# 'Their Colors Change the World': Keemart Gives DSCA Students a Platform to Showcase and Sell Their Art

*Ongoing collection showcases artworks by 17 DSCA students, while supporting the association's educational and developmental programs.*






SAUDI ARABIA, September 8, 2026 /EINPresswire.com/ -- Keemart and the Down Syndrome Charitable Association (DSCA) are continuing "Their Colors Change the World," an ongoing initiative that enables young artists from DSCA to showcase and sell their work through Keemart, accessible via the Keeta app.
The collection features artworks created by 17 DSCA students aged 9 to 18. The works reflect themes selected by the young artists, including seasonal scenes, Ramadan imagery, still life and landscapes.

Developed by Keemart and DSCA the initiative combines DSCA's educational and developmental expertise with Keemart's digital platform and user reach. Together, the partners aim to provide the students with sustained public visibility while creating a simple way for users across Saudi Arabia to support DSCA's work.

Each artwork is priced at SAR 39, with SAR 10 from every sale directed to

DSCA to support its educational and developmental programs. The remaining amount covers production and campaign-related costs.

“Their Colors Change the World was created to give these young artists more than a single moment of visibility. By keeping the collection available on Keemart, we are helping their creativity reach a wider audience while giving users a simple and ongoing way to support DSCA’s work. This initiative reflects our belief that digital platforms can create meaningful connections between users and the communities they serve,” said Abel Shen, Keemart Head of Business.

"Our students have diverse talents and abilities that deserve recognition and deserve to reach a wider audience. This initiative gives them the opportunity to express themselves through their work, share their achievements with the community, and build their confidence through the recognition and encouragement they receive. The support generated from every purchase also contributes directly to the educational and rehabilitation programs we provide for our students and their families."  said Hanan Ahmed Al-Zahrani, Day Education Services Supervisor at the Down Syndrome Charitable Association (DSCA) .

Through the partnership, DSCA works closely with the students throughout the creative process and ensures that the initiative supports its wider educational and developmental objectives. Keemart provides the digital retail platform, accessible through the Keeta app, through which the collection can remain available to users beyond its initial launch period.

“Their Colors Change the World”reflects Keemart's broader commitment to community-focused initiatives that align with Saudi Arabia's Vision 2030. As part of this commitment, Keemart continues to explore new ways to support charitable and social organizations across the Kingdom.

The collection remains available through the Keemart platform and is available across Riyadh, Jeddah and Dammam.

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