



Consultancy at The Institute of Imagination

Who we are

We are a pioneering education charity who develop highly playful and creative experiences across the arts, sciences and digital technologies. We work with a broad range of audiences through workshops, events, on demand content and live digital broadcast. We provide immersive experiences that develop skills including creative thinking, creative problem solving and creative resilience.

Why we exist

Our vision is for every child to have the equal opportunity and skills to imagine and achieve their fullest potential. Our purpose is to create the space, tools and opportunities for creativity to thrive.

Our Consultancy

Alongside our core charitable work, supporting underserved and underrepresented children to develop vital skills, we work with a variety of companies, organisations and institutions in the following areas:

Experience Design

We design and produce curated events for 20 to 2000 people, where creativity and imagination are the central themes. These include playing, making, problem-solving and project based activities.

For Event / Marketing partners

Content Design

We design and produce creative content across a broad range of mediums including digital, print, product and film. We support companies on how to make their content more creative.

For Marketing partners

Creativity workshops

We run creativity workshops that support company employees and teams to build skills in creative thinking, collaboration and resilience. We do this through highly immersive and creative half and full days.

For HR partners

Keynotes and talks

As a leading voice in imagination and creativity we deliver keynote speeches, talks and interviews that inspire leaders and managers to strengthen their innovation muscle. We provide thought leadership to companies who need an injection of imagination.

For Senior Leadership Team partners

We can also provide consultancy with audiences we engage with through our impact work

Delivering Community Impact

We design and deliver creative learning experiences and activities in civic spaces where people gather and where your company may wish to have an impact. This includes in schools, libraries or places of leisure.

Engaging with parents and teachers

Day in day out we work with a large network of teachers and parents through which your company could have a voice. We can build the profile of and position your company among these audiences.

Examples of our consultancy work



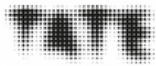
We worked with Disney Nordics to design and deliver an influencer campaign for parents on the importance of play and childhood development. The campaign involved designing and delivering a series of creative 'play' workshops, producing content for influencer parents which had total reach and impressions with over 1.5 million.



We worked with LEGO Group to support team development by designing a bespoke set of workshops around tinkering and making. The team used the workshop and experiences to build skills including communication, collaboration and problem solving and to reflect on challenges they were facing on their own workplace.



We worked with Pineapple Lounge and Hasbro on a thought leadership project to help develop a campaign on imagination. Through interviews we helped define imagination, explore its relationship with creativity, provided real world examples of how and where imagination can be applied, particularly in a childhood content.



We worked with Tate Britain and Tate Modern to activate galleries and learning spaces for family and youth audiences. Our 'Imagine if' event at Tate Britain transformed seven galleries into interactive maker spaces, which welcomed over 2000 new visitors to an art and technology festival across amongst traditional and modern art.



We worked with The Royal Docks culture team to activate spaces across London's only Enterprise Zone. We ran pop-ups, coproduction workshops and designed and installed major installations including 'Switch the Docks', a project that converted wooden shipping containers into magical light boxes which told stories of the Docks past, present and future.



We worked with Make-A-Wish charity (United Kingdom) to support their teams in developing creative thinking and collaboration skills. Over a whole day we ran a series of maker workshops and provided open spaces for active discussion relating to Make-A-Wish programmes and organisational culture.



Europe, Middle East & Africa

We worked with Disney EMEA on their Disney100 campaign, supporting them to celebrate 100 years of wonder. The iOi provided thought leadership and advice on the development of Disney's Wonder of Space Mission Play Packs, created for children in hospitals across EMEA (of which 143,000 were distributed). We designed a Disney Play House with children who helped shape play experiences for the curated play space. We provided thought leadership on the development of the campaign's social media campaign with educational thought leadership and influence.

To discuss how we can work together contact Tom Doust - Associate Director at The Institute of Imagination

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