

WATERWORK
Sponsorships

DESIGN
WILSON

Before WaterWork

Before WaterWork, there was a simple thought:
the Seaholm building would make a beautiful canvas.

What if one of Austin's most recognizable landmarks
became a living work of art?



What WaterWork Became

That idea came to life as an immersive public art experience on Lady Bird Lake in Downtown Austin. Presented by Design Austin and The Trail Conservancy, WaterWork celebrates the interplay between the urban environment and the natural landscape and the many talents of Austin's creative community.

Annually since 2024, Design Austin and the Trail Conservancy bring together a cohort of artists to create projection-mapped works that transform the Seaholm façade into a dynamic canvas of light, motion, and storytelling, advancing Design Austin's mission to illuminate the impact of design for all.

The result:

- Free, accessible public art
- A familiar landmark that transforms through a new lens
- A shared experience connecting artists, designers, and the community
- A defining addition to Austin's cultural calendar



The Experience

Over two nights in September, WaterWork unfolds across the shoreline, trail, and water itself.





Cultural Momentum

WaterWork is quickly becoming a defining addition to Austin’s cultural calendar.

2025 Coverage Highlights

16 Pieces of Coverage

20.4M Audience

239K Estimated Views



Features

ARTS

Projection Art Show WaterWork Returns to Light Up Austin’s Historic Seaholm Intake

Presented by The Trail Conservancy and Design Austin, the two-night show merges technology, art and nature along the Butler Trail

BY CASSIE BUTTERFIELD • SEPTEMBER 21, 2025

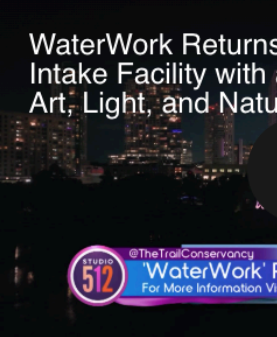


[Click here to view story on Tribeza](#)

STUDIO 512

WaterWork Returns to Austin’s Seaholm Intake Facility with a Dazzling Fusion of Art, Light, and Nature

by: Blake Haynes
Posted: Sep 22, 2025 / 01:54 PM CDT
Updated: Sep 22, 2025 / 01:54 PM CDT



[Click here to view story on Studio512 x KXAN](#)

EVENTS ▾WIN STUFFJUST ANNOUNCEDLOCAL COMEDYFREE STUFF TO DO

Waterwork

Past(09/26/2025)5:00PM

Seaholm Intake Building



DO512

DO AWESOME STUFF IN AUSTIN

[Click here to view story on DO512](#)

Growing Reach Across Social

Impressive YoY growth in organic and influencer-driven coverage expanded WaterWork’s digital reach and reflected its rising profile in Austin’s cultural landscape.

Organic Social Coverage

Most tagged content about WaterWork came from participating artists in 2024, with minimal third-party mentions, but 2025 saw a significant rise in outside promotion and visibility.

- Named the top pick of the week by 265 Things Austin
- Two feature posts by When Where What Austin
- Two feature posts from Tribeza
- Tagged in 38 notable pieces of social content, introducing WaterWork to new audiences

Owned Social Channels

2025 WaterWork social media campaign results:

180.3K	Views Instagram: 172.2k Facebook: 8K
58.7K	Reach Instagram: 52.3k Facebook: 6.2k
1.5K	Shares Instagram: 1.5K Facebook: 17
6.3K	Interactions Instagram: 6.2K Facebook: 79

*Data from 60 Instagram and Facebook posts and 10 stories across Design Austin and TTC accounts

WaterWork 2026 Schedule

Friday, September 25

- Opening Night at Paggi House
VIP reception with contributing WaterWork artists
- WaterWork Exhibition Night One
Experienced from the shoreline, trail, and water itself
- Optional ticketed boat cruise experience

Saturday, September 26

- Pre-Show Artist Conversations + Public Programming
- WaterWork Exhibition Night Two
Public viewing along Lady Bird Lake and from the water
- Optional ticketed boat cruise experience



Why Partnerships Matter

WaterWork's first two years each brought more than 1,200 viewers to downtown Lady Bird Lake and generated growing visibility across digital and traditional media, including coverage from Tribeza and KXAN.

Still early in its evolution, WaterWork offers a rare opportunity for partners to help shape the experience while the event remains artist-first, community-centered, and creatively collaborative in nature.

Rather than fitting into a rigid sponsorship model, partnerships are designed to feel additive to the experience itself through:

- Creative activations
- Artist collaborations and installations
- Hospitality and guest experiences
- Social storytelling and content opportunities

As WaterWork continues to grow, early partners have the opportunity to become associated with a defining cultural experience before it reaches full scale.



