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Bronx Night Market Observation

On September 9th, I attended the Bronx Night Market event, The Bronx Night Market was located at 1 Fordham Plaza 10458 and lasted from 1 pm-7 pm, Upon some research, I discovered that the purpose of this event was to attract individuals on a Domestic as well as an International scale to bring awareness to these small businesses, also found out over 30 countries were being featured with their foods and their merchandises.

Upon further research, I was also able to find information on one of the sponsors of the event, co-founder of the Bronx Night Market organization, Marco Sharma, who talked about how devastating COVID-19 was and how his purpose was to create an event to help small businesses start over again, he also talks about how the Bronx community was very welcoming to the idea and how this idea wouldn't have been achievable if it was not for the communities support, and to document the event efficiently, I decided to take my laptop with me and I felt that for the event that I would be observing it was the fastest way to record my findings. My purpose for attending this event was to explore the different cuisines there were to offer and also to know how this event is paving the way for small businesses that were affected by Covid 19. My purpose was also to discover how I could also help these individuals gain recognition.

Upon Arriving at the event site, I noticed that the Area was already crowded, and everything had already commenced. there was live music that blended and eventually faded into the background, and everything seemed chaotic since there were a lot of people , for the methods that I would utilize in my observation, I decided to go for the option of a partially structured observation paired with the option of being a participant which I felt would result in a more cohesive and precise observation and information.

Upon Arriving at the event site I noticed that the Area was already crowded, and everything had already commenced. there was live music that blended and eventually faded into the background, and everything seemed chaotic since there were many people. I wanted to tour the place and found that the signage and guides to get around the area were very precise and helpful, and due to the nature of the event without this system, I would have gotten lost quickly.

The Individuals who attended this event came in pairs who attended this event came in and most of them were families and friends. I could see them sampling the food and whispering to each other about how good it was and how they would definitely be coming to other Bronx Night Market events.

After the brief tour of the site, I came across a group of Filipino vendors who were giving out samples to the people around and I decided to go there to try what they were serving and found that they were serving calderas, which is a beef stew that is a staple in most Filipino cuisines. They also served chicken adobo, a dish that is eaten with rice. The food was great and the vendors were kind and welcoming. They also taught us a bit about their country and how most of their cuisines were highly inspired by Spain, the country that colonized them.

Apart from the cuisines being displayed, there were many activities to engage in whilst there; there was a song roulette game where people had to complete the lyrics to the songs that were being played. There was also a tossing game where attendees could win gift cards and merchandise (keychains, bottles, shirts, and many more).

I later spoke to some of the vendors at the event and asked them some questions pertaining to my purpose. I asked them about the event and how it was going and also asked them questions as to how someone like me could help patronize them and the other small businesses at the Bronx night market event. The vendors stated that they were happy to have had this opportunity to showcase their cuisine, culture, and ethnicity, they stated that ways they felt someone like me could help patronize them were just to share information about the event and encourage other individuals to visit and try out the many cuisines there were to offer.