

A letter to Art lovers

London, April 2020

Dear fellow art lovers,

Coronavirus is a life-changing experience for everyone. We are all struggling to cope with the new situation, 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. Our lack of medical expertise forbids us to go into the field and help.

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 we need to act now.

Therefore we are proud to present all collectors, artists, and art lovers in the World an opportunity to give a contribution to the virus fight by donating one piece of their collection to our initiative: *Art4Life*. **Art4Life** is a fundraising initiative of our Charity, specifically addressed to the community of artists and collectors. We will not accept donations in cash, just artworks that will be evaluated and validated by Polyseum specialists. All the donated art pieces will be auctioned at the opening ceremony of the first Polyseum Centre in Abu Dhabi. The auction will be held online, to allow participation of art enthusiasts everywhere in the world. The proceeds of the 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 our educational programs. Buyers will receive their artworks, a proud testimony of their contribution to the global fight against Coronavirus.

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.

Stay safe. Warmest regards.



Aldo Garbagnati

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