

NEW YORK CITY · LOWER EAST SIDE

# *NYC's first permanent in-hotel tattoo studio.*

Unscripted Ink is New York City's only permanent in-hotel tattoo studio — founded in January 2024 inside the Untitled Hotel at 3 Freeman Alley on the Lower East Side. Owned by artist and muralist Liv Novotny, the studio specializes in illustrative, fine line, black and grey realism, and made-to-fade ephemeral ink, with press coverage in Forbes, Travel + Leisure, the New York Post, and more.

## KEY FACTS

FOUNDED	January 2024
FOUNDER	Liv Novotny
LOCATION	Inside the Untitled Hotel at 3 Freeman Alley, Lower East Side, New York, NY 10002
DISTINCTION	New York City's first and only permanent in-hotel tattoo studio
SPECIALTIES	Illustrative, floral, fine line, black and grey realism, geometric, Neo-Traditional, Ephemeral made-to-fade ink
TEAM SIZE	4 resident artists (as of April 2026)
HOURS	Tuesday–Sunday, 12–9 PM; extended hours by appointment
PARTNERSHIPS	Ephemeral Tattoo (certified studio); Untitled at 3 Freeman Alley (host hotel)
SIGNATURE OFFERINGS	Tattoo Happy Hour (free cocktail at UNLISTED rooftop), \$50 hotel-guest discount, walk-ins welcome, Flash of the Week
AWARDS / RECOGNITION	Nearly 200 five-star Google reviews; featured in 15+ national and NYC publications including Forbes, Travel + Leisure, New York Post

## FOUNDER

### Liv Novotny

Liv Novotny is a tattoo artist and professional muralist based in New York City. She founded Unscripted Ink in January 2024 inside the Untitled Hotel at 3 Freeman Alley, making it the first permanent in-hotel tattoo studio in New York.

Liv Novotny is a tattoo artist and professional muralist with over a decade of experience across New York City, Philadelphia, and the Twin Cities. She founded Unscripted Ink in January 2024 inside the Untitled Hotel at 3 Freeman Alley — NYC's first permanent in-hotel tattoo studio. Originally from St. Paul, Minnesota, Liv studied journalism and graphic design at the University of Minnesota before moving into public art, apprenticing with Philadelphia's Mural Arts program and specializing in the polytab mural cloth technique. In New York she has painted for Paramount, DoorDash, and the New York Knicks, and her tattoo work has been featured in Allure, Forbes, Travel + Leisure, amNewYork, and Thrillist. At Unscripted Ink she leads a team of specialists in illustrative, floral, nature-inspired, and text-based tattoos, including Ephemeral made-to-fade ink. She lives in Bushwick, where she also runs Locust Street, her mural studio.

## SELECTED PRESS

<b>FORBES</b>	This NYC Boutique Hotel Has Opened An In-House Tattoo Parlor	Feb 29, 2024
<b>TRAVEL + LEISURE</b>	Tattoos Are the Ultimate Travel Souvenir — Inside the Rise of 'Tattourism'	Jan 7, 2026
<b>NEW YORK POST</b>	Inn your skin: City's first hotel tattoo studio opens on LES	Mar 28, 2024
<b>AMNEWYORK</b>	Inside Unscripted Ink, New York City's only tattoo shop that lives at a hotel	Mar 5, 2024
<b>THRILLIST</b>	Choose How Long Your Ink Will Last at This New NYC Tattoo Shop	Feb 21, 2024
<b>NBC NEW YORK</b>	Get a permanent or made-to-fade tattoo on the Lower East Side	2024
<b>TIME OUT NEW YORK</b>	UNTITLED x UNSCRIPTED: Tattoo Happy Hour	Aug 27, 2024
<b>INSIDEHOOK</b>	Where to Get Tattooed in New York City	May 28, 2024

Full archive with pull quotes and excerpts at [unscripted.nyc/press](https://unscripted.nyc/press)

### BOILERPLATE — SHORT

*Unscripted Ink is New York City's only in-hotel tattoo studio, tucked inside the Untitled Hotel at 3 Freeman Alley on the Lower East Side.*

### PRESS CONTACT

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Response within one business day

### ONLINE

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