How Partners Can Participate

Hospitality Experience

Hosted cruise, VIP reception, artist appreciation

Along the Trail

Installations, artist talks, audience engagement

On the Façade

Projection moments, visual storytelling

In the Campaign

Print and digital integration, social content



Partnership Opportunities

All partners receive invitations to WaterWork exhibitions. Exact ticket quantities vary by partnership level.

Presenting Partner

\$20,000

Lead visibility across the WaterWork experience with integrated recognition on-site and throughout the campaign. Includes:

- Exclusive presenting status
- Premier logo placement across campaign materials
- Projection recognition during the exhibition; possible video integration
- Integrated social and digital promotion
- On-site brand presence
- Creative activation opportunity

Artist Cohort Partner

\$5,000

Support the 2026 cohort of WaterWork projection artists, aligning with the creative heart of the experience. Includes:

- Logo inclusion tied to artist programming in select promotional materials
- Digital recognition
- On-site logo placement at pre-show events

Reception Partner

\$2,500

Support one of WaterWork’s central gathering moments.

Includes:

- Reception visibility
- Promotional recognition
- Guest tickets to receptions

On the Water Partner

\$7,500

Create memorable guest experiences through WaterWork’s boat programming. Includes:

- Projection recognition during the exhibition
- Logo inclusion in select promotional materials
- Digital recognition
- Logo recognition aboard ticketed boat experiences
- Hospitality activation opportunity on ticketed boat cruises

Friend of WaterWork

\$1,000

Support the continued growth of immersive public art in Austin.

Includes:

- Website and program recognition
- Guest tickets to receptions

About the Organizers

Impressive YoY growth in organic and influencer-driven coverage expanded WaterWork's digital reach and reflected its rising profile in Austin's cultural landscape.

Design Austin

Design Austin illuminates the impact of design for all. Here, we explore, imagine, and shape the future.

Design Austin programs build awareness of how design shapes the world, connects diverse design communities, and sparks conversation about design in all its forms. We provide:

- Experiences, exhibitions, and educational programs that put design in the context of arts, culture, science, and technology
- Accessible, welcoming, and inspiring spaces for visitors of all ages and abilities
- Playful and serious explorations of the impact of design at every scale and field.

The Trail Conservancy (TTC)

The Trail Conservancy is a 501 C3 dedicated to protecting, enhancing, and connection the Ann and Roy Butler trail at Lady Bird Lake for the benefit of all.

The Ann & Roy Butler Hike-and-Bike Trail was established in the 1970s and originally operated and maintained by the City of Austin's Parks and Recreation Department (PARC). In 2003, a group of passionate Trail users formed the Town Lake Trail Foundation to enhance the Trail.

Since then, the Trail Conservancy (as it is now known) has invested over \$25 million in various improvements, programs, and community engagement opportunities to this beloved green space.

Meet the Design Austin Board



Veronica Castro de Barrera, AIA

Veronica is the founder and principal of VCdB Architecture & Art, and serves as the chair of the Austin Transit Partnership Board, created in 2020 to implement Project Connect in partnership with CapMetro, the City of Austin, and the community.



Emily Eisenhart

Emily is a multidisciplinary artist and designer based in Austin. She cut her teeth at world-class design firm IDEO, where she worked with Nike, Microsoft, and The Gates Foundation. She is the co-founder of all-female artist collective Broad Studios.



Libby Gillen, IIDA, NOMA

Libby is the Vice President of Design Segment at Momentum Textiles & Wallcovering. As a member of professional organizations such as IIDA, Chief, NOMA, and Dignity in Design, Libby’s values drive her pursuit of continuing education and service to the industry.



Michael Hsu, FAIA, IIDA, NOMA

Michael is the founder and principal of Michael Hsu Office of Architecture, a fully integrated architecture and interior design firm. Michael is a past president of AIA Austin and was elevated to AIA’s College of Fellows in 2021.

Meet the Design Austin Board



Justin Rankin

Justin is the Digital Experience Design (DXD) Practice Area Leader for Gensler’s South Central region and Director of the Austin office’s Lifestyle studio. He is passionate about creating experiences that blend technology, storytelling, and the built environment, while supporting Austin’s design community through his role on the Design Austin board and as an instructor at The University of Texas at Austin



Lawrence W. Speck, FAIA

Larry is a Senior Designer at LPA, and a well-known design educator. He served as Dean of the School of Architecture at University of Texas at Austin from 1992-2001. Over the last 25 years Larry’s design work has won 48 national design awards, 25 state or regional design awards and 69 local design awards. His work has been profiled in popular publications such as The Atlantic, The New York Times, and Texas Monthly.



DJ Stout,

DJ is one of 24 partners of Pentagram, a renowned design firm with offices in London, New York, Berlin, and Austin. He is a Fellow of the American Institute of Graphic Arts (AIGA) and the author of two books.

Learn More

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