ID+IM is award-winning multi-disciplinary product design laboratory, founded by Prof. Sangmin Bae in 2005. ID+IM is an abbreviation for 'I dream / design / donate, Therefore I am' which is from Rene Descartes’ famous quote 'I think, therefore I am' and also stands for our design directions towards Innovative Design, Intuitive Design, and Interactive Design as well.

We conduct “nanum project”, which is a charity project by designing and selling innovative products to donate all profits. Also, we have “seed project” which is designing for the 3rd world by using appropriate technology. Finally, we conduct “CSV(creating shared value) project” to create values that can be shared by companies, customers, and society through collaboration with various companies.