

DROPS OF HOPE

Unite the world. Draw the Future.
Begin in Riyadh.



“Foresight for Tomorrow” – Expo 2030 Riyadh’s theme – starts here.

In 2026, the Kingdom of Saudi Arabia will launch,
together with its youth, an unprecedented global artistic initiative:
a 100,000 m² artwork, co-created by one million children
in 1,001 cities across 100 countries, designed to carry a vision
of a sustainable future to more than one billion people.

Project Scale

100,000 m²

Surface of the Artwork
absolute world record

1001

Partner Cities
from 100 countries
participating in Expo 2030

1M

Engaged Children
aged 3 to 18

+1B

People Reached
2026–2030 campaign

The Vision

A civilizational project

Imagined by contemporary artist Jasm One, also known as Issam Rezgui, Drops of Hope is a challenge launched to the world's youth: to create the largest collective artwork in human history and lay the foundations of a sustainable future.

A planetary artwork

The project is produced in fragments in 1,001 cities between Saudi Arabia and 100 countries, offering a new way to bring societies together around a shared gesture and vision.

Each fragment carries a universal message: the vital value of water, our collective responsibility, and the power of youth to chart paths of peace through action.

A message for humanity

In 2030, the artwork will be assembled and unveiled in Riyadh during the World Expo.

From the desert, it will rise as a symbol of the Kingdom's commitment to building a sustainable and deeply human future for generations to come.

An absolute world record



Diameter: 360 m



1x Eiffel Tower



5x Boeing 747

Surface area: 100,000 m²

62x 2020 record - Dubai

10x 2022 record - Doha



A collective artwork initiated
by Saudi youth

A global movement
powered by 1 million children



A global parcours From Riyadh to Riyadh

1,000 cities
1,000 canvas fragments

100 countries 5 continents

1 final artwork
100,000 m²

Riyadh
Jeddah
New York
Paris
London
Geneva

Saudi Arabia
Afghanistan
Albania
Algeria
American Samoa
Andorra
Angola
Antigua and Barbuda
Argentina

