

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.

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.

International Deployment (2026–2030)

2026 - Launch in Riyadh → Saudi youth as first actors; global media and diplomatic activation.

2026–2029 - Worldwide rollout → Creation of the 1,001 fragments in 100 countries; partnerships & ongoing operations.

2030 - Revelation in Riyadh → Final assembly and unveiling of the global artwork; legacy & creation of sustainable assets.

Integration with Riyadh World Expo 2030

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.

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

Engagement and Economic Benefits for Saudi Arabia

USD 400M

Investment Structure
Consolidated budget 2026–2030

USD 3B

Return on Investment
Direct tangible 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

Contact

Hassan Zein - Executive Representative, Drops of Hope
executive@dropsofhope.global
+41 (0) 76 377 68 74

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

Abdullah Al-Maghlouth