



Holi at Midtown Global Market

Events | Creative
2020

Midtown Global Market is an international public marketplace offering groceries, great food, and unique gifts. With more than 16 different countries and heritages represented by the merchants, Midtown Global Market honors its diversity with a wide range of cultural events. In March 2020, Hot Indian Foods partnered with the Market to celebrate Holi.

Also known as the Indian “Festival of Spring” or “Festival of Colors,” Holi is an ancient Hindu festival signifying the victory of good over evil. The most recognizable element of Holi are the vibrant colors thrown in the air. Nemer Fieger organized a Holi event to help children and families learn about the tradition and participate in the festivities in a safe, indoor environment.

Much of the event’s entertainment was interactive, including an educational craft station, a storyteller describing the origin of Holi, a themed photo station, and dance lessons led by Bollywood dancers. The celebration was also an opportunity to spotlight children in the community, with dance performances by two youth dance troupes: Ragamala Dance Company and Mudra Dance Studio. The highlight of the event was a festive confetti toss.

350+
ATTENDEES

300,000
PIECES OF CONFETTI

