

EventId: 863677

07/01/2025 11:05 AM

Event Details

Event Id: 863677

Event Name: Reset Capsule

Event Description: Geodesic dome where consumers can enter and feel air purifier
working vs outside air

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 07/24/2025 12:01 AM

Start Date: 07/24/2025 11:00 AM

End Date: 07/24/2025 06:00 PM

Breakdown Date: 07/24/2025 11:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 1000 to 4999

Non Profit Organization: No

Received Date: 05/27/2025 10:43 AM

Application Processing by: Shaneek Meachum

Applicant Details

Applicant Name: Lizanne Catalina

Applicant Address:

Applicant Country: United States of America

Applicant Email:

Applicant Phone: 37

Applicant Cell Phone:

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	Astor Place Plaza (North) : Astor Place Plaza (North) Note: 8th and Layfatte	Pedestrian Plaza	Full		Manhattan	2, 3	9	10003

Sponsor Details

Sponsor: World of Good Brands, LLC

Sponsor Address: [REDACTED]

Sponsor Email: [REDACTED]

Sponsor EIN:

Sponsor Phone:

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Lizanne Catalina

Producer Address: [REDACTED]

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2, 3,

Affected Precincts 9,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

Agency Instructions

- 1 The estimated attendance at this event is: 1000 to 4999.
- 2 The event will contain the following commercial branding and/or advertising elements: *Marketing event promoting Blueair Air purifier. Product display within a dome for consumers along with some product on pedestals*
- 3 The event will be advertised. Following is the event advertising plan: *I dont have these details yet.*
- 4 The event will have on-site security. Following is the on-site security plan: *Sims Security will have 3 guards present from load in to load out..*
- 5 Portable and/or tow-hook generators will be used at this event. **FDNY notification is required.**
- 6 There will be a tent or a canopy at this event. Following are the dimensions and description: *19 diameter dome 98H with limited access by consumers*
- 7 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**

Event Conflict Details

Refresh to see updated conflicting events

3 conflicting events found	799793 (SAPO - Embargo) 799795 (SAPO - Embargo) 801203 (SAPO - Embargo)
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