

# PRISM COLLECTIVE

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WATERLOO ART TECH

KINETIC SCULPTURES / GENERATIVE ART /  
PROJECTION MAPPING / BIO-ART / IMMERSIVE  
EXPERIENCES / AUGMENTED/VIRTUAL REALITY /  
ROBOTS / WEARABLE TECHNOLOGY / ANYTHING YOU  
CAN DREAM OF

# WATERLOO'S FIRST AND LARGEST ART-TECH COLLECTIVE

Exploring the edge where art meets technology, PRISM nurtures an interdisciplinary community where students from technical and creative backgrounds collaborate, experiment, and showcase innovative projects.



OVER THE PAST 2 TERMS

**50+**

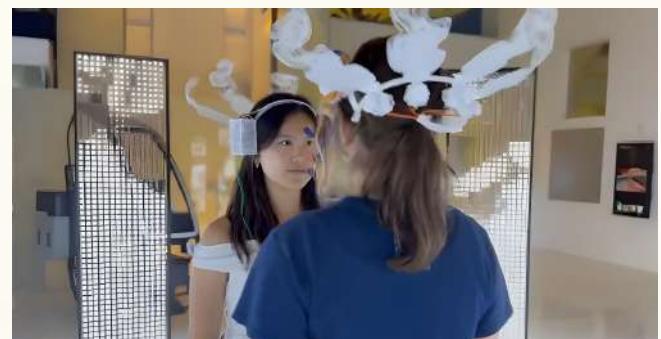
MEMBERS

**9+**

PROJECTS

**40K+**

IMPRESSIONS/TERM



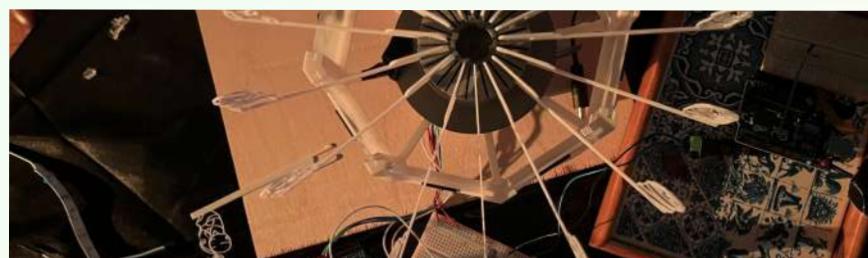
Our work fuses interactive design, physical computing, generative art, fashion tech, and soft robotics.

**WE BUILD WILDLY CREATIVE THINGS**

# WE NURTURE A COMMUNITY WHERE TECHNICAL BACKGROUNDS AND CREATIVE EXPRESSION CAN THRIVE.



WE'VE HOSTED:  
STUDIO NIGHT & WORKSHOPS  
Learn Blender, TouchDesigner,  
electronics, shaders, and more



COLLECTIVE BUILDS  
From reactive kinetic sculptures to projection mapped art



SYMPOSIUMS & DEMO DAYS  
We showcase our collective's work to over 2500+ attendees per year

## WE PROVIDE A SPACE TO TINKER WITH:

- Microcontrollers, LEDs, sensors, 3D printers
- Experimental fashion
- Audio-visual tools
- Robotics & motion systems
- New media research

## THIS TERM

- PRISM's members are developing 1–2 ambitious, 8-month-long initiatives that combine scientific research, design, hardware, and interactive experiences, progressing from concept to polished exhibition.
- We're hosting weekly workshops, panels, and collaborative build sessions, for gatherings like O-Week and Waterloo Tech Week, giving students opportunities to learn, experiment, and share their work with the campus community.
- With 500+ active members, PRISM is creating projects that engage audiences, inspire innovation, and push creative boundaries. We're inviting sponsors to support these initiatives while connecting with the next generation of creative and technically skilled students.

# A GLIMPSE INSIDE THE MINDS OF PRISM...

PRISM builds public-facing, photogenic installations that blend mechatronics, embedded systems, and creative tech. Each project provides on-ramps for newcomers while giving experienced members real leadership in hardware, software, and production. Take a look at some of our previous projects!