Africa

America

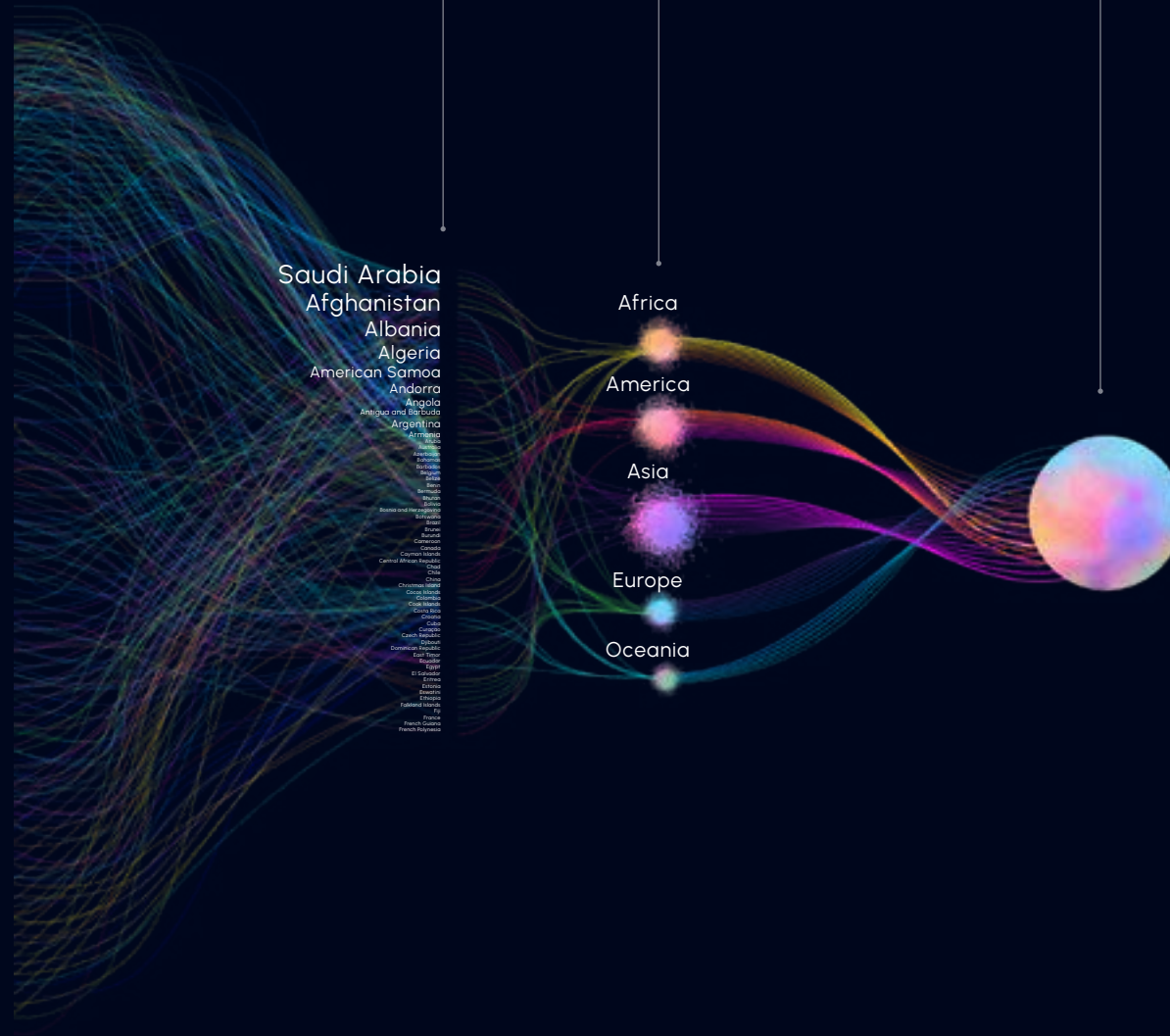
Asia

Europe

Oceania

Riyadh 2030

2026-2030



A message for humanity



