

EventId: 959009

06/30/2026 12:41 PM

Event Details

Event Id: 959009

Event Name: Nars-Sephora Orgasm Activation - Astor Place Plaza

Event Description: Activate Orgasm NARS most-loved cult classic through an experience that balances immersive world-building with meaningful consumer engagement. At the heart of the activation sits an oversized NARS Orgasm blush compact designed to reignite nostalgia around the iconic product and create an unmissable brand moment. Complemented by refreshing FB and curated gifting the experience invites guests to cool off and immerse themselves in the world of Orgasm on a hot summers day. Pedestrian plaza for placement of 9ftH x 15ft x 18ft structure with frozen treat sampling for the public

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 07/31/2026 12:01 AM

Start Date: 07/31/2026 10:00 AM

End Date: 08/01/2026 06:00 PM

Breakdown Date: 08/01/2026 11:59 PM

Event Status: Submitted

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 06/29/2026 07:03 PM

Application Processing by:

Applicant Details

Applicant Name: Adam Weingrad - Winick Productions LLC

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax: [REDACTED]

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	Astor Place Plaza : Lafayette St / Cooper Sq 8 St (South)	Pedestrian Plaza	Full		Manhattan	2, 3	9	10003

Sponsor Details

Sponsor: Another A Story

Sponsor Address [REDACTED] 10011

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization:

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, 3,

Affected Precincts 9,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

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: *Nars-Sephora Branded Temporary Structure*
- 3 The event will be advertised. Following is the event advertising plan: *tbd*.
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 The event will have on-site security. Following is the on-site security plan: *tbd*.
- 6 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**