



Press Release

Monday, September 16th

Inauguration of Jeff Koons's *Bouquet of Tulips*

On Friday October 4, 2019 will be inaugurated Jeff Koons's *Bouquet of Tulips*, the artwork offered to the City of Paris in support from the American people to the Parisians and French people bereaved by the attacks of 2015 - 2016, on the initiative of Jane Hartley, Ambassador of the United States of America to the French Republic and Principality of Monaco from 2014 to 2017.

Particularly moved by the numerous displays of support and friendship expressed by American citizens towards Parisians and the French people following the terrible attacks perpetrated in 2015 and 2016, Jane Hartley called upon Jeff Koons to offer to Paris an emblematic artwork, and to reaffirm as such the links that unite our two peoples around their shared attachment to the principle of Liberty. Recognized as one of the greatest artists of our time, a great lover of Paris and France, whose work is steeped in references to French art history, Jeff Koons embodies Americans' historic attachment to French culture.

It was with great enthusiasm that Anne Hidalgo, Mayor of Paris, accepted this gift of exceptional importance, aware of the enrichment of Parisian and French heritage which it represents: *The fact that this great artist has decided to offer to the City of Paris a monumental work in tribute to the victims shows the unalterable friendship and attachment between our capital city and the United States of America.*

The donation was officially announced on November 22, 2016, during a press conference in Paris in the presence of Jane Hartley, Anne Hidalgo and Jeff Koons.

Our two countries share so much politically, economically and culturally – but most importantly, France and the United States share a deeply held belief in the universal principles of Freedom and Liberty. Throughout history, when one of us has faced challenges, the other has been there in solidarity and support. These past two years, in the wake of such terrible attacks in France – attacks aimed directly at those shared values – this relationship has become even stronger, and it is something worth celebrating. The arts are a powerful tool that remind us of our commonalities and bring people of all ages, colors, creeds, circumstances and backgrounds together, had then stated Jane Hartley.

Imagined by the artist as a *symbol of remembrance, optimism and healing*, *Bouquet of Tulips* is a **monumental and unique sculpture, created by Jeff Koons for this donation to the City of Paris.**

Symbolizing the act of offering, represented by the outstretched hand holding a bouquet of brightly-colored flowers, *Bouquet of Tulips* evokes the hand of the Statue of Liberty holding the torch, while it also has a dialogue with Pablo Picasso's *Friendship Bouquet*. *Flowers are associated here as well as universally with optimism, rebirth, the vitality of nature, and the cycle of life. They are a symbol that life goes forward,* explained Jeff Koons in November 2016.

The work has a very realistic appearance, both the hand and the balloon tulips. The work evokes support and friendship in the realization of the terrible loss from the terrorist attacks in 2015 and 2016 but also symbolizes the offering of friendship and support between France and the United States. To convey the loss that occurred to the victims and their families, the bouquet is comprised of only eleven flowers. The missing twelfth will always represent the loss that occurred from the attacks.

***Bouquet of Tulips* will be permanently installed in the gardens of the Champs-Élysées, between the Petit Palais and the place de la Concorde**, at the heart of an unexpectedly peaceful green space in this historic and popular area, frequented by numerous Parisians, French people and foreign tourists.

This location was agreed on October 11, 2018 thanks to the mediation of Christophe Girard, First Deputy to the Mayor of Paris in charge of Culture, after consulting with the Ministry of Culture and the artist, then definitively accepted by a favorable judgment from the Sites Commission on March 21, 2019 and issuance of the development permit on May 29, 2019.

The choice of this location close to the American Embassy, in the triangle bordered by the avenue Dutuit, the avenue Edward Tuck and the cours La Reine, which is presently being renovated as part of the redevelopment and enhancement of the gardens of the Champs-Élysées, was very favorably received by the Comité des Champs-Élysées.

In direct line with historic donations of monumental artworks, **the financing of the fabrication and installation of *Bouquet of Tulips* has been entirely covered by private funds, in this case American and French in conjunction with the context of this donation.**

Much like the *Statue of Liberty*, of which the sculpture was financed by French donors and the base by American donors for an almost equal budget, the budget of *Bouquet of Tulips*, initially fixed at 3.5 million euros, was the subject of a call for donations coordinated by Noirmontartproduction in collaboration with Le Fonds pour Paris / The Paris Foundation (the City of Paris' foundation), these two entities graciously providing their cooperation to the project.

