

Institute | O | of | Imagination

Invitation

You are invited to become an Honorary Fellow of The Institute of Imagination.

Membership is corporate yet personal, and benefits both the individual and their company. The number of Honorary Fellows of IOI is limited in number to 101.

The Institute is an enquiry into the origin and meaning of the human imagination, which is at the root of commerce, art, science, education, family and governance. The IOI is believed to be the first such organization in the world, and as an Institute, it is concerned with research and excellence. However the Imagination is a mysterious beast, and any understanding of this fundamental human faculty cannot be separated from the exercise of the creative Imagination. So the Institute is offering an exchange. In return for applying our creative and analytic skills to your business, the Institute gains funding for its research and insights into the meaning of the Imagination through different industries and across diverse realms of human endeavour.

There are 5 principal Benefits of becoming an Honorary Fellow:

- 1) You gain your own personal think-tank and creative resource to which you can refer challenges that are of commercial significance to your business.
- 2) You become one of a select number of Honorary Fellows who share in the prophetic power of the Imagination to both predict and create the future.
- 3) On election as a Fellow you may nominate a topic of your choice for the Institute to focus its imaginative skills upon. This is free yet maybe of immense value to your company, and hence to your career, while at the same time allowing the Institute to gain a rapid understanding of the nature and concerns of your business & fellowship.
- 4) You receive the Journal of the Institute, where our research is published. It will not be a dry academic paper, rather an imaginative one. So the Journal will be sent to you as a limited edition artwork, illuminated by writers of the imagination; it will be provocative, beautiful and eminently collectable.
- 5) At the present moment the Rooms are not hospitable, but later the Institute intends to hold seminars and workshops to which you will be invited and where the personal nature of the Imagination can be pursued.

The annual fee for an Honorary Fellow is £1000. In addition there is a one-off joining fee of £1000 which will be applied to the restoration of these historic and intimate rooms. Honorary Fellowship is by election yet it is the initial aim of the Institute to invite a set of committed people from across a wide range of business and industry.

The Institute occupies part of an historic house - the only surviving London home of the English genius William Blake, the mad patron saint of the Imagination. More recently the rooms were occupied by a lady of the night. A poet, artist, radical and thinker, William Blake lived here from 1803 to 1821 and it was in this House that he created Jerusalem, a song to the Imagination. The House is a Grade II* listed Georgian building in the heart of London, just off Oxford Street, situated in a pedestrian street famous for haute couture fashion. It is an aim of the Institute to acquire this important building and put it into trust as a working celebration of Blake. He believed the eternal body of man is the Imagination, and in his long and difficult life he never ceased from mental fight in order to create a Jerusalem in England's green and pleasant land.

Today the Institute is a monastery is a bank vault; it contemplates difficult questions in order to create wealth and value. Those questions may arise from theology, politics, banking, love or military strategy, yet their value is in a universal deviant light. The Imagination seeks new directions toward unforeseen futures, as does true commerce.

The founder and director of the Institute is Tim Heath. He is a graduate in mathematics, a barrister, and served as a JP on the youth and family courts for ten years. As a writer and art director, he has worked across journalism, pr, design & advertising, film and multimedia, and for International clients that include Honeywell, Christian Dior, Highland Distillers, Channel 4 and The Foreign and Commonwealth Office.

Patrons
David Bowie
Prof Chris Orr RA
Sir Stephen Tumim

The Institute of the Imagination
House of William Blake, 17 South Molton Street, London W1K 5QT
email fellow@ioi.org.uk tel 020 7495 5654 web www.ioi.org.uk