or donut hole)

Option 2: “Uptown Bodega Plate”

- **Cuban or Chopped Cheese Sliders**
- **Plantain Chips + Guac or Pico**
- **Empanadas** (chicken or veggie)

Option 3: “The Theater Tapas Tray”

- **Skewered Small Bites:** jerk chicken, grilled shrimp, roasted veggie skewers
- **Mini Mac + Cheese Cups**
- **Small Bowl Dessert** like banana pudding or tiramisu cup

(All options designed for easy handheld or standing consumption.)

Cocktail + Mocktail Themes

Each with a name tied to sports or NYC film culture. Example sets:

Signature Cocktails:

1. **“The Garden Glow”** – bourbon, citrus, maple, smoked salt rim
2. **“Broadway Layup”** – gin, lemon, lavender, soda
3. **“5th Ave Hustle”** – rum, ginger, lime, mint

Mocktail Counterparts:

- **“The Rookie”** – same profiles but with [Zero Proof](#), ginger beer, or tea infusions
- Use distinctive glassware to make it feel elevated (coupes, Collins, etc.)

Financial Snapshot

- **Tickets:** 50 guests x \$50 = **\$2,500 gross**
- **Costs per person est. \$20–25** (food, drink, staff, setup)
- **Add-on revenue per person est. \$10-15:** Average 2 additional food/drinks X 50 people = ~\$1000–1,500 possible profit per event
- **Net revenue:** ~\$2,500–2,750 potential profit per event

(Higher if drinks are partially sponsored or food is made in-house.)

Atmosphere Touches

- Dim lighting, projector glow as centerpiece
- Optional: short black-and-white sports highlight reel pre-game
- Staff in event related color palettes
- Branded napkins or ARTIZEN “Theater Night” NYC mini poster guests can take home

