



# Special Event Application

9/21/2025

Simple

126-SE-2025

## Event Information

Event Name PLEASING HAPPY ACCIDENT POP-UP

Event Location 5101 N SCOTTSDALE RD

Event URL FRAME.STUDIO

Event Description THE EVENT IS A RETAIL BRAND ACTIVATION FOR A LIFESTYLE BRAND CALLED PLEASING. THE ACTIVATION IS BUILT OUT OF A 20FT SHIPPING CONTAINER THAT OPENS UP TO CREATE A SMALL PRECINCT THAT VISITORS CAN ENJOY AS HIGHLY VISUAL AND SHAREABLE EXPERIENCE. THE EXPERIENCE INCLUDES BLUETOOTH SPEAKERS WITHIN THE CONTAINER WHICH ARE PLAYED AT A BACKGROUND LEVEL, VERY SIMILAR TO A RETAIL STORE THAT IS NOT AUDIBLE BEYOND THE PRECINCT. WE HAVE NOW OPERATED THIS EXACT EVENT ACTIVATION IN BOTH LONDON AND IN SAN FRANCISCO.

## Event Dates

Event Dates (3)	Start Date	End Date	Participant Attendance	Other Attendance
	FRI 9/26/2025 11:00 AM	FRI 9/26/2025 7:00 PM	300	8
	SAT 9/27/2025 11:00 AM	SAT 9/27/2025 7:00 PM	300	8
	SUN 9/28/2025 11:00 AM	SUN 9/28/2025 6:00 PM	300	8

Setup Date THU 9/25/2025 4:00 PM - 07:00 PM

Teardown Date SUN 9/28/2025 6:00 PM - 09:00 PM

## Applicant Information

Applicant FRAME CREATIVE INC

Applicant Address 613 N WEST KNOLL DRIVE

Applicant City WEST HOLLYWOOD, CA 90069

Applicant Name STUART DUCKWORTH

Title VP BRAND & PARTNERSHIPS

Phone (310) 499-8503 Email STUART@FRAME.STUDIO

On-Site Contact STUART DUCKWORTH

Title VP BRAND & PARTNERSHIPS

Phone (310) 499-8503 Email STUART@FRAME.STUDIO

Applicant Experience FRAME CREATIVE IS A DESIGN & EXPERIENTIAL ACTIVATION COMPANY THAT DELIVERS EXPERIENTIAL PROJECTS AROUND THE WORLD. WE HAVE BEEN WORKING WITH THE BRAND PLEASING OVER THE PAST TWO YEARS.

## Prior Events

Has this event been produced before? YES

Is this an annual event? NO

Are there any changes from previous years? NO

## Event Elements



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Elements RECREATIONAL

Description THE EXPERIENCE IS DESIGNED TO BE AN OPPORTUNITY FOR FANS OF THE PLEASING BRAND TO CONNECT WITH THE BRAND AND HAVE A CHANCE TO RECEIVE EXCLUSIVE PRODUCTS WHICH ARE NOT AVAILABLE ANY OTHER WAY. THE BRAND IS OFTEN ASKED BY THEIR FOLLOWERS TO DELIVER A POP-UP LIKE THIS EVENT IN ARIZONA.

### Event Equipment

Stages	NO	Tables, Chairs, Furniture	YES
Generators	NO	Inflatables	NO
Portable Bars	NO	Amplified Sound	NO
Speakers	YES QTY: 1-2	Temporary Restrooms	NO
Fencing	NO	BBQ Grills or Propane Use	NO
Lighting	NO	Tents/Canopies	NO

### Vendor Sales

Retail Merchandise	NO	Food And Non-Alcoholic Beverages	NO
Food Trucks	NO	Alcohol	NO
Services	NO		

### Signage Plan

On-Site Signs? YES QTY: 1 TYPE: PORTABLE (A-FRAME- SITS ON TOP OF GROUND)

Off-Premise Signs? NO

Signage Plan Description:

THERE IS A SIGN ON TOP OF THE CONTAINER ITSELF AS WELL AS A FREE STANDING SWING SIGN THAT IS PLACES ADJACENT THE CONTAINER.

