

Pudgy Penguins & OpenSea are Taking Over an NYC Park for a One-Day Festival Built Around Collector Culture

Collector Park waddles into Seward Park on September 3, Bringing Together Trading Cards, Designer Toys, Gaming, Fashion & Digital Collectibles

NEW YORK CITY, NY, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- Collecting has changed. The same generation that lines up for a sneaker drop is opening blind boxes, ripping trading-card packs, hunting limited-edition toys, collecting digital assets and turning once-niche objects into some of the biggest cultural currencies in the world. On Thursday, September 3, [Pudgy Penguins](#) and [OpenSea](#) are bringing those worlds together with [Collector Park](#), a one-day outdoor festival taking over Seward Park on New York City's Lower East Side.

Running from noon to 8:00 PM EST, Collector Park will transform Seward Park into a one-day festival where collectors can discover new products, trade, compete and connect across every corner of modern collector culture.

The idea is simple: collector culture doesn't live in categories anymore. A sneakerhead can also collect Pokémon cards. A fashion obsessive can own designer toys. A gamer can collect digital assets and physical memorabilia. A kid opening a blind box and a collector hunting a grail are participating in different versions of the same ritual. Collector Park is being created

“

Trade. Discover. Belong.”
PUDGY PENGUINS + OPENSEA

for all of them.



COLLECTOR PARK CURATED BY PUDGY PENGUINS + OPENSEA

The festival will transform Seward Park with vendor booths, live streaming, giveaways, live art, interactive games, food and community spaces. Participating brands and creators will have the opportunity to build experiences ranging from exclusive product launches and limited merchandise to live pack breaks, trading lounges, games, creator meetups, giveaways and collectible drops.

Collector Park is designed to give people a reason to participate, giving attendees the chance to trade, discover, compete, connect and leave with something unexpected.

COLLECTING IS CULTURE

What once existed as separate enthusiast communities increasingly shares the same creators, consumers, marketplaces and cultural language. Collector Park puts that convergence in one place.

For Pudgy Penguins, whose universe expands into multiple categories, the festival represents a physical extension of the community-driven culture that helped build the brand. For OpenSea, it creates a bridge between digital ownership and the much larger culture of collecting surrounding it.

Together, the two companies are creating an event where the question isn't what kind of collector are you? Are you collecting next?

COLLECTOR PARK CURATED BY PUDGY PENGUINS + OPENSEA

Date: Thursday, September 3, 2026

Time: Noon to 8:00 PM EST

Location: Seward Park, Lower East Side, New York City

Visit: @opensea / @pudgypenguins for more information

Additional participating brands, creators, product drops, programming and special activations will be announced ahead of the event.

Trade. Discover. Belong.

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ABOUT PUDGY PENGUINS: Pudgy Penguins is a global character universe built around a lovable family of characters, collectibles, games and storytelling. What began as an internet-native community has grown into a global franchise with toys and collectibles in millions of homes,

billions of social media views, gaming experiences and a dedicated following around the world.

Website | www.pudgypenguins.com

IG | @pudgypenguins

X | x.com/pudgypenguins

About OpenSea: OpenSea is the world's first and leading NFT marketplace, now offering token trading, cross-chain swaps, and an integrated portfolio that brings digital assets together in one place across multiple blockchains. With the goal of making ownership easy, open, and accessible to everyone, OpenSea continues to build for the future of digital assets, without limits. To date, the platform has facilitated billions of dollars in transaction volume. For more information, visit opensea.io

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