

EventId: 764110

Christopher Lorient 02/26/2024 01:57 PM

Event Details

Event Id: 764110

Event Name: Beauty Line Launch

Event Description: A free event in Gansevoort Plaza to showcase a new line of product for a high-end beauty brand. We would build a custom structure to engage costumers with experiential touchpoints such as product sampling a photo booth and potentially a DJ. Our preferred timeline is Event Set Up on 4/5 PM/overnight Event Days 4/6-4/7 Strike on 4/7 PM/overnight

Event Type: Street Event

Event SubType: Street event, Medium

Permitting Agency: Street Activity Permit Office

Setup Date: 04/05/2024 09:00 PM

Start Date: 04/06/2024 10:00 AM

End Date: 04/07/2024 07:00 PM

Breakdown Date: 04/08/2024 02:00 AM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 02/20/2024 03:58 PM

Application Processing by: Christopher Lorient

Applicant Details

Applicant Name: Brianna Chopito

Applicant Address: 433 Washington Street 4th Floor New York NY 10013

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	9 AVENUE between GANSEVOORT STREET and WEST 13 STREET Note: We are interested in activating in Gansevoort Plaza Gansevoort/13 Gansevoort Pedestrian Plaza. Is it possible to have an smaller ancillary install on the curb directly outside of the Sephora Store 21-27 9th Ave New York NY 10014	Sidewalk and Curb Lane Closure	Both		Manhattan	2	6	10014
2	Gansevoort/13 Gansevoort Pedestrian Plaza : Gansevoort/13 Gansevoort Pedestrian Plaza	Pedestrian Plaza			Manhattan	2	6	10014

Sponsor Details

Sponsor: YSL Beaute

Sponsor Address 10 Hudson Yards New York NY 10001

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Brianna Chopito

Producer Address:

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: bchopito@industria-creative.com

Affected Zones

Affected Borough: 3,

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 6,

Affected City Council Dist: 3,

Affected Zipcodes: 10014,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 There are plans to include live entertainment and/or celebrity appearances. Following are the live entertainment and/or celebrity appearance components: *Potentially DJ with amplified sound*
- 3 The event will contain the following commercial branding and/or advertising elements: *Branded structure and products*
- 4 The event will be advertised. Following is the event advertising plan: *Social media channels.*
- 5 There will be red carpet, rope and/or stanchions used at this event.
- 6 The event will have on-site security. Following is the on-site security plan: *Security for set up/strike overnight. Staff will manage lines and guest experience.*
- 7 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
- 8 There will be a pole tap for electricity at this event. **DOT Electrical Permit Cabling/Wiring Approval is required.**
- 9 There will be a prop at this event. Following are the dimensions and description: *Speaker towers, sculptures, and photography equipment for photo experience*
- 10 There will be a tent or a canopy at this event. Following are the dimensions and description: *Custom built structure that will be approx 10x10*

Event Conflict Details Refresh to see updated conflicting events

No conflicting events found

Restaurant Conflict Details

View Conflicts on Map

8 conflicting Restaurants found

Restaurant (Business Name)	Address	Seating Choice	Applicant
Serafina Meatpacking (Serafina Meatpacking LLC)	7 9th Avenue, Manhattan, NY	both	Letizia Manfredi /6469644494 / ian@serafinamanagement.com
Kobrick Coffee Co. (Rehandari, LLC)	24 9th Avenue , Manhattan, NY	both	Steven Kobrick /2122555588 / Skobrick@kobrickcoffee.com
The Chester (Gansevoort LLC)	18 9th Avenue, Manhattan, NY	sidewalk	Michael Achenbaum /6462532290 / lisa@theghg.com
SERAFINA MEATPACKING (SERAFINA MEATPACKING LLC)	7 9TH AVENUE, Manhattan, NY	openstreets	IAN MEDWIN /9174496683 / ian@serafinamanagement.com
SWEETGREEN (SWEETGREEN NEW YORK LLC)	32 GANSEVOORT ST, Manhattan, NY	both	ARIANNA GOLDBERG /8184547401 / KELLYMLK136@GMAIL.COM
CATCH (LUCKY 13 ASSOCIATES LLC)	2127 9 AVENUE, Manhattan, NY	roadway	Peter Phyto /2126271235 / purchasing@catchhg.com
Coffee and Cocktails (WSA CAFE LLC)	18 9 AVENUE, Manhattan, NY	sidewalk	Michael Achenbaum /2126606701 / ryan@theghg.com
MOLLUSCA (MOLLUSCA LLC)	1 LITTLE WEST 12 STREET, Manhattan, NY	sidewalk	Mollusca LLC /9178878935 / eric@molluscany.com

