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TRIBECA FESTIVAL 2025 ANNOUNCES CREATOR ECONOMY PROGRAMMING LINEUP

Tribeca Festival Elevates Digital Creators with Red Carpet, Big-Screen Debuts in New “UP NEXT Creators” Program

Plus: A Live Creator Talk with Tinx, the Unfiltered Voice Behind “It’s Me, Tinx” and New York Times Bestselling Author

***Tribeca Membership and Festival Passes Available at [TribecaFilm.com](https://tribecafilm.com)
Single Tickets on Sale [Now](#)***



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New York, NY – May, 30, 2025 – The Tribeca Festival, presented by OKX, today announced the 2025 Creator Economy programming lineup, spotlighting a bold new generation of digital storytellers redefining how stories are told and shared. Tribeca’s Creator Economy vertical, in partnership with global Creator Company [Whalar Group](#), is now in its second year and serves as a dedicated platform for creators shaping culture through innovative content across social media.

This year, Tribeca makes history with the launch of **UP NEXT Creators**, a first-of-its-kind program celebrating twelve visionary content creators from across TikTok, YouTube, and Instagram. These standout talents are reimagining storytelling through miniature artistry, analog horror, sidewalk interviews, redefined HERstory, street beats, and more. For the first time at a major film festival, creators will be given a full-scale premiere on the big screen with a live audience—alongside filmmakers, artists, and cultural icons.

The Tribeca Festival 2025 UP NEXT Creators are: [Ari at Home](#), [Christina Young](#), [Coco Moe](#), [Danny Cortez](#), [Eric Jeng](#), [Lauren W](#), [Patrick Hicks](#), [Public Opinion](#), [Spencer Lackey](#), [Stef Dag](#), and [Walker Ward](#).

Their work will be featured in a one-time-only live premiere event on June 12 at 5:30 PM at AMC 19th Street East 6. The event will include screenings, creator showcases, and a Q&A discussion offering a behind-the-scenes look at their creative processes, community-building approaches, and their impact on culture today.

“The UP NEXT Creators program is our way of recognizing the incredible innovation happening in the creator economy,” said **Jarod Neece, Senior Programmer at Tribeca Festival**. “These creators are pioneering new forms of cultural storytelling—and just like the filmmakers and artists Tribeca has always championed, they deserve a spotlight.”

Also part of this year’s Creator Economy programming is a live conversation with Tinx, New York Times bestselling author and host of *It’s Me, Tinx* on SiriusXM, presented in partnership with Whalar Group, on June 9 at 6:00 PM at the Crosby Street Hotel. Tinx—born Christina Najjar—is a cultural commentator and digital creator known for her wit, empathy, and viral mini-mic advice. From her satirical “Rich Mom” content to candid takes on dating, lifestyle, and pop culture, she’s built a loyal following by saying what others are thinking. She launched *It’s Me, Tinx* with SiriusXM in 2022, published the New York Times Bestseller *The Shift* in 2023, and debuted her first fiction novel, *Hotter in the Hamptons*, in May 2025. Named one of Forbes’ Top Creators in 2022 and 2023, Tinx continues to shape the conversation across media and culture.

“Storytelling has always been the heartbeat of what Creators do. At Whalar Group, we’ve long understood that Creators are not just a trend, they are the architects of modern media and the future of entertainment. As legacy media companies increasingly invest in Creator-led content and see undeniable returns, it’s clear the model doesn’t just work - it leads. That’s why partnering with Tribeca is such a pivotal moment. Together, we’re bridging the gap between emerging creative voices and the broader entertainment industry, accelerating a future where Creators are recognized as central to the cultural conversation,” said **Neil Waller, Co-CEO & Co-Founder of Whalar Group**.

As content creators become increasingly influential across culture and commerce, their presence is deeply woven into this year’s festival. Previously announced highlights include the world premiere of Hulu’s docuseries *Call Her Alex*, followed by a live conversation with multimedia powerhouse **Alex Cooper**, as well as the [Tribeca X](#) panel spotlighting the rise of creators as entrepreneurs, storytellers, and cultural changemakers. Panelists include **Jo Cronk**, President of North America at Whalar; writer, actor, and digital creator **Taryn Delanie Smith**; comedy filmmaker **Adam W**; and designer and image director **Ugo Mozie**. Additionally, the [Tribeca X Awards](#) features a Content Creator/Influencer category, celebrating social media creators who leverage their platforms and distinctive storytelling voices to help brands expand their reach and connect with new audiences.

Learn more about the Tribeca Festival programming team at TribecaFilm.com.

The following is a list of the 2025 Tribeca Festival UP NEXT Creators. For the latest updates on programming, follow @Tribeca and #Tribeca2024 on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#), and to become a Tribeca Member or purchase passes and ticket packages for the 2024 Tribeca Festival, go to tribecafilm.com/festival.