### Parking Plan

City parking lot	NO	City parking garage	NO
On-street parking	YES	On-site parking	YES
Off-site parking	NO	Shuttle service from off-site parking areas	NO
Valet service	NO	Rider Provider	NO

Parking Plan Description

PARKING IS AVAILABLE WITHIN THE PARKING OF THE HOTEL ITSELF, ALONG WITH PARKING AVAILABLE ON THE STREET.

### Entertainment - Amplification/Sound Plan

Entertainment



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### Sound Monitoring

Music will be at low levels playing inside the container

Time and type of outside sound and sound check times

Plan for sound monitoring, containment, and mitigation

Staff on site to monitor sound levels at all times

### Police/Security

#### Security Personnel

Inhouse Security YES Estimated Number : 1

Hired Security NO

Off Duty Police NO

### Scottsdale Fire Department and Medical Standby Services

Fire Department Permit Required NO

Medical Standby NO

Fire Apparatus/Personnel Standby Required NO

### Application Authorization

**WARRANTY:** Applicant warrants that the information provided in this application is true and accurate to the best of Applicant's knowledge and belief.

**INDEMNIFICATION:** To the fullest extent allowed by law, the Applicant agrees to defend, indemnify and hold harmless the City, its officers, officials, representatives, agents, employees and volunteers from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, the cost of appellate proceedings, and all claim adjusting and handling expenses, arising from or related to any acts or omissions of the permit holder or its agents, contractors and subcontractors related to the Special Event including any claims, damages, or losses resulting from the City's or its employees' or agents' negligence.

The Applicant's signature below authorizes a City representative to inspect a special event on City or private property at any time, including setup.

**AUTHORITY:** For special events on public property, the Applicant warrants:

I am the permittee or an authorized agent of the permittee with authority to legally bind the permittee (an agent may sign only if the event is on private property) and agree to the conditions of this permit.

Signature of Applicant - must be the same person listed on application.

Printed Name STUART DUCKWORTH

Date 9/21/2025



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Title of Applicant VP BRAND & PARTNERSHIPS

