

New York Report

September, 2026

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* Project 1: Balloon Museum NYC

1. Balloon Museum NYC

Project Overview

At South Street Seaport in New York, on the piers at the southern tip of Manhattan that are always bustling with tourists, Italy's Balloon Museum has opened its first permanent location in the United States. The museum's opening exhibition is "DAYDREAM – Air Becomes Art." Centered on the invisible element of "air," the exhibition transforms balloons, light, sound, and other sensory elements into large-scale installations. Visitors can walk through, touch, and interact with the works, creating an immersive experience that engages the entire body. One of the highlights of the exhibition is "Snowy/Windy/Spring on Planet Z" by world-renowned performance artist Marina Abramović. Combining a giant inflatable grass-like sculpture with artificial snow, light, and sound, the installation creates a fantastical environment reminiscent of an otherworldly planet. Visitors can explore the installation while being guided by a soundscape featuring Abramović's voice, adding another layer to the immersive experience.

The museum also presents works by internationally acclaimed artists including Martin Creed, Karina Smigla-Bobinski, Alex Schweder, Thom Kubli, and Boris Acket. Rather than focusing exclusively on balloon-based works, the exhibition combines diverse elements such as sound, light, and mirrors, creating works that encourage visitors to move through and physically engage with them while experiencing art through all five senses.

The exhibition takes place at Tin Building, a historic landmark that represents the character of the South Street Seaport. Today, the building has been revitalized as a mixed-use destination bringing together dining and retail, with its expansive two-story space now providing a new setting for the Balloon Museum's New York presence.

Set against New York's historic waterfront, "DAYDREAM – Air Becomes Art" combines three-dimensional art centered on the theme of "air" with contemporary immersive experiences. As a new kind of art destination where visitors can experience art with their entire bodies, the exhibition is bringing a new flow of visitors to the Seaport.

Project Details

1. Balloon Museum NYC
2. Museum
3. Open Date: August 5th, 2026
3. Location: 96 South St, New York, NY 10038
4. Target Customer: All
6. Website: <https://tickets.balloonmuseum.world/newyork/>

Location Map





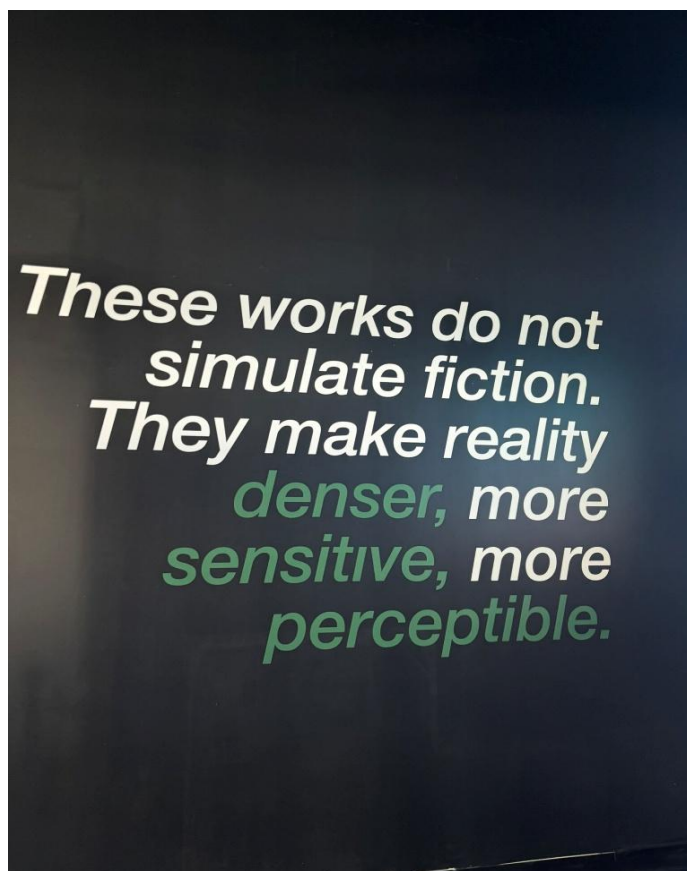
Balloon Museum NYC, newly opened at Tin Building in South Street Seaport

