



The Ikepod Horizon "Cannonballs" by Jeff Koons

Press Release : January 2010

Helmed by award winning contemporary design maestro Marc Newson, IKEPOD seamlessly merges the world of industrial design with watch making.

It is often difficult to traverse the universe of design and horology, yet Marc Newson has done so for over two decades. For the man behind the classic IKEPOD forms, Newson has designed a uniquely diverse spectrum of products; from limited edition furniture that has set auction records to the new Airbus cabins for Qantas.

IKEPOD now moves the bar a notch higher, by scoring a collaborative timepiece with American Pop Artist Jeff Koons.

Jeff Koons

The dream was to invite the great Koons – who for many years has been the stellar choice of Newson - to redesign the classic IKEPOD form.

Jeff Koon's art is sensuous and sexy, conceptual and playful. His works have been described as everything from awe-inspiring, visionary to kitsch, cynical and crass, but one thing they've always been, is provocative. It speaks directly to the beholder and has done so since the 1980s, when Koons conquered the art world with his basketball sculptures and a blow-up rabbit transformed into stainless steel.

The « Cannonballs »

Koons has recently completed a new series of sculptures entitled the « Incredible Hulk ».

For IKEPOD, he has reduced the Hulk to a pile of cannonballs in the color of the hulk : a double reference to contemporary American pop culture.

« IKEPOD is proud to donate 25% of all profits to The Koons Family Institute. »

About The Koons Family Institute : The Koons Family Institute is a charity and organization that seeks to lobby against child abuse, child trafficking and related offenses. It is a permanent tribute to Jeff Koons – a man who has lived the pain and anguish of international child abduction firsthand as a victim parent – and his family.



BLACK

Self-winding Mechanical Movement
ETA 2892
Size 44mm
Hours, Minutes
Sapphire crystal with Rubber strap
Water Resistant 50m
Available in Titanium or
Platinum Limited 10pieces



TEAL

Self-winding Mechanical Movement
ETA 2892
Size 44mm
Hours, Minutes
Sapphire crystal with Rubber strap
Water Resistant 50m
Available in Titanium or
Platinum Limited 10pieces



PURPLE

Self-winding Mechanical Movement
ETA 2892
Size 44mm
Hours, Minutes
Sapphire crystal with Rubber strap
Water Resistant 50m
Available in Titanium or
Platinum Limited 10pieces



GREEN

Self-winding Mechanical Movement
ETA 2892
Size 44mm
Hours, Minutes
Sapphire crystal with Rubber strap
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