CLIENT  
Frame Creative

PROJECT  
Pleasing - Happy Accident

ADDRESS  
-

DRAWN BY  
CM

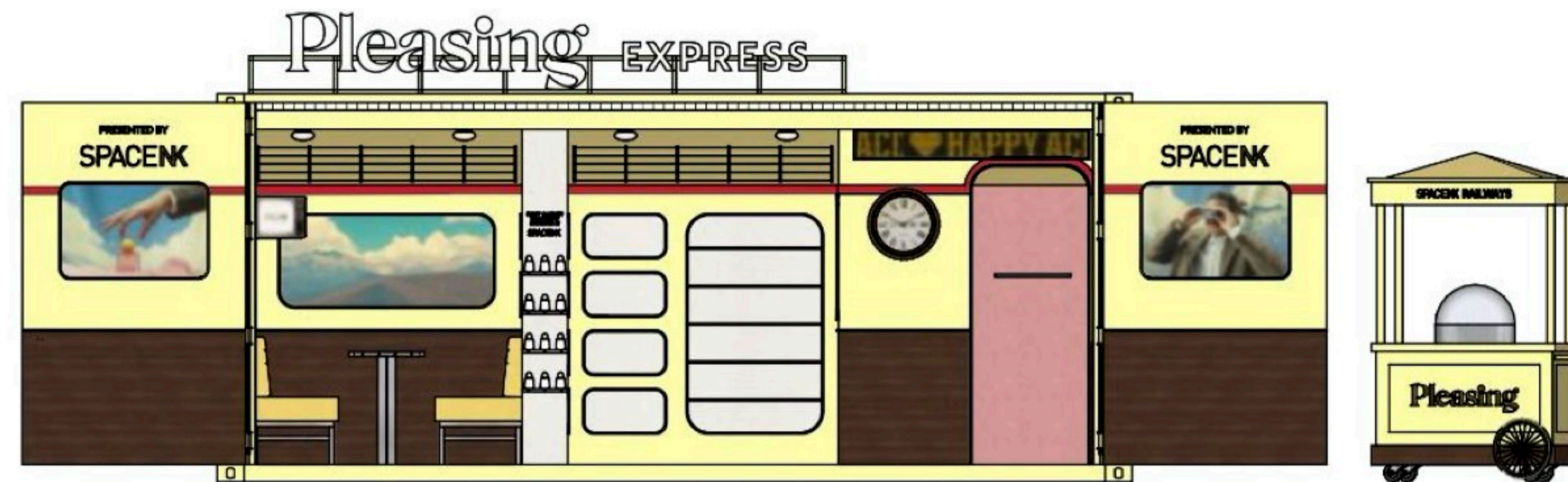
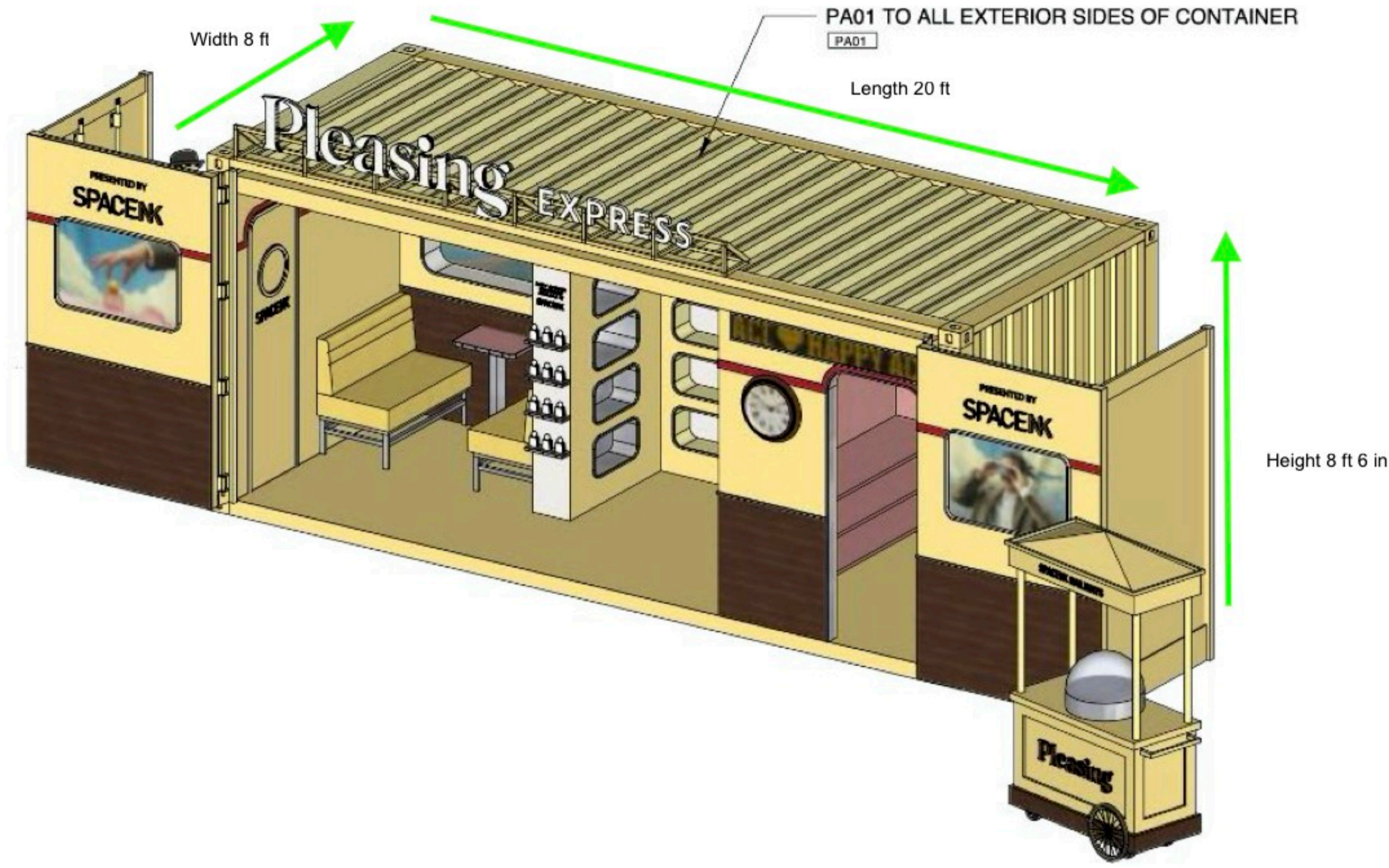
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Iso - For Review