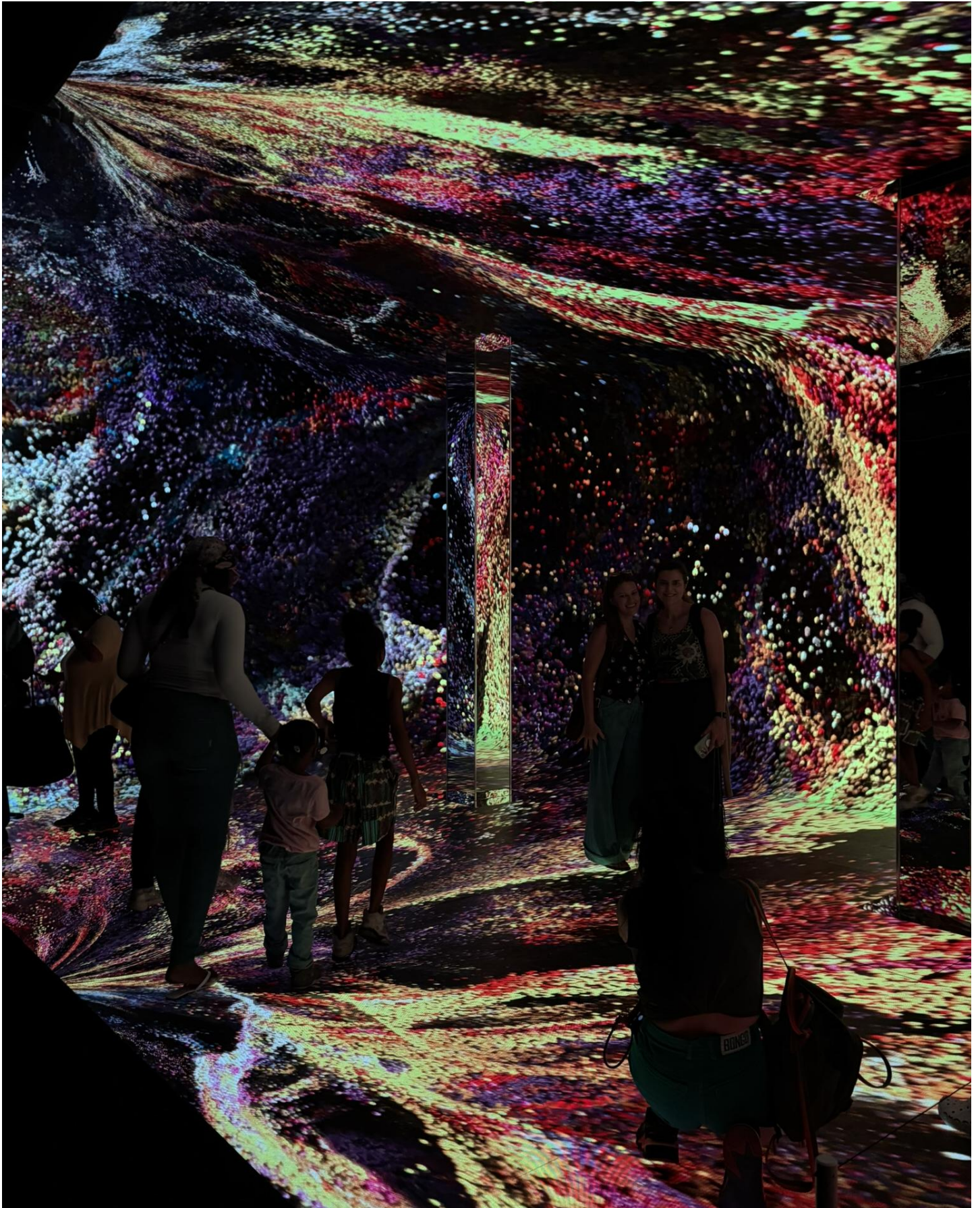


An Italian-born museum dedicated to inflatable art, opening its first permanent location in the United States



Effectively displaying the artist's message





OUCHHHH's "AI Data Sentient Painting" is an immersive installation that transforms the entire space into a digital artwork.



