CANVS

A new app for exploring Jersey City street art

JERSEY CITY, NJ – Mean Genius, an experience design collective, announced the launch of CANVS; an iOS mobile app that highlights Jersey City street art. CANVS is a new interactive approach to discovering city murals and learning about the artists behind them. Residents, visitors and art enthusiasts can now keep track of the countless murals that are emerging throughout Jersey City.

Once the app is loaded, a full map of Jersey City is displayed. Each mural is indicated by a green dot. When the user taps on a green dot, details such as mural title, artist name, location and directions are displayed, along with other bits of info such as the artist's bio and the mural backstory. CANVS is the only app on the market that provide this level of detail and design.

CANVS started as a small passion project of Jersey City native Ralph André to encourage cultural awareness and paying respect to some of his favorite street artists. Developer Daniel Panzer of CruxCode later joined the project. One of the notable contributions CANVS brings to Jersey City is that it bridges major art programs such as like Green Villain, Savage Habbit, Mana Urban Arts and Jersey City Mural Arts and connects their respective murals through their platform. "Our goal with CANVS is to help expose users to the amazing art around them" said André. "The response to CANVS has us really excited and looking to the future…" said Daniel Panzer. "With the support and enthusiasm we're gathering in Jersey, we're hoping to expand into other cities! New York City is in our cross-hairs."

CANVS has become one of the most talked about experiences to come to the Jersey City art scene in 2016. "It's cool because there is a community of artist trying to do something in the city and CANVS legitimizes it," said Catherine Hart, a Jersey City artist.

"It's really cool because I can walk around with the app … in downtown, the heights, Greenville and look for all these different murals," said Eli Ramos, Jersey City artist and firefighter.

The street art culture in Jersey City is continuing to boom. More established cities like New York and Philadelphia are taking notice of Jersey City's growing influence. Artists from around the world are choosing Jersey City as their "canvas" for their art. As it seems, the advent of CANVS could not have come at a better time.

For more information on CANVS, please send requests to info@canvsart.com.

Learn more about the CANVS app: http://www.canvsart.com/app.

CANVS is free and available now in the Apple App Store. Click the link below to download:
https://itunes.apple.com/us/app/canvs/id1153440181?ls=1&mt=8

About Mean Genius

Mean Genius is an experience design collective that has been involved in various creative projects in the NJ/NY area since its activation in 2015. "I like to see these projects as explorations of ideas, storytelling and culture," says Ralph Andre, founder. The expanding Mean Genius team is a mix of different disciplines, from art direction to videography to development. Mean Genius's commitment lies in breaking through the barriers of today's society to create a new wave of imagination and creative expression through experience design.

Website: www.meangenius.com

About CruxCode

CruxCode is the development team behind the CANVS app. CruxCode specializes in rich, dynamic content that brings mobile applications to life. With a strong background in video, animation, photography and UI. Bridging the gap between good design and rock-solid functionality is the overall aim.

Website: www.cruxcodenyc

Media Kit

To view the CANVS media kit, click here.