PAGE NO.  
PLHA100

REV	DATE	DESC.
1	04/22/25	FIRST PASS

**DRAFT**

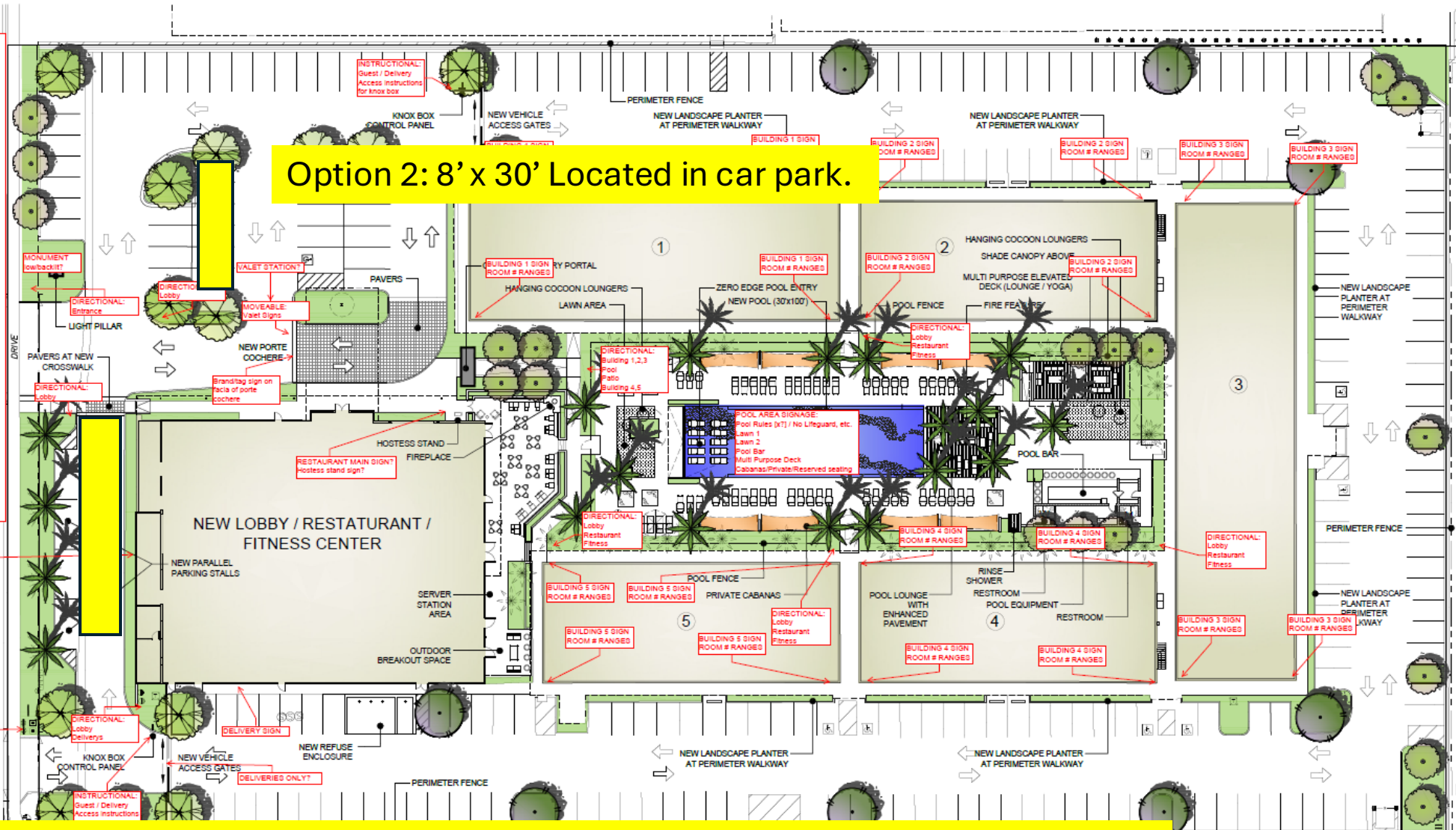
NOTE: All shop drawings to be submitted to designer & client prior to works proceeding. This plan is to be used as a tool for interior finishes & joinery design communication only, and is not to be used for any form of structural design.