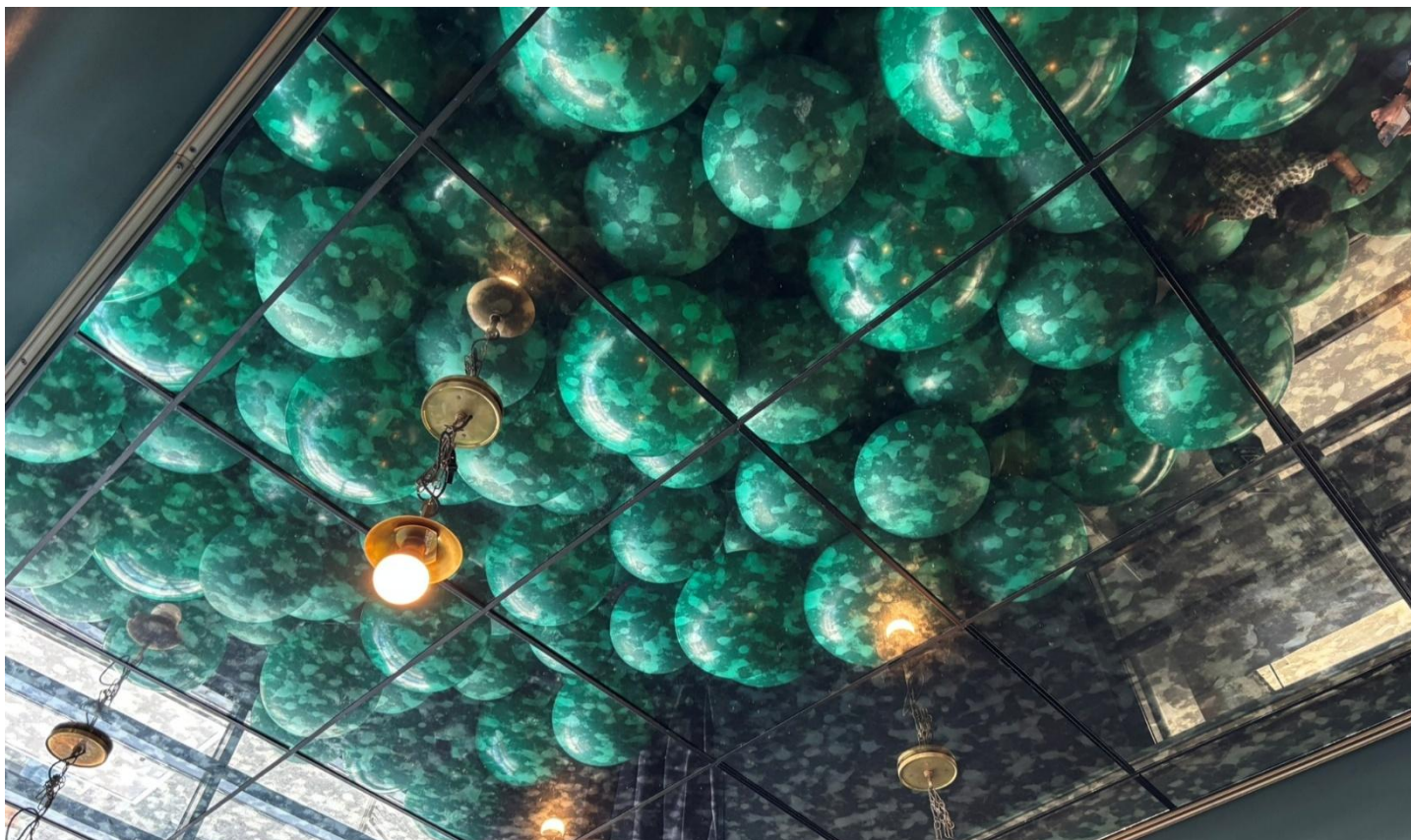
Artist Thom Kubli creates works that effectively incorporate sound as an artistic element, combining it with digital technology.



