Gravilux: An iPad App Moves to the Desktop via the New Mac App Store

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Independent developer Scott Snibbe today released Gravilux for Mac OS X, one of the first apps available in Apple's new Mac App Store. Gravilux is a mesmerizing mixture of art, animation, and drawing that simulates a universe of stars drawn into one's fingertips. The new version for Mac takes advantage of the extremely fast CPU and graphics processors of desktop and laptop computers to simulate millions of stars at once at sixty frames per second.

San Francisco, California - Gravilux, the award-winning app for the iPad and iPhone by Scott Snibbe is now one of the first apps available in Apple's new Mac App Store. Snibbe's app is a mesmerizing mixture of art, animation, and drawing that simulates a universe of stars drawn into one's fingertips.

The iOS version of the seemingly useless app was a runaway hit in the iTunes store last year, rising to number one in Free Apps and number two in Paid apps, and garnering recognition from Apple as one of the Top Ten Apps for Art and Music for 2010.

Now, Snibbe has adapted Gravilux to run on the Mac, coming full circle in the program's history. The original program was developed in the 1990s as a PC application distributed through the high-art world of galleries and museums, and a parallel underground network of floppy disks, USB Keys, Internet, and email. It was critically acclaimed at the time, shown at institutions like Deitch Projects, and London's Institute of Contemporary Art, and receiving press in Interview Magazine.

The New York Times praised last year's iOS release of Gravilux that broadly distributed this previously exclusive work of art, saying, "Apps like Gravilux awaken an 'Avatar'-like sensitivity to electricity in the body, power in the palms and general connectedness."

The new version for Mac takes advantage of the extremely fast CPU and graphics processors of desktop and laptop computers to simulate millions of stars at once at sixty frames per second. A new "heads-up" interface pops up from the bottom of the screen to allow antigravity, to color the stars, to strengthen or weaken the gravity, and create larger or smaller orbs.

Online reviews support the novelty, magic, and beauty of Gravilux, with the well-known Cool Hunting website saying, "Of the millions of apps out there, none quite capitalize on the sheer fun and beauty of interactivity the way that Scott Snibbe's do."

Snibbe's goals for Gravilux are not only to make beautiful art or engaging interactive entertainment, but also, he says, to have a positive effect on people's mental states: "I'm trying to create meaningful, infinitely variable experiences that take people into an alternate form of nature--a simulated reality where they can get lost for a moment and forget about email, phone calls, and text messages, to not only become absorbed and delighted; but also to reflect the purer, more beautiful aspects of their minds," said Gravilux creator Scott Snibbe.

Pricing and Availability:
The new Gravilux is available for computers running the current version of Mac OS X and works with all display resolutions, including laptops and projectors. It is $1.99 (USD) in the Mac App Store.

Scott Snibbe:
http://snibbe.com

Gravilux:
http://www.snibbe.com/store/2011/01/06/gravilux-mac

Purchase and Download:
http://itunes.apple.com/us/app/gravilux/id412132658?mt=12

Scott Snibbe has been creating interactive art for twenty years. His work is collected in the Museum of Modern Art New York and the Whitney Museum of American Art, and has appeared in hundreds of shows worldwide. Snibbe recently began releasing artwork for the iPhone, iPad, and iPod touch through his online app store, taking artwork that was formerly available only in museums and galleries and making it available inexpensively and broadly to anyone with a mobile device. Copyright (C) 2011 Scott Snibbe. All Rights Reserved. Apple, the Apple logo, iPhone, iPod, iPad and Mac OS X are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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