CANVASD
ART WRAPS

FOR IMMEDIATE RELEASE

CANVASD opens pre-launch list for Hoop Art, limited-edition art wraps that turn any basketball hoop into an original artwork

Launching December 2026, CANVASD lets players, families, schools, parks, and brands wrap a backboard in work from a global roster of artists, or in their own art.

October 30, 2026 · CANVASD today opened the pre-launch email list for HOOP ART, the first collection of artist-licensed, limited-edition art wraps made for basketball hoops in the world. Hoop Art launches in December 2026, and people who join the list at shopcanvasd.com get first access to the debut drop.

Each HOOP ART wrap is printed on durable adhesive vinyl and made to fit regulation- and non-regulation-size backboards in five sizes: 72×42, 60×36, 54×33, 48×30 and 44×28 inches. Customers choose a design from CANVASD's global roster of featured artists, released in numbered limited editions, or submit their own artwork or photo for a bespoke, made-to-order wrap.

HOOP ART is made for every court: driveway and backyard hoops, school gyms and playgrounds, public parks and urban courts, as well as corporate events, branded activations, and sports clubs.

"Basketball courts are some of the most-loved public spaces in the world. With Hoop Art, we're bringing art, identity, and color to these spaces—where creativity and self-expression have always been part of the game," said Dana Loftus, founder of CANVASD.

CANVASD celebrates human achievement. In the age of AI, we feature exclusively human-made artwork and prioritize emerging and differently-abled artists. We partner with small, independent co-brand manufacturers whose work reflects genuine skill, passion, and commitment to their craft. By bringing individual talent and resources together on one platform, we create opportunities for everyone to do more of what they do best, while giving customers access to fully personalized products.

Featured artists keep the copyright to their work and earn royalties on every wrap sold. Artist applications are open now at shopcanvasd.com.

Availability

- **Pre-launch sign-up:** Open now at shopcanvasd.com
- **Hoop Art launch:** December 2026
- **Pricing:** Announced at launch

About CANVASD

CANVASD Art Wraps brings limited-edition, human-made art to sports equipment and other functional canvases. The platform connects a global roster of artists with premium manufacturing partners and with customers who want gear that's 100% their own. HOOP ART, durable vinyl art wraps for basketball hoops, is its first collection, with skate decks, surfboards, and more to follow. Learn more at shopcanvasd.com.

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