

ARTIST: Jeff Koons

ARTWORK: "Puppy" 1995

CONCEPTUAL FRAMEWORK

ARTIST

- Born 1955 USA – Grew up in Pennsylvania, suburbs.
- Chicago Art School
- Artworld job in NY – salesman at Museum of Modern Art, NY.
- He first exhibited sculptures from a series called "The New" – brand new consumer appliances (vacuum cleaners) were financed through Koons' work as a commodities broker on the NY Stock Exchange.
- Early 80's Jeff Koons made controversial work e.g. "Puppy" 1995, which was most ambitious.
- Koons in his work questions the nature and influence of popular culture in the last two decades and its relationship to such issues as class, race, sex and identity.
- Quote: "I've always thought of "Puppy" as a very God-like piece and I've never found anybody who hasn't responded to it in a favourable way. It's very beautiful and very baroque because after the piece is planted...it's out of control. And this is another God-like quality, because what it's going to look like is really out of my hands and in the hands of nature." Jeff Koons

ARTWORK

- Installed in December 1995 on the forecourt of the Museum of Contemporary Art, Sydney – remained there as part of the Sydney Festival in January 1996.
- Height 12.4 metres, four-storey-high.
- Materials – Non traditional art materials that was not put together by the artist. Made of flowering pot plants supported by a giant stainless steel frame. This was an engineering feat achieved through computer-aided design. It supported 60 tonnes of soil and more than 50,000 flowering plants. Flowers such as, petunias, marigolds, impatiens and chrysanthemums.
- Installation, sculpture.
- Postmodern Frame – appropriated - putting a familiar image in a new context to change its meaning. Use of parody – humorous, exaggerated imitation.
- Contemporary – artists, events and art works of the past decade.
- Kitsch – pretentiousness or bad taste.
- Koons's first "Puppy" was installed in front of a castle in Arolsen, Germany in 1992. The Sydney "Puppy" is a unique, demountable structure which is to be exhibited around the world before returning to Sydney for the Olympic Games in 2000.

AUDIENCE

- Made to make the audience think and question issues.

WORLD

- Contemporary world
- New materials and approaches to art acceptable.