By now, you’ve probably been seeing the images of the Seated Ballerina by Jeff Koons actively streaming in your Instagram feed. We, too, were intrigued by this limited-edition sculpture and wanted to learn more. Produced by Kiehl’s Since 1851 and Art Production Fund, Jeff Koons’s Seated Ballerina is a large-scale public art installation that stands 45 feet high and depicts a seated ballerina from the artist’s iconic Antiquity series.

On display at Rockefeller Center from May 12 – June 2, 2017, the inflatable nylon sculpture acts as a contemporary iteration of the goddess Venus, and symbolizes notions of beauty and connectivity. Its reflective surface mirrors its immediate environment and engages with each viewer. While the sculpture is clearly beautiful, it is equally meaningful where this piece aims to bring awareness to National Missing Children’s Month this May, in an effort to support organizations like the International Centre for Missing & Exploited Children (ICMEC).

Koons also created a limited edition Seated Ballerina tin for the Midnight Recovery Collection. Throughout May, Kiehl’s will donate 100% of its net profits from the collection, up to $100,000, to directly benefit ICMEC.

*The Seated Ballerina will be on display until June 2nd at Rockefeller Center in NYC.*