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INSIDE SECRET MEDIA NETWORK'S TOP 100 DINNER: DEFINING A NEW KIND OF CULTURAL VANGUARD



In New York's ever-evolving landscape, a new cultural shift is emerging—one not defined by exclusivity, but by connection, craft and collective intention. Secret Media Network (SMN) captured that spirit in Soho for the inaugural U.S. gathering of its flagship SMN100 initiative.



October 14, New York City — Five floors up from a frenetic sidewalk, guests stepped into the serene and sculptural setting of TIWA Gallery, where a select group of New York creatives gathered for an intimate evening centered on dinner, art, and shared vision.

This dinner wasn't a spectacle, but an ode to substance. Helmed by Paris-based Chef Rose Chalalai Singh, the evening unfolded as a dialogue between culinary arts, local craftsmanship, and brand philosophy. Rose's approach to the meal was rooted in warmth, spontaneity, and seasonality with a few delightful, imported twists.

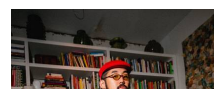
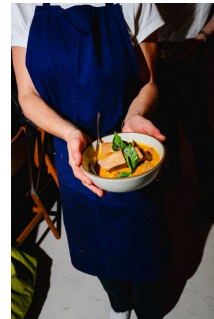


A Study in Collaborative Craft

Guests were welcomed with a choice of a Mezcal Mule, a Negroni, or a virgin Pineapple Paloma, then invited to explore the space—filled with treasures lovingly collected by TIWA owner Alex Tieghi-Walker—and speak with the chef.

Every element of the environment reflected beauty with depth:

- **The Table Setting:** Created by textile artist Sarah Nskiak, the tablecloth was stitched together using vintage fabrics sourced from around the world, including 1940s French cotton. As the night came to a close, invitees untied pieces of the cloth as personal mementos—later worn as scarves, ties, or armbands.
- **Personlized Detail:** Name cards were handwritten by calligrapher Suzy Lee, while floral arrangements were created by Field Studies Flora, a New York studio that sustainably forages seasonal blooms within a 200-mile radius of the city.





Among the attendees were Mona Swain, Paul Tate De Poo II, Lala Romain, Macy Schmidt, Alex Taylor, and Max Kolo, representing fields ranging from stage design and sports to music and art direction. Conversation moved as fluidly as the family-style courses, weaving in themes of experimentation, improvisation, sustainability, and creative dexterity.

"The SMN100 is about creating a space for connection—bringing together the people who are building the next chapter of culture, said a Global Communications representative at Secret Media Network. Putting people who make, build, and imagine in the same room, and letting the rest happen naturally."



As Secret Media Network's first U.S. event for the SMN100 initiative, the dinner signaled an evolving intersection between digital media platforms, live experiences, and genuine community building. The brand's mission—to celebrate those redefining how we spend our most treasured asset: our free time—vividly came to life through every detail.

What emerged was both a manifesto for modern creativity and a meaningful statement: reminding us that the table is still a sacred ground for building the future of culture and forging lasting bonds.

About Secret Media Network

Secret Media Network is the world's largest hyperlocal entertainment media network and award-winning platform that includes Secret NYC, Secret LA and Secret Chicago, with a presence across more than 240 cities. Our mission is to discover and amplify everything that's worth sharing—from unforgettable events and hidden city gems to the voices shaping culture from the ground up.

About Secret Media Network 100 US (SMN100)

Through editorial storytelling, experiential events and the annual SMN100 list, SMN100 spotlights the people reshaping how we live, play and create.

ABOUT SECRET MEDIA NETWORK

Secret Media Network is the world's largest local entertainment media network with publications in over 200 cities. Founded in 2015 to curate hyper-local, super-shareable guides that connect communities and spark conversation by unveiling lesser-known treasures, stories and happenings in cities around the world. It inspires more than 20 million people daily to rediscover their cities and stay updated with the most relevant local news.

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