unity



prosperity

8/20

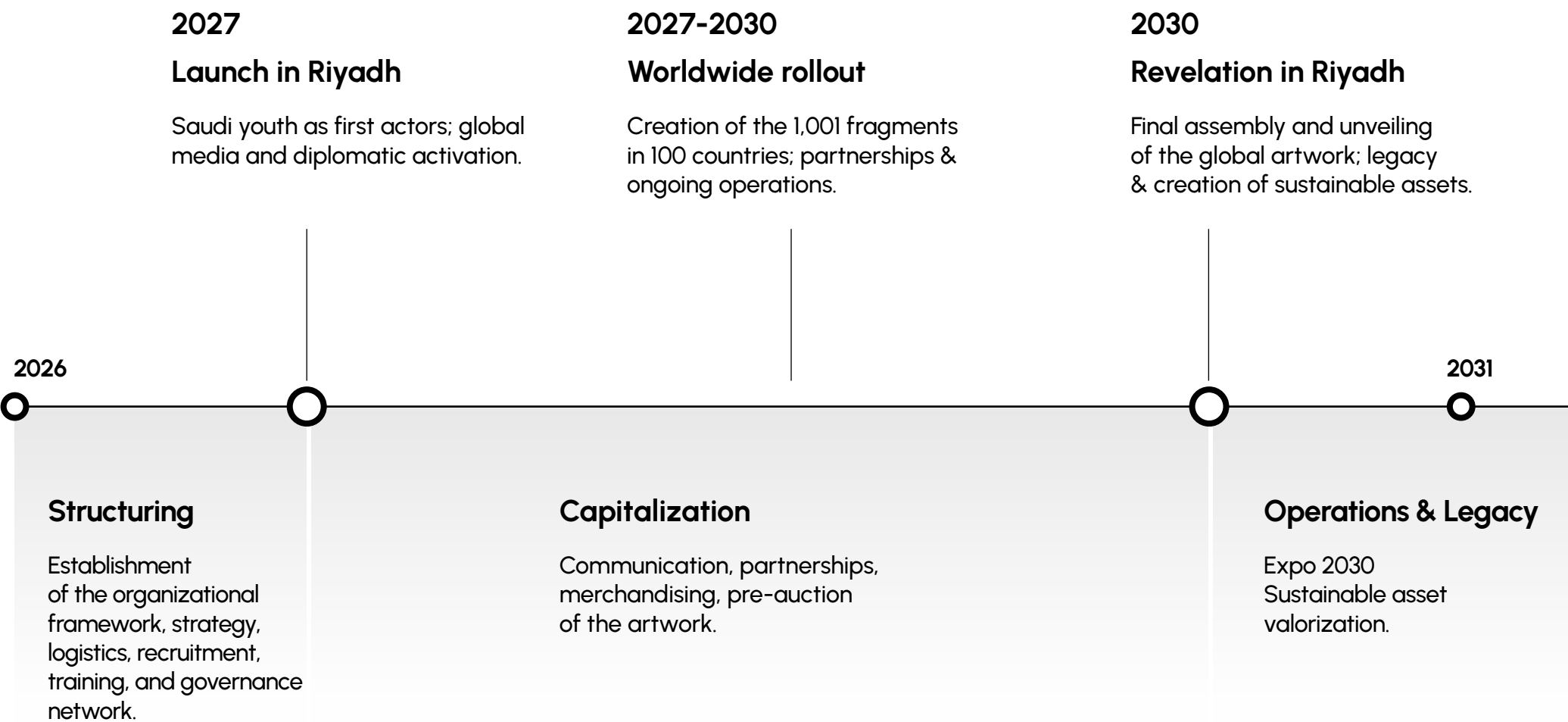


peace

A revelation at the heart of the desert
