



1 Montclare St
London, Greater London E2 7EU
United Kingdom

Phone: 2076134114

I-AM is an independent agency. All six owners are practising designers who lead every major project. This approach reflects our belief that design is not just a business but a vocation. We have assembled some of the best creative minds from across the globe, including brand consultants, architects, interior designers, and UX designers. We are in our element when these virtual and physical worlds collide. We're fascinated by people and how they think, act, react, and buy, and we believe that our people-inspired approach helps us design brand experiences that resonate with consumers on a more emotive level. For us, the power of creativity and the value of great design lies in its ability to connect people emotionally with the things

that truly enhance their daily lives. We are also relentlessly focused on 'the why' of our work as much as 'the what'. We combine a diverse range of experience across multiple sectors and scales of engagement (from long-term programmes for multinational businesses to exciting start-up brands). The resulting positioning for I-am ensures our consistent delivery of pioneering fresh thinking for all our clients. We describe what we do as life-led design.

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