



ARCHITECTURAL DIGEST

Jeff Koons's Seated Ballerina Sculpture in NYC's Rockefeller Center Stands for a Worthy Cause

By David Foxley | May 15, 2017



"Seated Ballerina" at Rockefeller Plaza. Photo courtesy Tom Powel Imaging

Jeff Koons is officially having a moment. In the last few weeks alone, the artist has been honored by MOCA at its annual gala in Los Angeles, opened a major show of his work at the Beverly Hills Gagosian Gallery, and launched a glitzy collaboration with Louis Vuitton, the Masters collection. And now, his springtime ascendancy continues with *Seated Ballerina*, a large-scale public art installation, hosted by Tishman Speyer, at Rockefeller Center through the beginning of June.

For *Seated Ballerina*—an inflated sculpture that towers 45 feet high, peering down at visitors to the popular tourist destination in Midtown Manhattan—Koons, who famously references historical imagery and found objects in his work, was inspired by a small porcelain figurine. The piece, according to a statement, “symbolizes notions of beauty and connectivity. Its reflective surface mirrors its immediate environment and engages with each viewer.” The work is likewise meant to raise awareness for National Missing Children’s Month, drawing attention to organizations such as the International Centre for Missing and Exploited Children. The primary sponsors of the project are Kiehl’s Since 1851 and the Art Production Fund.

Of course, in the age of Instagram-friendly art, it’s exceptional iPhone fodder, too, flooding innumerable feeds and story streams since its unveiling on Friday.

“This partnership will increase awareness and help the International Centre for Missing and Exploited Children make the world a safer place for children,” said Koons in a statement.