



UNSCRIPTED INK · LOWER EAST SIDE, NYC

# *Bring pop-up tattoos to your events.*

Custom flash tattoos & Ephemeral made-to-fade ink — designed for brand activations, press events, and recurring residencies across New York.

# *Flash tattoos have replaced the photo booth at the best events.*

Guests don't just take a picture — they walk away with something permanent (or temporary, with Ephemeral Ink). The social reach, the earned press, and the in-room energy all compound.

As the only tattoo shop in New York City built specifically around flash events, Unscripted Ink has spent 5+ years making this the signature activation for brands, publishers, and hospitality partners.

WHY UNSCRIPTED

# NYC's only in-hotel tattoo studio — on your doorstep.

## CREDENTIALS

Featured in **Forbes**, **Travel + Leisure**, **New York Post**, **amNewYork**, **Thrillist**, **Time Out**, **InsideHook**, **Fodor's** and more. Nearly 200 five-star Google reviews.

## SPECIALTY

Certified **Ephemeral Ink** studio — real tattoos that fade naturally in 9–15 months. The no-regret option for brand activations.

## TEAM

Founder **Liv Novotny** plus a roster of 3 resident artists across illustrative, fine line, black & grey, and Neo-Traditional — scaled to your room.

# A one-night press activation. A year-long residency. Whatever the brief demands.

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## Brand Activations

Custom flash sheet designed to your brand — applied at your venue or ours. Guests leave with a piece of art that looks like your identity.

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## Press & Launch Events

A tattoo parlor inside a product launch, magazine party, or fashion pop-up. Ephemeral Ink means your keepsake fades in 9–15 months.

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## Recurring Series

Ongoing residencies like our weekly Tattoo Happy Hour with the Untitled Hotel. Built to recur, designed to feel considered every week.

PRICING

# Clear anchors. Every event gets a custom quote.

UNDER 50 ATTENDEES

## \$2,000

One artist · ~10–15 tattoos · 3 hours · standard flash book

300+ ATTENDEES

## \$8,000+

Four artists · ~40–60 tattoos · 5 hours · custom event-themed flash

À LA CARTE

FIXED

### Set-up

Full set-up & tear-down included in every event.

ADD-ON

### Custom flash

From \$500/sheet — 6–12 pieces reflecting your brand.

ADD-ON

### Artists

Scale the team — each artist from \$1,500/event.

# Four steps — we make it painless.

01

## Secure your date

Pick your date and put down a \$100 deposit.  
Credited to your final package.

02

## Build your package

We collaborate on a custom package. Contract signed with 50% of full cost.

03

## Custom flash design

Liv and the team design your event's unique flash sheet — typically 6–12 pieces.

04

## Launch event

We handle set-up, the event, and tear-down.  
Remaining 50% due within 30 days post-event.

MEET THE TEAM

# The artists behind the work.



**Liv**  
OWNER & FOUNDING ARTIST  
Color · Florals · Illustrative



**Saint**  
FOUNDING ARTIST  
Black & Grey · Fine Line · Realism



**Ivy**  
RESIDENT ARTIST  
Fine Line · Subtle Detail · Small Scale



**George**  
RESIDENT ARTIST  
Anime · Cyber Sigil · Black & Grey

*Plus Ramon Madden — Manager & on-site event lead.*

IN GOOD COMPANY

*"Liv and her team were nothing short of extraordinary."*

PAST CLIENTS

· Gov Ball

· alice + olivia

· NBA 2K24

· Yahoo

· Team USA

· Steve Madden

· Zadig & Voltaire

· Archer

· Olly Olly Market NYC

LET'S PLAN IT

# *Share the date, venue, and guest count.*

We respond within two business days with creative direction and a custom quote.

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STUDIO

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Lower East Side · NYC

ONLINE

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