

# BLOUINARTINFO

## Jeff Koons Inflates Giant Seated Ballerina for Charity in NY

By Nicholas Forrest | May 15, 2017



Jeff Koons has unveiled his latest large-scale public art installation at New York’s Rockefeller Center. The spectacular 45-foot-high inflatable nylon sculpture, based on a small porcelain figure, depicts a seated ballerina from the artist’s iconic Antiquity series.

Presented by Art Production Fund and Kiehl’s Since 1851, and hosted by Tishman Speyer, the installation aims to bring awareness to National Missing Children’s Month this May and support organizations like the International Centre for Missing & Exploited Children (ICMEC).

Based on a small porcelain figure, “Seated Ballerina” has been created to communicate hope and optimism to everyone, according to Koons. Acting as “a contemporary iteration of the goddess Venus” and symbolizing ideas of beauty and connectivity, its reflective surface mirrors its surroundings.

“It’s a pleasure to work with Kiehl’s and Art Production Fund on this charitable project. This partnership will increase awareness and help the International Centre for Missing & Exploited Children make the world a safer place for children,” said Koons.

“I hope the installation of Seated Ballerina at Rockefeller Center offers a sense of affirmation and excitement to the viewer to reach their potential. The aspect of reflectivity emulates life’s energy; it’s about contemplation and what it means to be a human being. It’s a very hopeful piece.”