

# RFR

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## **MONUMENTAL 20-FOOT KAWS WHAT PARTY SCULPTURE UNVEILED AT SEAGRAM PLAZA**

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### ***Public Art on the Plaza Aims to Engage and Inspire***

**NEW YORK – October 13, 2020** – RFR unveiled today a new sculpture by renowned artist, KAWS, on the Seagram Building Plaza. A striking 20-foot bronze sculpture titled *WHAT PARTY* will be on display at The Seagram Building Plaza beginning October 9<sup>th</sup> through the end of the year. Made possible with Skarstedt Gallery, support of the artist, and RFR.

“Our streetscapes and public spaces through collaboration are more important now than ever,” said Aby Rosen, founder and CEO of RFR. “It is imperative for NYC to resume its leadership as the world’s business and cultural center.”

In his appropriation of seminal characters from popular culture, KAWS translates his vision and expression through hybridized figures. Among his earliest characters, CHUM, initially shown running or standing with pride, has since assumed a new disposition. No longer confident and resolute, KAWS’s *WHAT PARTY*, a continuation of the motif, is isolated, despondent, and still. Heavy gloved hands hang low and his head is downcast. CHUM, with distinctive X’d out eyes, slouches as if to suggest the exhale of a long, exhaustive sigh. Nudging at the viewer’s subconscious, KAWS alludes to the complex cultural and political environments in which we live. KAWS not only adopts imagery from our present moment, but also mirrors our collective spirit through them.

With both smooth, rounded features and a strong linear pattern, *WHAT PARTY* is juxtaposed against the sharp and streamlined design of the Seagram Building, continuing the longstanding dialogue between art and architecture.

The Seagram Building, designed by the legendary architect Ludwig Mies van der Rohe, is widely recognized as one of the world’s greatest architectural masterpieces. The landmarked building is Mies van der Rohe’s only work in NYC and was completed in collaboration with Philip Johnson.

### **About RFR**

RFR is a fully integrated real estate investment firm based in New York City with a core focus on select urban markets in the United States and Germany. Founded by Aby Rosen and Michael Fuchs in the early 1990’s, the firm has been an active force in the New York City and German real estate market for much of the past three decades. RFR’s portfolio has grown to include more than 100 commercial, residential, hotel, and retail properties located in select domestic and international markets.