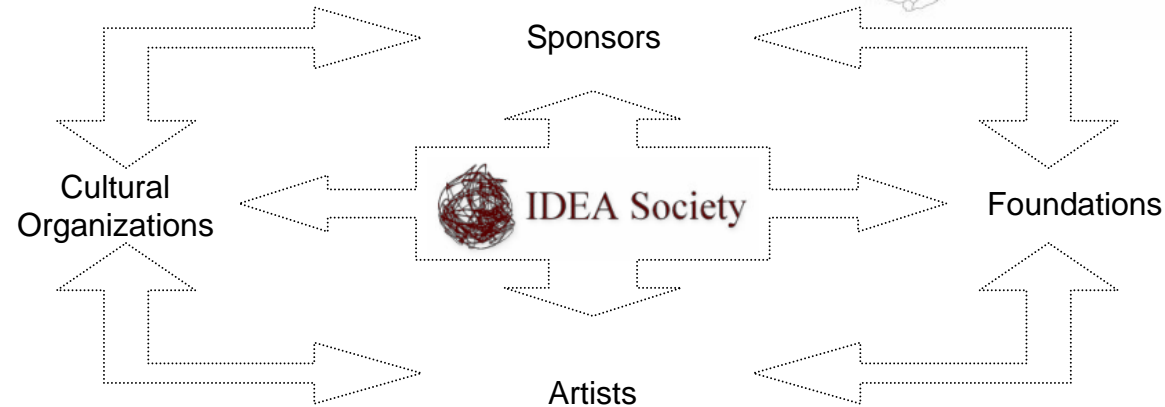


PANGAEA – How does it work



PANGAEA Global Initiative
2008 - 2011

In support of UNICEF



1. Establishment of partnerships with cultural organizations worldwide
2. Establishment of direct contact with artist worldwide
3. Establishment of relationships with potential art acquisition sponsors
4. Opening call for artist applications by region and by country
5. Evaluation of artist portfolios based on project criteria
6. Posting of selected artists in the virtual art gallery
7. Presentation of artists to art acquisition sponsors
8. Discussing painting acquisition conditions with artists
9. Discussing painting acquisition conditions with sponsors
10. Issuing binding acquisition agreement with sponsor
11. Issuing a binding invitation to artist for participation in PANGAEA
12. Setting deadline with artist for painting acquisition
13. Arrangement of local painting acquisition ceremony
14. Appointment of IDEA Society painting acquisition Ambassador
15. Acquisition ceremony, issuance of a participation certificated to artist
16. Issuance of a participation and painting ownership certificated to sponsor
17. Media announcement to local and international media
18. Event registration on the IDEA Society's Website "PANGAEA Acquisition Monitor"
19. Final Event: Exhibition of all PANGAEA Paintings in Vienna, Austria (expected in 2010)
20. Print of a PANGAEA Book, incl. Paintings, Artist presentations, and country information