

Artworks customized by buyers before purchase



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We've already seen [Art.sy](#) provide a way for people to find new contemporary artists and buy their work, but what about those who can't afford an original? [JuicyCanvas](#) works with a roster of global artists and enables consumers to customize the work of others and order high quality prints for their home.

Customers first choose an artwork from those available on the site. Using online tools provided by JuicyCanvas, they can then crop and recolor the piece to fit with their home. The service uses high-end Giclée printing on 1.5-inch deep canvas and each piece is delivered ready to hang. The idea behind JuicyCanvas is that – while the artist's vision is still mostly kept intact – customers can tweak the works to suit them. Pieces sell for around USD 80.

How else can products gain a deeper connection with consumers by letting them add their own style?

Website: www.juicycanvas.com

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