- ADDITIONAL SIGNAGE:**
  - Event sign stands (x7)
  - Moveable
  - Room numbers
  - ADA
  - Restrooms
  - Exits
  - Employees only
  - Back of House
  - No Smoking
  - Stairs
  - In room fire evacuation
  - Fire extinguisher/stations
- INDOOR:**
  - Lobby
  - Front Desk/Reception
  - Concierge
  - Restaurant
  - Fitness (rules, etc.)
  - Bar
  - Ballroom
  - Boardroom
  - Cafe

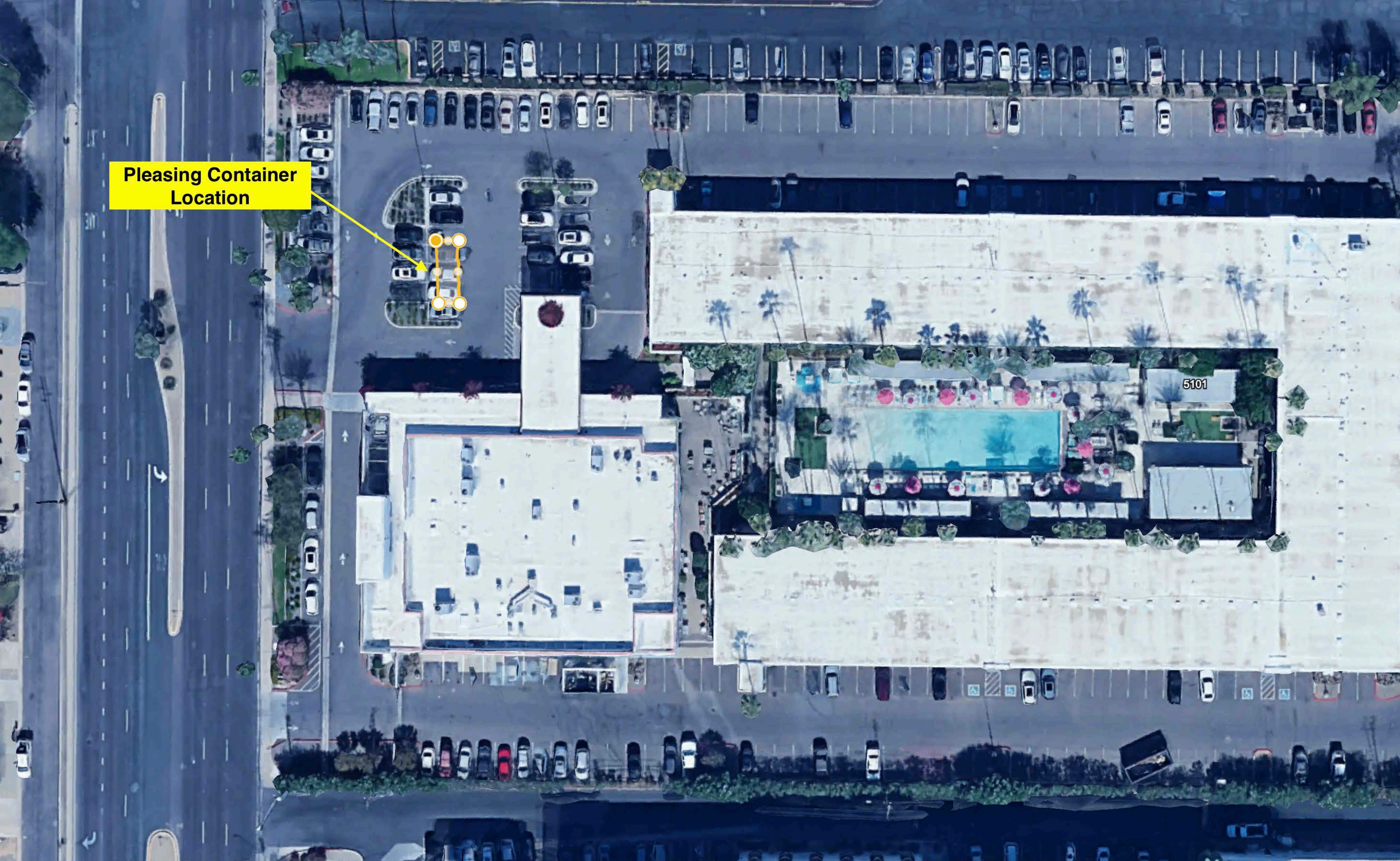
**Option 2: 8' x 30' Located in car park.**

