

**EventId: 906167**

### Event Details

Event Id: 906167  
 Event Name: Luxury Brand New Product Launch  
 Event Description: Luxury brand new product launch with Prada for their new blush product. Activation to take place on Gansevoort Plaza on Gansevoort and 9th Ave. May 5th to May 11th with the activation dates being May 7th and 8th.  
 Event Type: Plaza Event  
 Event SubType:  
 Permitting Agency: Street Activity Permit Office  
 Setup Date: 05/05/2026 12:00 AM  
 Start Date: 05/05/2026 12:30 AM  
 End Date: 05/10/2026 11:00 PM  
 Breakdown Date: 05/10/2026 11:30 PM  
 Event Status: Pending  
 Recurring Event: No  
 Event Other Details:  
 Attendance: 200 to 499  
 Non Profit Organization: No  
 Received Date: 12/15/2025 03:51 PM  
 Application Processing by: Shaneek Meachum

### Applicant Details

Applicant Name: Amir Shayegan  
 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	Gansevoort Plaza : 12/13 9 Avenue	Pedestrian Plaza	Full		Manhattan	2	6	10014

### Sponsor Details

Sponsor: IDEKO Productions LLC  
 Sponsor Address: [REDACTED]

Sponsor Email: [REDACTED]  
 Sponsor EIN:  
 Sponsor Phone: [REDACTED]  
 Sponsor Cell:  
 Sponsor Fax:  
 Sponsor Website:

### Producer Details

Producer/Organization: Aubri Emery  
 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,  
 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 The event will contain the following commercial branding and/or advertising elements: *Branding for Prada will be present*
- 3 The event will be advertised. Following is the event advertising plan: *The activation will have a soft launch on the social channels of the brand.*
- 4 The event will have on-site security. Following is the on-site security plan: *A NYC based security company will be present.*
- 5 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**

### Event Conflict Details Refresh to see updated conflicting events

**5 conflicting events found**  
 799531 (SAPO - Embargo) 799803 (SAPO - Embargo) 799806 (SAPO - Embargo) 919427 (SAPO - Street Event)  
 922440 (SAPO - Plaza Partner Event)