## MIND GARDEN

Kinetic sculpture inspired by the mind's ever-changing ecosystem. This was made with Mechanical, Electrical, and Embedded Systems



2024-2025



2025

## KINETIC CREATURES

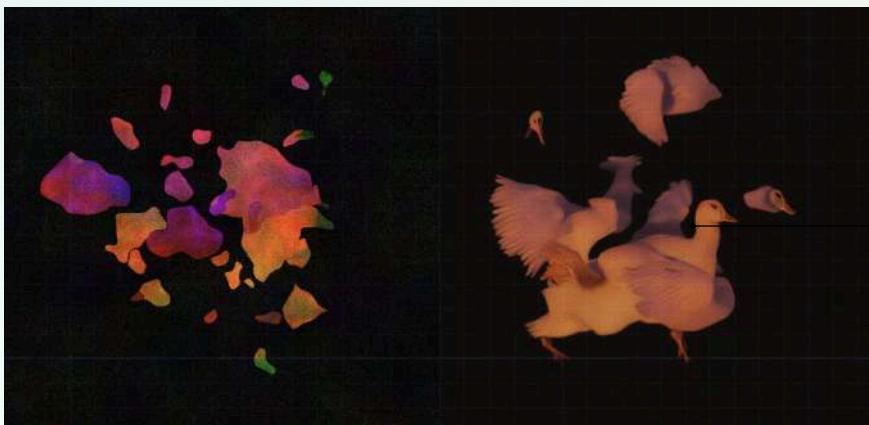
An installation of custom, motorized creatures and plants with flowing, organic motion, utilizing Mechanical, and Electrical Engineering



2025

## HARMONIC FOREST

A sound visualizer: semi-circular grid of rods that animates in response to audio using FFT/AI modes



2025

### SOUND PORTRAITS

Software project using AI to generate reactive sound portraits

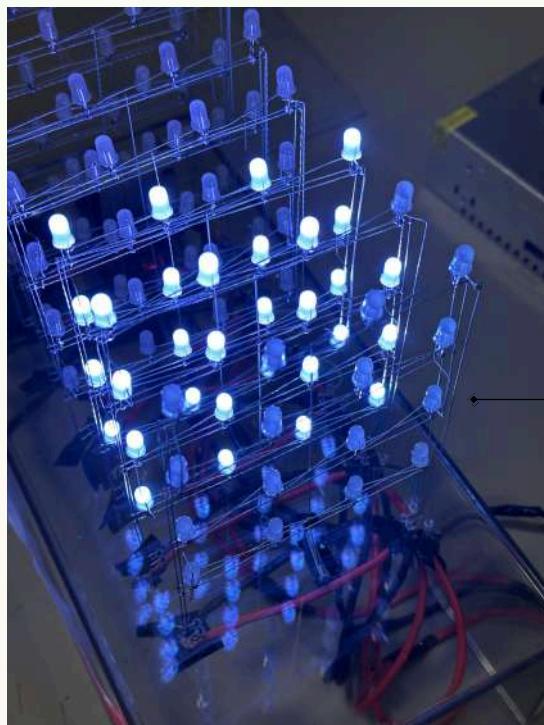
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### BASS ROBOT

A robotic system that autonomously plays a bass guitar. Built from a hackathon MVP into a structured PRISM project



2025



2025

### LIGHTBENDING

Interactive 3D LED cube that responds to live projector-tracking gestures and projected patterns become volumetric light animations

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# LET'S TURN DREAMS INTO REALITY TOGETHER

## HOW YOUR SUPPORT HELPS US

Your support provides essential materials, funds exhibitions, and drives outreach, equipping over 500 young innovators to build, showcase, and share their projects with the Waterloo community and beyond.

TIER	BRONZE \$1,000	SILVER \$2,500	GOLD \$5,000	PLATINUM \$10,000
Featured on website & posters				
Featured on PRISM socials				
Curated intros to graduated technical talent				
access to Prism community linkedin and resumes				
Sponsored workshop or panel				
Sponsor booth at showcase				
Speaking slot at major event				
Custom project collaboration				
Co-branded art installation				

\*Kindly note that all donations are tax-deductible.

\*\*We're open to tailoring sponsorships tiers to fit your goals please contact [uwprism@gmail.com](mailto:uwprism@gmail.com)

# A PLAYGROUND OF COLLIDING DISCIPLINES AND IDEAS

Our students come from engineering, architecture, fine arts, computer science, and design. They go on to work at places like the MIT Media Lab, OCAD, IDEO, Google ATAP, and indie creative studios.

- **500+** students in our Discord community
- **30+** active members every term
- **8-10** installations or projects per term
- Reached **700+** people at our last open exhibition
- Featured in magazines and newsletters, with over **40K+** social impressions per term



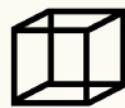
## PARTNER COMMUNITIES



Socratica



Waterloo Tech Week



Ekkolapto



Conflux



Augmentation Lab



KW Waveform

# PRISM COLLECTIVE

THANK YOU FOR YOUR  
CONSIDERATION!

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 @PRISMCOLLECTIV\_

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