An oasis of hope inspiring a prosperous future



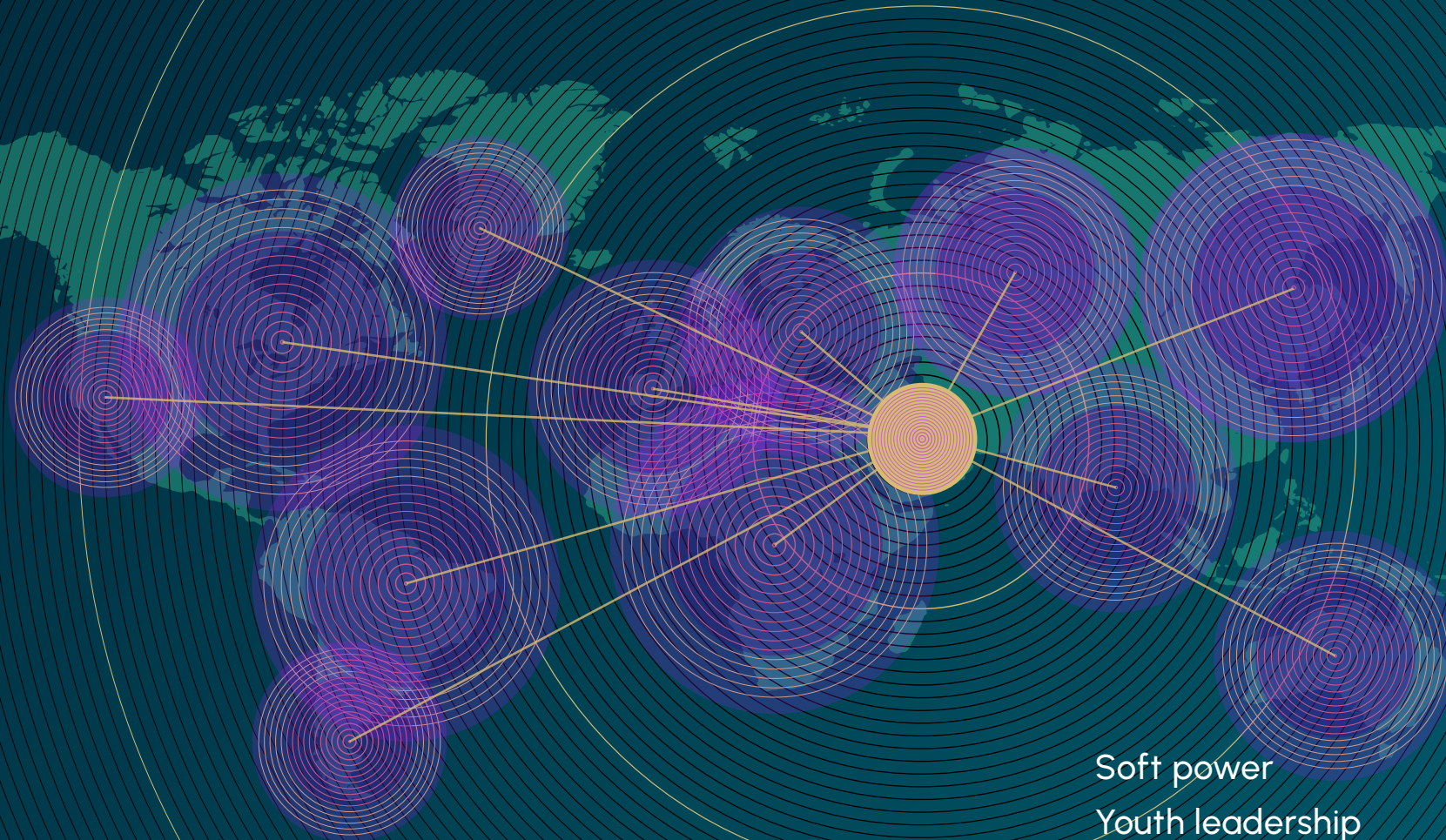
International Deployment (2026–2030)