The funds were raised from **French and American donors, all of whom are very attached to the links of friendship and solidarity that unite our two peoples and are keen to sustain them.**

The fabrication and installation costs being ultimately higher than the amount initially set, the artist has decided to bear alone the additional costs borne out of developments to the project.

In order to inscribe this donation into a spirit of complete generosity, Jeff Koons has wished since the start of the project to give all of his future earnings in royalties from this artwork to the associations of victims' families.

Under an agreement signed between the City of Paris and Jeff Koons, which confirmed his lasting commitment, 80% of the revenue generated from the visual exploitation of the artwork will as such be allocated to these associations, which expressed their gratitude, and 20% to the City of Paris for the maintenance of the work.

Less than four years after the project's launch by Jane Hartley in January 2016, it is this wonderful lasting link of friendship, solidarity, strength and unity between the American and French people which will be celebrated by the inauguration of *Bouquet of Tulips*!

DONORS

The achievement of this donation has thus been made possible thanks to the principal support of:

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The Edward John and Patricia ROSENWALD FOUNDATION
BLOOMBERG

ARTWORK DESCRIPTION

Jeff KOONS (born in 1955)

Bouquet of Tulips

2016 – 2019

Unique piece

Sculpture: polychromed bronze, stainless steel and aluminium

Base: Lutetian limestone from the quarries of Ile-de-France

Dimensions (including base) :

- Height 12.62 m

- Width 8.35 m

- Depth 10.38 m

Weight / sculpture : 33,790 kg / base : 27,000 kg / total : 60,790 kg

PROJECT COORDINATED BY

The Fonds pour Paris – Paris Foundation

The Fonds pour Paris -Paris Foundation, a private organisation whose aim is to raise funds through patronage for the restoration of Parisian heritage and the emergence of Contemporary Art in the public space, was created in May 2015 by the Mayor of Paris.

It is managed by Anne-Sylvie Schneider, the former Director of Communication for Paris City Hall, and presided by Rémi Gaston-Dreyfus, CEO of GDG.

Paris is thus the first French city to have an endowment fund devoted entirely to the search for patronage.

As a firm believer in the impact of culture and the preservation of heritage on the quality of life and community, the Fonds pour Paris reaches out to private companies and individuals who are mindful of the beauty of Paris. In order to extend this quest on an international scale, Paris Foundation, a non-profit American foundation, was created in 2016 and currently raises funds in the United States. It is notably with the support of the board of Paris Foundation that the fundraising for the Bouquet of Tulips was carried out.

After the rebirth of the six Fontaines des Champs-Élysées, the *Bouquet of Tulips*, last project owned by the Fonds pour Paris – Paris Foundation, embodies the necessity for public authorities to draw support from an organisation of this type, at the service of heritage and the international renown of Paris.

www.fonds.paris

Noirmontartproduction

Twenty years after creating the Galerie Jérôme de Noirmont and acquiring a leading position on the contemporary art market, Jérôme and Emmanuelle de Noirmont gave birth in April 2015 to Noirmontartproduction, an entity dedicated to the production of monumental artworks and exceptional exhibition projects in a perspective of supporting current artistic creation. Thanks to their extensive experience in the accompaniment and promotion of living artists, French and international, emerging talents or already well-known, Noirmontartproduction now allows major creative projects to come to life by collaborating with artists, galleries and institutions.

Having represented Jeff Koons in France from 1997 to 2013, which had already led them to produce the spectacular *Split-Rocker* in 2000 and to be at the source of the exhibition *Jeff Koons Versailles* in 2008, Jérôme and Emmanuelle de Noirmont were contacted by Jane Hartley as early as January 2016 to coordinate the project of this donation with the artist and the City of Paris. Also representing the artist in this project, Noirmontartproduction has graciously contributed for 4 years to all of its developments and conducted the appeal for the Franco-American donations which made this donation possible, all the while covering advance production costs at its own expense.

Two years after the inauguration of Keith Haring's monumental *Tower* at the Hôpital Necker, which was saved and restored thanks to their intervention, Noirmontartproduction is very happy to contribute once more to the enrichment of Parisian and French heritage with the installation of *Bouquet of Tulips* by Jeff Koons, a symbol of a beautiful human and popular communion beyond all borders!

www.noirmontartproduction.com

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