ICAT Corporate Collaboration

Powered by advanced technology and networks of creative people, the Institute for Creativity, Arts, and Technology (ICAT) brings together and supports teams of faculty and students–artists, designers, engineers, and scientists–from across academic disciplines to address grand challenges and creative opportunities. This makes ICAT uniquely suited to partner with companies to advance new ideas and solutions.

Why Partner with ICAT?

We give you access to experts.

ICAT hand-picks experts from across the university's academic disciplines to create teams tailored to specific needs. For example, we brought together the university's top engineers, architects, computer scientists, and designers to help a company re-imagine the future of hospital ICUs. We give companies the freedom to innovate without the long-term commitment and expense of building an internal research team and the flexibility to reconfigure teams to address new or expanded projects.

We are collaborative.

ICAT offers opportunities for true collaboration. Companies have the unparalleled opportunity to work side-by-side with teams of university experts to explore new ideas and solutions.

We are accessible.

ICAT helps companies of all sizes explore ideas in low-risk, low-cost ways, customizing services to meet specific budgets, timelines, and desired outcomes. From an ideation session to a full research session, partnerships start at $5,000 and projects timelines are customizable–everything from three-month to full-year commitments.

We focus on students.

ICAT gives companies access to top students who have proven track records working with multi-disciplinary research teams. For partners who have a direct interest in engaging with students, we've facilitated student capstone projects, which help expand educational opportunities beyond the classroom. A win-win.

Get Started

We welcome the opportunity to hear more about the challenges you are facing and discuss how we can tailor a team to meet your needs. If you'd like to learn more and explore the opportunities to collaborate with ICAT, contact Holly Williams at 540-231-0802 or hmccall@vt.edu.

ICAT's Areas of Specialty

Designing a More Sustainable World

Creativity that spurs change. This work supports our ecological and cultural resilience.

Empowering Data

Pioneering new possibilities with data. We explore and present data in some unexpected and surprising ways, introducing new perspectives that can pave the way for lifechanging discoveries.

Making Big Discoveries with Immersive Technologies

We use visual design, 3D modeling, animation, programming, motion capture integration, and true 360-degree sound to open up entire new worlds of exploration and discovery.

Amplifying the Arts

We demonstrate how technology can advance artistic practice and how art and design can elevate and improve scientific discovery and output.

Engaging Community

Science should be available to everyone. We use interactive technology to bring data to life and tell the stories of researchers and their work.

Reimagining Education

We create educational environments that prepare students to confidently enter a world requiring creativity, adaptability, and collaboration.

Bridging Physical Distance

Far beyond videoconferencing software, we use augmented and virtual reality technologies to bring people from around the world together in shared immersive digital spaces.

Creating the Future of Work

From the aesthetics, functionality, and even physical locations of workplaces to the ways teams collaborate and communicate, we make efficiency, productivity, and value our focus.

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