

*Prismajic*<sup>®</sup>

# ABOUT OUR COMPANY

Prismajic creates immersive art experiences that combine traditional art forms with cutting edge technology.

We build experiences of great wonder and beauty that surround our guests, engage their senses, and transport them to another world.





# VISION & MISSION

Prismajic was founded to harness the power of art to transform how people look at themselves and the world.

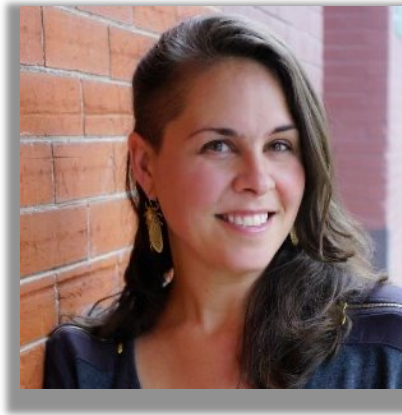
# THE FOUNDERS



*Eric Jaenike*

CO-FOUNDER, PRESIDENT

- UCLA, CU Boulder MBA
- qval, acquired by S&P Global
- Former Wall Street trader



*Jen Mosquera*

CO-FOUNDER, CREATIVE DIRECTOR

- DU Law
- Prosecuting Attorney under DA Bill Ritter
- Lifelong artist

# THE HISTORY



2012



Immersive events  
company.

2017

*Prismajic*

Prismajic is  
established.

2019

**NATURA  
OBSCURA**

A self-guided  
exploration through  
a surrealist forest.

2021

**SHIKI DREAMS**  
(pop-up)

Shiki Dreams  
explores the world  
of Shiki, a mythical  
yeti and forest spirit.

# PAST EXPERIENCES

# NATURA OBSCURA



- The installation begged the question, "What's your nature?"
- 5,500 sq ft space
- 2019
- Hosted 55,000 explorers
- \$750,000+ revenue
- 360 Virtual Tour: <https://www.vpix.net/755076>



# PAST EXPERIENCES

SHIKI  
DREAMS®



- 1,400 sq ft
- #4 best- USA Today 2021 Best Immersive Experiences
- Video tour: [https://www.youtube.com/watch?v=4iYxhyY0\\_D4](https://www.youtube.com/watch?v=4iYxhyY0_D4)







# IN THE NEWS

## The New York Times

Colorado Public Radio THE DENVER POST

LATERCERA

303MAGAZINE.COM

Denverite

BOULDER WEEKLY

Westword

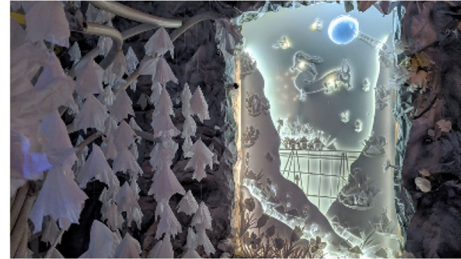
stir world  
see. think. inspire. reflect

Westword

| ART |

### Inside Prismajic's *Shiki Dreams*, a Sequel to *Natura Obscura*

CORINNE ANDERSON | FEBRUARY 16, 2020 | 8:47AM

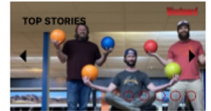


This board tells the story of *Shiki Dreams*. Cori Anderson



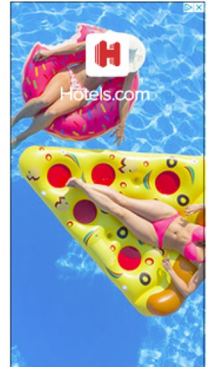
If you visited the blockbuster *Natura Obscura* exhibit at the Museum of Outdoor Arts last year, you're already familiar with the vibe inside *Shiki Dreams*, the newest installation by Prismajic. Coined as "immersive" – a finicky label that in this case involves a technology-assisted scavenger hunt through a fairytale-like world – *Shiki Dreams* expands on one of the characters found in *Natura Obscura*. But it doesn't stray too far from the original.

"We see it as a respite from the world," says Jennifer Mosquera, one of the two co-founders of Prismajic. "We are playing with the same ideas we did before, with supporting the body through light, sense, sound."



FORMER DRY DOCK HEAD BREWER TEAMS WITH LIVE SLOW BREWERY AND...

advertisement



# FUTURE PLANS

# COLORADO MILLS

Coming soon in 2023

- Reimagined version of **SHIKI DREAMS**
- 10k sq ft
- **THE NIGHT OWLS**



THANK  
YOU

CONTACT US

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