**Option 1: 8' x 30' Located on west side of property next to N Scottsdale Rd.**



N.T.S.

**Pleasing Container  
Location**



CLIENT  
Frame Creative

PROJECT  
Pleasing - Happy Accident

ADDRESS  
-

DRAWN BY  
CM

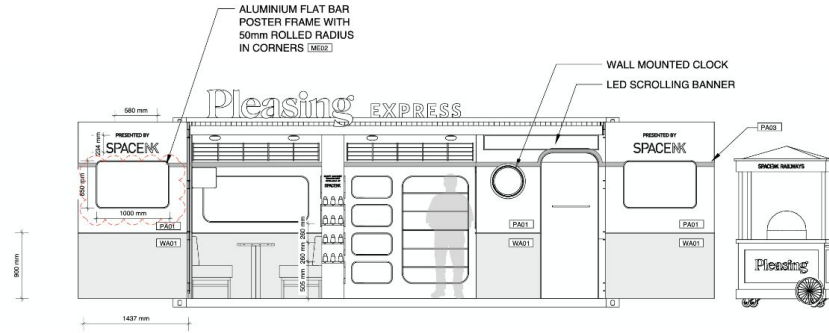
PAGE TITLE  
Front Elevation - For Review

PAGE NO.  
PLHA100

REV	DATE	DESC.
1	04/22/25	FIRST PASS
2	04/23/25	CHANGES TO SIGNAGE, FINISHES

**DRAFT**

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# Pleasing EXPRESS

PRESENTED BY

SPACENK



SPACENK



HAPPY ACCIDENT  
PERFUMES BY  
SPACENK



HAPPY ACCIDENT



OPENING HOURS

DATE	ARRV	DEPT
FRIDAY 16 <sup>th</sup>	11AM	7PM
SATURDAY 17 <sup>th</sup>	11AM	7PM
SUNDAY 18 <sup>th</sup>	11AM	6PM

SPACENK

PRESENTED BY

SPACENK



# Pleasing









A yellow container with the word 'SPACENK' repeated four times across its side. The container is situated on a cobblestone street in front of a light-colored building with many windows. To the right, a red brick building is visible, and a group of people in traditional costumes is gathered in the background. A white electrical box is mounted on the top left of the container, and a grey cable runs down to a larger electrical box on the bottom left. The container has several small vents along its top edge and larger ones near the bottom.

SPACENK

SPACENK

SPACENK

SPACENK