

**EventId: 925124**

### Event Details

Event Id: 925124  
 Event Name: NYX Launch  
 Event Description: 20x56 ft inflatable for a new cosmetic launch  
 Event Type: Plaza Event  
 Event SubType:  
 Permitting Agency: Street Activity Permit Office  
 Setup Date: 04/13/2026 05:00 AM  
 Start Date: 04/13/2026 10:00 AM  
 End Date: 04/14/2026 11:00 PM  
 Breakdown Date: 04/14/2026 11:00 PM  
 Event Status: Pending  
 Recurring Event: No  
 Event Other Details:  
 Attendance: 1000 to 4999  
 Non Profit Organization: No  
 Received Date: 03/17/2026 10:38 AM  
 Application Processing by: Shaneek Meachum

### Applicant Details

Applicant Name: Lauren Laucella  
 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: NYX Cosmetics  
 Sponsor Address: [REDACTED]  
 Sponsor Email: [REDACTED]  
 Sponsor EIN:  
 Sponsor Phone: [REDACTED]

Sponsor Cell:  
 Sponsor Fax:  
 Sponsor Website:

### Producer Details

Producer/Organization: Lauren Laucella  
 Producer Address:  
 Producer Phone:  
 Producer Phone:  
 Producer Cell:  
 Producer Fax:  
 Producer Email:

### 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: 1000 to 4999.
- 2 The event will contain the following commercial branding and/or advertising elements: *The inflatable will have a NYX Logo on it*
- 3 The event will be advertised. Following is the event advertising plan: *the brand will post on social media directing people to check out a surprise pop up.*
- 4 The event will have on-site security. Following is the on-site security plan: *Private security, 24 hours.*
- 5 Portable and/or tow-hook generators will be used at this event. **FDNY notification is required.**
- 6 Planters will need to be removed for this event. **DOT approval is required.**

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

**3 conflicting events found** 799531 (SAPO - Embargo) 799803 (SAPO - Embargo) 799806 (SAPO - Embargo)