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Explore Art NL app engages users in more than 100 works of public art across Newfoundland and Labrador

(St. John's, NL; Sept. 23, 2021) Art has the power to draw people together and to start conversations. Business & Arts NL today officially launches the Explore Art NL app to engage users in more than 100 outdoor murals, sculptures, memorials and yarn-bombings across Newfoundland and Labrador.

"We created Explore Art NL because we believe there is limitless potential to showcase works of art in surprising places, to shine the spotlight on some incredible artists, and get people out exploring the works our beautiful province has to offer," said Mark Dobbin, Business & Arts NL Co-Chair.

Explore Art NL was developed to recognize the important role public art plays in humanizing environments, reflecting our evolving culture, and invigorating public spaces – inviting people to spend more time in a location.

Curated by local artist Po Chun Lau, Explore Art NL highlights the talented artistic voices of Newfoundland and Labrador, and involves users by sharing details about the work, the artist, the location, and its significance, along with links to additional information and videos.

"Without the audience, public art is an object, a thing of art, taking up a space," said Lau. "I want people to use the app as a tool, not just to locate the artwork, look at it, and add it to the collection, but to allow themselves to engage with the artwork, explore the surroundings, and the community. If you are lucky, you meet other people who are also looking at the artwork, and you can have a conversation, learn, and value the artwork and the place from their perspectives."

Explore Art NL's interface is designed to help users learn where they can incorporate visiting public art installations across the province through maps and directions features in the app, and features a notification setting to alert users whenever they are within 1km of an artwork. The Explore Art NL app will be updated regularly and is available for download on iOS and Android devices.

“We hope Explore Art NL will help members of the public, tourists, art-lovers and the ‘art-curious’ among us discover the artworks in our own backyard, and appreciate how paint, steel, bronze, rock, and yarn can be used to generate conversations, experiences and a sense of place,” said Amy Henderson, Executive Director, Business & Arts NL. “We encourage people to use the app to interact and engage with public art safely and invite them to share their images on social media, helping promote municipalities across the province in the process.”

Throughout October, the Genesis GV80 Art Car ([see video](#)), proudly sponsored by Genesis St. John’s, will be visiting communities across the province to share and promote the work of local artists. Follow us on social media for more information about the Art Car and where it might be found next.

Business & Arts NL would like to thank its community partners for supporting Explore Art NL: The Healthy Communities Initiative, funded by the Government of Canada; Genesis St. John’s; as well as The City of St. John’s and Tract Consulting.

What you can learn through the Explore Art NL app:

The oldest piece of art in the Explore Art NL app is the “Maid of Industry” at the Johnson Innovation Station, created around 1901 by Charlie Henderson.

The newest artworks found in the Explore Art NL app, erected in 2021, can be found in Pouch Cove and Corner Brook. They are *Water Music* by Don Foulds and the Majestic Lawn with artwork by Jenny Brake.

The artwork that can be found the farthest north is *The Makkovik Mural Project* painted on Frank’s General store in Makkovik, by Jessica Winters and a team of local high school students.

The artist whose work appears the most frequently in the app is Luben Boykov, whose sixteen bronze sculptures can be found across the province, from Gambo, St. Lawrence, North West River, Harbour Grace and Grand Bank, to St. John’s.

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