ABOUT TRIBECA FESTIVAL

The Tribeca Festival, presented by OKX, brings artists and diverse audiences together to celebrate storytelling in all its forms, including film, TV, music, audio storytelling, games, and immersive. With strong roots in independent film, Tribeca is synonymous with creative expression and entertainment. Tribeca champions emerging and established voices, discovers award-winning talent, curates innovative experiences, and introduces new ideas through exclusive premieres, exhibitions, conversations, and live performances.

The Festival was founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. The annual Tribeca Festival will celebrate its 24th year from June 4–15, 2025 in New York City.

In 2019, James Murdoch's Lupa Systems bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise.

ABOUT THE 2025 TRIBECA FESTIVAL PARTNERS

The 2025 Tribeca Festival is presented by OKX and with the support of our partners: AT&T, Audible, Bulleit Frontier Whiskey, Canva, CHANEL, City National Bank, DIRECTV, Don Julio Tequila, FIJI Water, Indeed, iQIYI, KLM Royal Dutch Airlines, NBC4 and Telemundo 47, NYC Mayor's Office of Media and Entertainment, National CineMedia, New York Magazine, Purina, Spring Studios New York, The Wall Street Journal, Variety, Vulture, and Whalar.

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2025 TRIBECA FESTIVAL UP NEXT CREATORS

AriatHome – [@ariatinsta](#) [ari@home](#)

"ARlatHOME" is an improv musician most known for his IRL live streams where he collaborates with complete strangers to make impromptu songs on the spot.

Christina Young – [@eatingalonediaries](#)

Christina is a food and lifestyle content creator based in New York City. She finds comfort and happiness in sharing dishes that reflect her personal experiences and travels, whether through her kitchen creations or food adventures around the city. Christina sees food as a powerful way to connect with herself, with others, and with the diverse cultures that inspire her. As a girl navigating NYC, Christina also loves uncovering fun, affordable things to do—proving that living

well in the city doesn't have to break the bank. Through her content, she hopes to inspire others to explore, eat, and embrace life with curiosity and heart.

Cocoe Moe – [@cocomoe](#)

Coco Moe is a trend forecaster and marketer with 1+ million followers. She now hosts a show called "Middle Row", where she interviews up-and-coming artists in a movie theater. Guests include Adela, Remy Bond, and Jade.

Danny Cortez – [@dannycortesnyc](#)

Danny Cortez is a Brooklyn-born Hispanic-American miniature artist who transforms everyday materials into intricate NYC-themed dioramas. After gaining viral social media attention in 2020, his work attracted celebrity clients and was auctioned by Sotheby's. He's collaborated with major brands and appeared on Jimmy Kimmel Live.

Eric Jeng – [@ericj3ng](#)

Eric is a passionate storyteller who connects audiences through candid interviews that explore the depths of human experience.

Lauren W – [@laurenthelolife](#)

Lauren W. is a multi-faceted creator who hopes to inspire and motivate people to live their most bold and adventurous lives. She is known for her authentic approach and ability to connect with viewers through everyday experiences and witty commentary.

Patrick Hicks – [@patrickhicks82](#)

Patrick Hicks is a storyteller, digital creator, podcaster, and dad based in Chicago. He makes mini documentaries on social media, combining music, history, and heart.

Public Opinion – [@publicopinionnyc](#)

Public Opinion is a show all about how New York City lives and works. From short-form profiles on NYC characters and institutions, to deep dives into the city's infrastructure and culture, we let New Yorkers tell the story of New York.

Spencer Lackey – [@spangerlookrey](#)

Spencer Lackey is an NYC-based filmmaker currently directing "You Are Here," a short, liminal spaces horror film. He's amassed over 2.5M followers on TikTok and 3M on Instagram making original, narrative-driven horror shorts.

Stef Dag – [@stefdagz](#)

Stef Dag is an internationally touring stand-up comedian, award-winning writer, and actress. Stef is the host of the viral dating show, "Hot & Single," a 2022 NY Comedy Festival Creator to Watch, and has written and directed videos for Vanity Fair, Glamour, Vogue, GQ and more. Stef's content and commentary regularly breaks the internet, including the time she coined the phrase "candid girlfriend" on Subway Takes, and when she created a viral exit survey for the man who'd ghosted her (again).

Walker Ward – [@walksauce42](#)

A Wall Street veteran turned social media star with 335K followers on Instagram. Walker is known for his satirical content surrounding the rich and famous. From the West Village to Palm Beach to the Hamptons, Walker is a cult king. His partnerships with Rhone, Vineyard Vines, Long Drink, Walmart, Peacock, and Holderness & Bourne have garnered millions of views.

Walker started making TikTok videos at work just after the pandemic. Since then, he has gone viral on both TikTok and Instagram for his incredibly funny and relatable comedy sketches, creating multiple characters, each of whom pokes fun at various lifestyles. His most popular characters include “Palm Beach Dad,” “Get Ready with Me Girl,” “Wall Street Intern,” “Pregnant Woman,” and “David Goggins” to name a few. He continues to expand his array of characters and is coming up with new ideas daily.

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