ART FEEDS THE WORLD



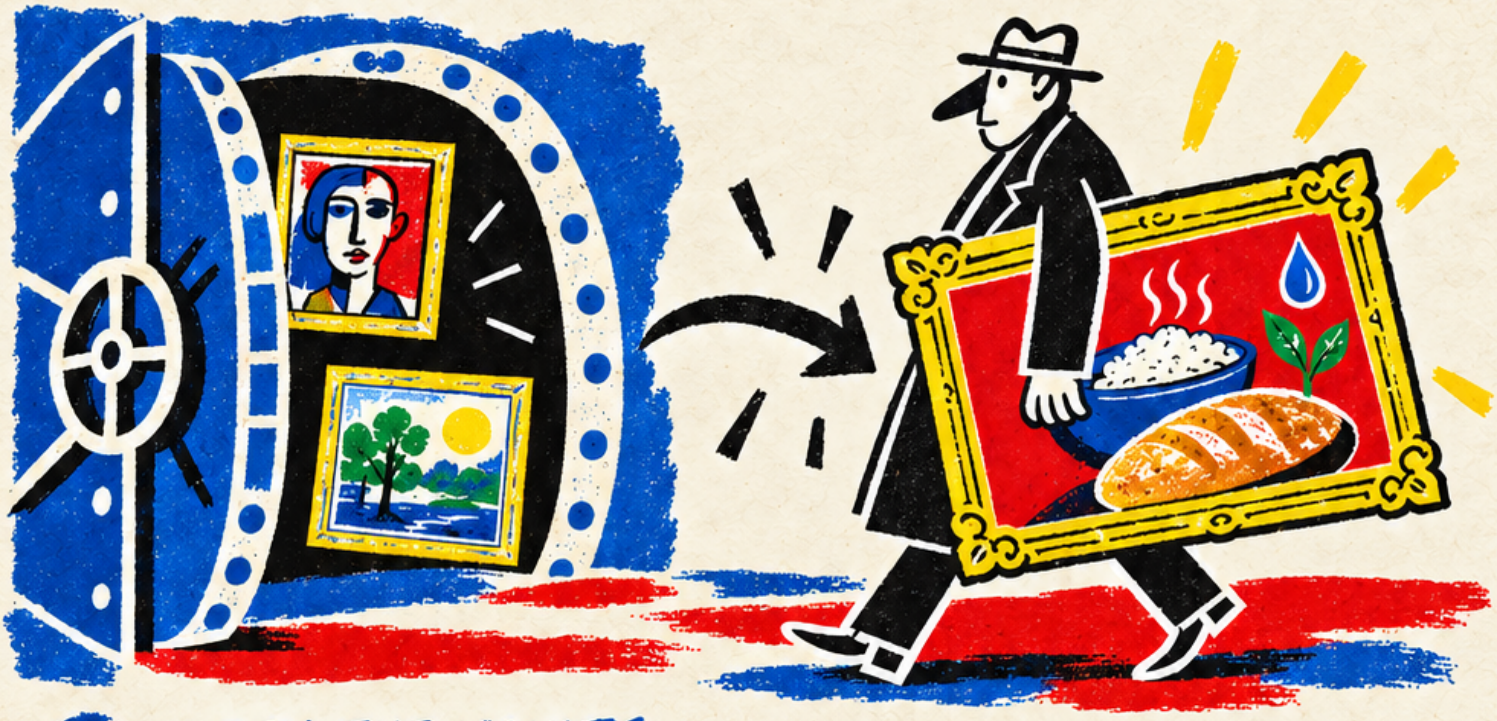
2 trillion dollars sleeping in museum vaults.
Sell it. End hunger.

End poverty, bring clean water, build schools, protect the climate.

02 / THE HIDDEN ART

Unlock the art. Put it to work for the world.

Art should not spend its life unseen. Bring hidden works out of museum stores and turn private generosity into public benefit.



1. OPEN THE VAULTS

Museums select works that can safely leave storage. Conservation and public access come first.

2. INVITE THE PATRONS

Wealthy buyers bid for eligible works, or fund their display in public galleries. Let generosity go beyond the price of the art.

3. FUND A BETTER WORLD

An independent fund supports food, clean water, schools, livelihoods and climate protection. Publish the spending and the results.

The ambition: $2 trillion for public good.

A fundraising target, not a verified valuation of stored art
Sales require approval and may face restrictions on how proceeds can be used.

03 / WHAT THE MONEY CAN CHANGE

A fairer life. A healthier planet.

$2 trillion over five years
= $400 billion a year for human progress



FIGHT POVERTY
$600 billion
Expand access to decent work, basic services and social protection.



IMPROVE FOOD SECURITY
$250 billion
Support sustainable agriculture, resilient food systems and nutrition for all.



BRING SAFE WATER
$400 billion
Expand access to clean water, sanitation and hygiene.



