



Inflatable Planet

**Addi Somekh
Charlie Eckert
Reggie Watts**

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- Balloon art like you've never imagined
- Global experiments in joy, from Milwaukee to Mongolia
- Features 200 photos from 35 countries
- Part photography book, part travelogue, part sociological experiment

A balloon artist and photographer travel the world surprising people with improvised, inflatable crowns and offer a deep view into the nature of joy.

The simple act of twisting a balloon for a complete stranger can make people instant friends. This idea animated balloon artist Addi Somekh and photographer Charlie Eckert to improvise balloon crowns for unsuspecting people throughout 35 countries and document their reactions. Part photography book, part sociological study, part spontaneous party, **Inflatable Planet** features over 200 photos from this international experiment in joy.

Addi Somekh has been twisting balloons for almost 30 years and specialises in improvising elaborate headdresses. His side hustles include teaching a critical thinking course at UC Santa Cruz and playing music with his homemade balloon bass in his LA-based band, Unpopable.

Charlie Eckert is a photojournalist, living in New York City and working around the world.

Reggie Watts is a musician, comedian and the bandleader on the *Late, Late Show* with James Corden.

