

FOR THE FIRST TIME, NEW YORK CITY'S HUDSON YARDS WILL HOST A MONUMENTAL DAY OF THE DEAD INSTALLATION AND CULTURAL SHOWCASE.



THE GRAND OFRENDA

AT HUDSON YARDS

PRESENTED BY



HUDSON YARDS
NEW YORK

NOVEMBER
1ST - 2ND
2025

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IN A STATE OF BECOMING...

THE GRAND OFRENDA AT HUDSON YARDS

FOR THE FIRST TIME, NEW YORK CITY'S HUDSON YARDS WILL HOST A MONUMENTAL DAY OF THE DEAD INSTALLATION AND CULTURAL SHOWCASE.

New York, October 2025. —

For the first time ever, the iconic Hudson Yards, New York complex will become the stage for a monumental Day of the Dead celebration, bringing Mexico's most beloved tradition to the heart of Manhattan.

From November 1 to 2, *The Grand Ofrenda* at Hudson Yards will transform the public plaza into a breathtaking immersive experience filled with color, art, music, and culture — inviting New Yorkers and visitors from around the world to celebrate life, memory, and the beauty of Mexican heritage.

A cultural journey through art and tradition:

Over two days, visitors will experience monumental installations such as:

- *El Pueblo and the Grand Ofrenda*, featuring altar, folk art, and authentic gastronomy;
- *The Garden of Catrinas*, showcasing large-scale sculptures by Mexican artists.

The event will also feature live mariachi, folkloric ballet, Latin performances, and a curated selection of regional Mexican cuisine — celebrating the color, creativity, and soul of Mexico.

Free and open to all, The Grand Ofrenda at Hudson Yards invites New Yorkers and visitors to experience Mexico's culture, color, and spirit like never before.

Sponsored by the Government of Jalisco and Puerto Vallarta, produced by Envoy Events in collaboration with Hudson Yards.

CELEBRATING TRADITION, ART, AND COMMUNITY...

DATES

NOVEMBER 1-2, 2025 | 11:00 AM

LOCATION:

PUBLIC SQUARE & GARDENS,
HUDSON YARDS, NYC

ACCESS:

FREE AND OPEN TO THE PUBLIC

INSTAGRAM HANDLE:

@THEGRANDOFRENDA

ABOUT THE GRAND OFRENDA



The Grand Ofrenda at Hudson Yards represents a bridge between Mexico's ancestral heritage and New York's cosmopolitan energy.

Designed as a large-scale installation and cultural showcase, the event seeks to honor remembrance through art, music, and gastronomy.

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- El Pueblo and the Grand Ofrenda, featuring altar, folk art, and authentic gastronomy;
- The Garden of Catrinas, showcasing large-scale sculptures by Mexican artists.

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EL PUEBLO AND THE GRAND OFRENDA

CENTRAL ALTAR, ARTISAN DISPLAYS, AND LIVE ARTISANS FROM MEXICO.

GARDEN OF CATRINAS

OVERSIZED SCULPTURES REPRESENTING ICONIC FIGURES OF MEXICAN FOLKLORE.

PERFORMANCES

MARIACHI ALVARO PAULINO AND BALLET FOLKLÓRICO DE JALISCO

GASTRONOMY

CURATED SELECTION OF DISHES FROM JALISCO, OAXACA, AND YUCATÁN.

PUBLIC PROGRAMMING



THE MÁS ALLÁ SHOW

6:00, 7:00 and 8:00 PM

On the dot; the Más Allá comes closer to Hudson Yards.

Enjoy live music, storytelling, and immerse yourself in the Land of the Dead.

FOOD VENDORS

11:00 AM - 10:00 PM



EVENT HIGHLIGHTS



ORGANIZERS AND PARTNERS

PRESENTED BY:
GOVERNMENT OF JALISCO

PRODUCED BY:
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IN PARTNERSHIP WITH
HUDSON YARDS | RELATED

**MEDIA
CONTACT**

ENVOY EVENTS
OFFICE OF PUBLIC RELATION
PRESS@ENVOY.EVENTS
WWW.ENVOYEVENTS.COM