OPEN EDUCATION
$350 billion
Invest in quality education, from early childhood to lifelong learning.



PROTECT COMMUNITIES
$400 billion
Strengthen health systems, disaster resilience and safer, more inclusive communities.

For families. For children. For future generations.

Illustrative net funding allocations, not verified costs to eradicate these problems.
Effective delivery takes time. Care, programme delivery and evaluation must be funded;
public policy and functioning institutions remain essential.

04 / WHO PAYS AND WHY

A small share. An extraordinary contribution.

0.8%

of a $250.6 trillion wealth pool

is about $2 trillion.

About 0.16% a year over five years.*

AN ILLUSTRATIVE FUNDING SCENARIO





OWN ELIGIBLE ART

Or fund a public gallery. Help bring hidden works into view.



MAKE A VISIBLE CONTRIBUTION

Support human wellbeing and earn recognition through measurable good.

Voluntary pledges first. A compulsory duty above defined profit or income thresholds would require legislation.

Generosity carries responsibility.

Contributions do not cancel responsibilities on tax, workers or the environment.

*Illustrative full participation, before costs, with a fixed wealth base. Source supplied in the proposal: UBS Global Wealth Report 2026, end-2025 millionaire sample across 56 markets; not the exact global top 1%. Companies need separate cash-flow assessment; no double counting.

05 / THE MUSEUM ROTATION MODEL

The art keeps moving. The good can keep growing.

Public ownership. Private patronage.

1. SELECT & PROTECT



Curators choose suitable works. Care and conservation come first.

2. BID & FUND



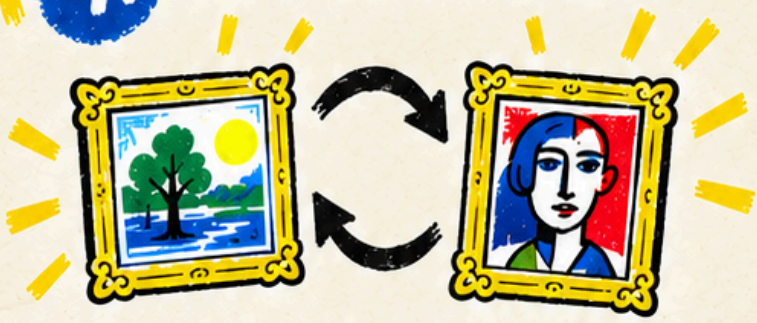
Patrons fund a public display term. The museum keeps ownership.

3. EXHIBIT IN PUBLIC



More people see the art. The fund supports public good.

4. ROTATE & RENEW



When a term ends, curators may approve a new term and new contributions.

Museum keeps title. Patrons fund a display term.

More art seen. More good done. Again.

Renewal is not guaranteed. Curatorial, conservation and recall rights come first.
Permanent sales need separate approval; museum-sale proceeds can be restricted.
No institutional endorsement claimed.

06 / THE CALL TO ACT

The numbers add up. Now make the good happen.

A clear ambition. A shared responsibility. A practical place to begin.

$600bn + $250bn + $400bn + $350bn + $400bn

= $2 trillion

$2 trillion over five years = $400 billion a year.

The allocations balance. They are proposed budgets, not proven costs to end every crisis.



The proposal brings together research on stored collections, private wealth and public needs. The next step is to test it: independent appraisal, eligible works, committed patrons, transparent governance and measurable results.

As fascist politics gains ground and empathy is pushed aside, art can help us choose another direction: solidarity, public culture and care for one another.

Make art useful again.

Open the vaults. Start the pilot. Show the results.

This idea grew from a brainstorm between Andrea Pijl and Gunter Segers.

The $2 trillion is a fundraising ambition, not a verified valuation of stored art or a guarantee of impact.

07 / WHY THIS MATTERS NOW

When aid retreats, solidarity must advance.

A decade of progress is being pushed back. Aid did not fall throughout the whole decade: it grew before a sharp reversal in 2024 and 2025.

-23.1%

Official development assistance fell in 2025: the largest annual drop on record.

$174.3 billion

Aid from OECD DAC donors in 2025, back at a ten-year low.

-56.9%

The fall in US official development assistance in 2025.



The political choice

Trump's aid retreat is a stark example of nationalist withdrawal. Cuts also span governments of different political colours, driven by political and fiscal pressures.

Our response

We reject right-wing nationalism that narrows solidarity. Art can make empathy visible and help mobilise new resources for shared human needs.

More solidarity. Not less.

Art must add to public aid, never excuse its withdrawal.

This proposal complements public responsibility. Its $2 trillion ambition is not secured funding or a guarantee of impact.

Sources: OECD, Preliminary 2025 ODA data (9 April 2026); OECD, ODA trends and statistics.
Figures are preliminary, in real terms.
oecd.org/en/topics/oda-trends-and-statistics.html
one.oecd.org/document/DCD(2026)8/en/pdf