

A letter to Art lovers

London, 1st May 2020

Dear fellow art lovers,

Coronavirus is a life-changing experience for everyone. We are all struggling to cope with the prolonged shutdown, self-isolating at home while following the shocking news coming from all over the World. Our primary concern is to keep ourselves and our families safe, but while we are mostly inactive, our social contribution is also on hold. Like most of my friends, I feel a growing sense of uselessness. Living this new condition, we all feel powerless against the threat and unable to offer our skills to our communities anymore.

Can we do more? I believe we can.

A few years ago, I founded the **Emicapital Foundation**, a charity based in London supporting cultural interchange between Europe and the Gulf region, where I live. We created fantastic opportunities and initiatives addressed mainly to young people. Our newest project is **Polyseum**: a concept focused on rearranging the Art business from an educational perspective, through creative centres and exhibitions supported by private collectors. Polyseum will be launched later in the year, but they offered their skills to support this priority effort. Therefore, we are proud to introduce Art4Life: an opportunity for all art lovers to give their contribution to the virus fight, by donating one piece of their collection to the cause.

Art4Life is a fundraising initiative of our Charity, specifically addressed to the community of collectors and artists. We will not accept donations in cash, just artworks. All pieces will be validated by our specialists and admitted to an auction online, open to benefactors from all over the World. The proceeds of the art sales will be donated to the **COVID-19 Solidarity Response Fund** for the World Health Organisation, powered by the United Nations Foundation and the Swiss Philanthropy Foundation.

Art donors will receive a certificate of recognition, a mention in the catalog, and a lifetime membership to the Polyseum Society, a non-profit association of professional collectors engaged with Polyseum educational programs. Buyers will receive their artworks, a proud testimony of their contribution to the fight against Coronavirus. All donated art pieces will be exhibited at the launch event of the first Polyseum Art Centre, in Abu Dhabi, where we will congratulate top donors and buyers.

Art4Life is our answer to the hard times we are all living. I look forward to receiving your feedback on our website or via e-mail at art4life@emicapitalfoundation.org.

Meanwhile, our partners and I thank you for your support.

Warmest regards.



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