

Event Details

Event Id: 896529

Event Name: Porsche X Norrna Launch

Event Description: Launch event hosted by Norrna and Porsche to present a new collaboration featuring a parked Porsche vehicle in front of the Norrna New York store.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 11/13/2025 04:00 PM

Start Date: 11/13/2025 07:00 PM

End Date: 11/13/2025 09:00 PM

Breakdown Date: 11/13/2025 10:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 10/21/2025 03:01 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Christina Sande

Applicant Address: [REDACTED]

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	GREENE STREET between SPRING STREET and BROOME STREET	Curb Lane	West		Manhattan	2	1	10012

Note: Parking of one Porsche display vehicle directly in front of Norrna Flagship Store entrance for evening launch event.

Only

Sponsor Details

Sponsor: Porsche Cars North America, Inc.
 Sponsor Address: One Porsche Drive Atlanta GA 30354
 Sponsor Email: [REDACTED]
 Sponsor EIN: [REDACTED]
 Sponsor Phone: (800) 767-7243
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website: <https://www.porsche.com/usa/>

Producer Details

Producer/Organization: Norrna
 Producer Address: 67 Greene Street New York NY
 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,
 Affected Precincts: 1,
 Affected City Council Dist: 1,
 Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 75 to 199.
- 2 The event will contain the following commercial branding and/or advertising elements: *The event includes a branded Porsche vehicle display and Norrna store signage as part of the promotional launch.*
- 3 The event will be advertised. Following is the event advertising plan: *The event is promoted through Norrnas website newsletter and social media channels as well as in-store invitations to customers and community members..*
- 4 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**

5 Alcoholic beverages will be sold, consumed or distributed at this event. **This will require eligible restaurants/businesses/caterers to obtain a Temporary Beer and Wine Permit from the NYS Liquor Authority.**

Event Conflict Details

Refresh to see updated conflicting events

No conflicting events found