A lever for global transformation

● Saudi Arabia – 100% territorial coverage (100 regions / interventions)

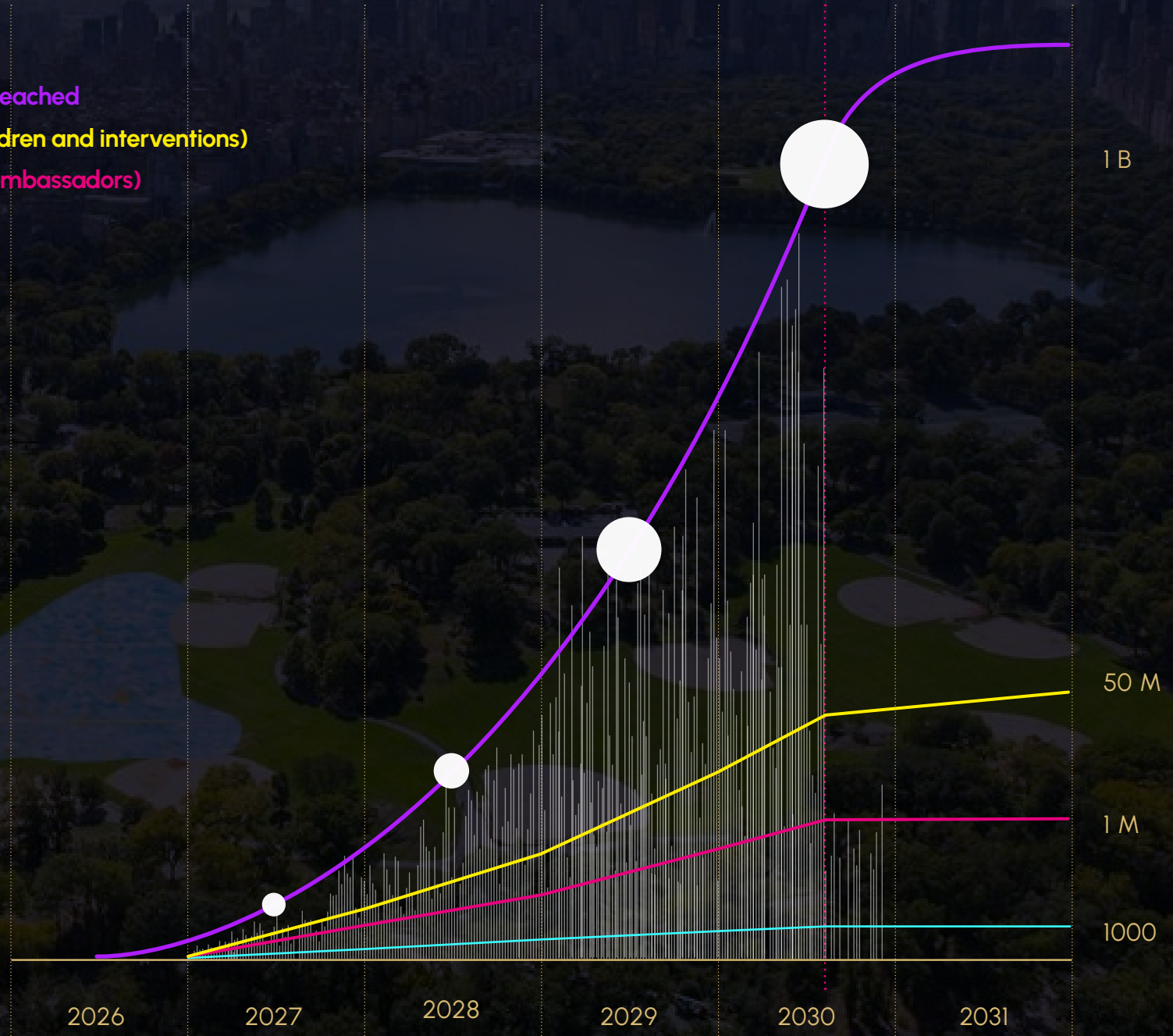
● Worldwide



Soft power
Youth leadership
Expo 2030 alignment
International outreach

Five-year communication campaign

- Total cumulative audience reached
- Ambassadors by circle (children and interventions)
- Children mobilized (direct ambassadors)
- Cities / fragments



Integration with Riyadh World Expo 2030

Values

Strategy

Outreach

Capitalization

The 100 countries involved in the international deployment of Drops of Hope will be selected exclusively from nations participating in World Expo 2030. The project is developed in close collaboration with Expo authorities to ensure alignment in country selection, timeline, and global rollout.

Drops of Hope is intrinsically aligned with "Foresight for Tomorrow," the core theme of Expo 2030. Over five years, the initiative carries this vision worldwide, culminating in the unveiling of the complete artwork in Riyadh during the World Expo.

Strategic Value for the Kingdom

Global Soft Power

Central positioning of Saudi Arabia as a builder of unity and catalyst of a universal message of peace and global cooperation.

Youth Leadership

Saudi youth as the driving force, inspiring one million children around the world to become ambassadors of the Kingdom.

Alignment with Vision 2030

An exemplary project combining art, innovation, sustainability and youth - pillars of Saudi Arabia's global transformation.

Exponential Reach

Five years of worldwide visibility, supported by strong storytelling and continuous distribution across 100 countries, culminating at the Riyadh World Expo 2030.

Engagement and Economic Benefits for Saudi Arabia

5 years: 2026-2031

USD 400M

Investment Structure
Consolidated budget 2026-2030

Communication	38%
Operations	30%
Procurement	18%
Risk Management	14%

Breakdown into six segments

USD 3B

Return on Investment
Direct tangible benefits

Media value equivalent	2-3 B
Heritage assets created	400-500 M
Merchandising & exploitation	100 M

+ Indirect strategic benefits



Sustainable Legacy

Post-2030

Heritage Assets

- Monumental 100,000 m² artwork (estimated value USD 400–500M)
- Permanent and touring museum exhibitions + merchandising
- Visual extensions toward the 2034 World Cup – kits & cultural programs
- Enduring international foundation

Network and Influence

- Network of 1 million organic ambassadors of the Kingdom
- Long-term institutional cooperation with 100 countries
- Engaged international community

Deferred Economic Impact

- Continuous improvement of the Kingdom's perception
- Long-term consolidation as a cultural tourism destination
- Flows of international visitors to the exhibitions

Organization and Governance

Infrastructure

- Global headquarters in Switzerland - neutrality
- Operational hub in Riyadh - dynamism
- Offices in 100 countries - cooperation
- 1,500 collaborators worldwide - mobilization
- Governmental, educational, cultural, and museum partnerships - networks

Tripartite Steering

- **Vision - Artistic Direction**
Jasm One (Issam Rezgui), international artist, founder of the project
- **Management - Operational Direction**
Hassan Zein, expert in business management & structuring
- **Strategy - Strategic Advisory Board**
Representatives of the Kingdom + Expo 2030
+ cultural and tourism sectors