"Black Hole Horizon" is an interactive work that uses soap bubbles to create sounds through air compressed within them.



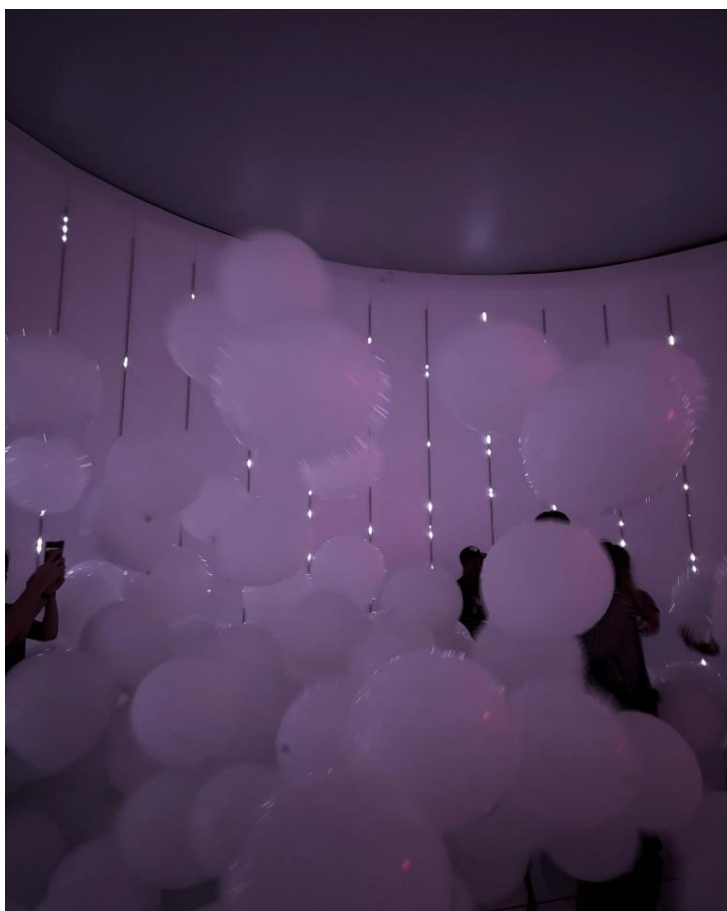
Visitors make their way through a room filled with green balloons before moving on to the next installation.



The effective use of mirrors is another distinctive feature.



"The Invisible Ballet" features balloons of various sizes rising and falling with the flow of air within a spiral structure.



An installation by artist Mauro Pace that allows visitors to experience balloons moving as if they were dancing.



Valerio Berruti's "The Carrousel" is a rotating carousel featuring 18 small sparrows.



A work imbued with nostalgia for childhood and the past, as well as a longing for freedom.



An adult carousel brought to life through atmospheric lighting



Even the passageways connecting the artworks feature immersive elements that create a mysterious atmosphere.



"ADA" features helium balloons that move freely in response to visitors' movements, drawing lines on the walls with charcoal attached to their surfaces.



"Our Breath, Her Joy" explores the theme of "breath" through light and movement.



Boris Acket's "There, Where I Am Absent" features fabric suspended from the ceiling that rises and dances in response to the light.



Abramović's "Snowy / Windy / Spring on the Planet Z" is a large-scale work that expresses the imagination and fragility of childhood.



"10 Agosto" creates a dreamlike environment inspired by the night sky during Italy's Feast of Saint Lawrence, featuring 22 swings and star-like lights.