Jeff Koons Installed a 45-Foot-Tall Ballerina in the Middle of Rockefeller Center
People can’t stop Instagramming it.

By Lyndsey Matthews | May 16, 2017

Last Friday, Jeff Koons installed a 45-foot-tall metallic ballerina in the middle of Rockefeller Center in New York and people on Instagram can’t get enough of it.

This nylon sculpture, called Seated Ballerina, was inspired by a work from Koons’s Antiquity series that depicts a small porcelain figurine and will be on display until June 2.

Since the inflatable sculpture was installed on May 12, it has dominated the Rockefeller Center geo-tag on Instagram and the hashtag #seatedballerina has been used more than 1,500 times in just five days.

“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,” Koons said in a press release. “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.”
But it's not just something pretty to look at. Co-presented by Art Production Fund and Kiehl's, Seated Ballerina seeks to raise awareness for National Missing Children’s Month, as well as The International Center for Missing & Exploited Children.

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While Seated Ballerina is Koons’s first large-scale stationary inflatable in New York, his work isn’t new to Rockefeller Center. His living sculpture Split-Rocker was there in 2000 and Puppy, another floral sculpture, was featured in the Social Media posts of Seated Ballerina.