Organizational chart



Timeline

Strategy & support Board & Head

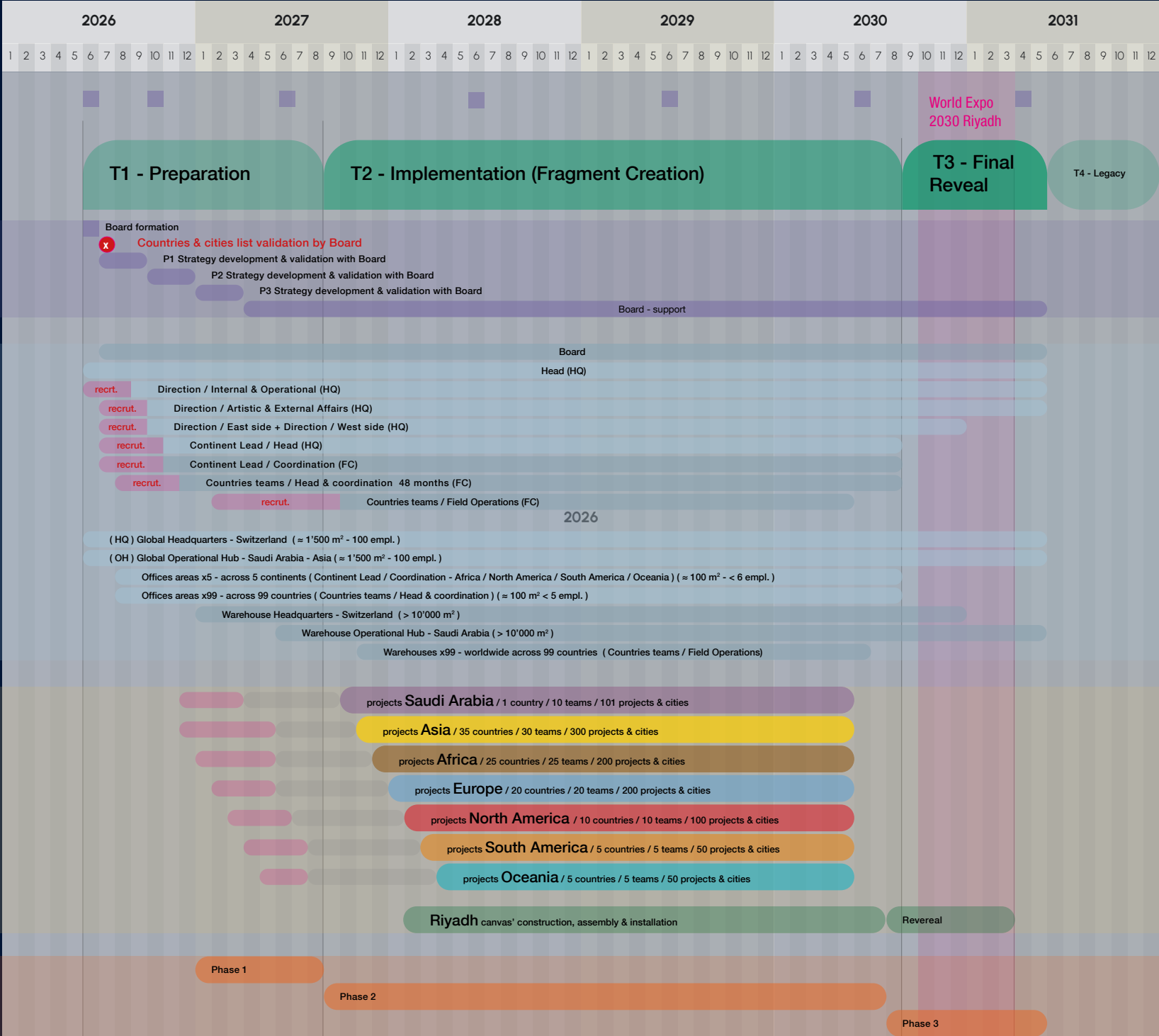
Infrastructures & Teams Teams engagement period

Infrastructures Offices & Warehouses rental

Canvas creation Worldwide Implementation (Fragment Creation)

Total construction

Communication





**"The easiest way to define a nation's future
is to see its children."**

Abdullah Al-Maghlouth

This future begins here.

We look forward to laying its foundations together:

Hassan Zein

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