

Ian Wallace Media Profile



Ian Wallace is a qualified psychologist who specialises in dreams and dreaming. He is widely acclaimed in the media for his live dream analysis, performed with an expert empathy and immediacy that both informs and entertains. Ian has an encyclopaedic knowledge of dreams and the dreaming process and over thirty years of experience of putting his learning into successful practice.

Since graduating in Psychology, Ian has analysed over 100,000 dreams for his clients during his professional career as a dream psychologist. His experience and insight from this work leads Ian to believe that exploring our dreams is the most powerful and accessible way to realise what we want in life and how to achieve it.

Ian regularly appears on television, on radio and in print. He is consistently recognised and applauded for his articulacy, his accuracy and his authority. For Ian, the true reflection of his talents are the responses of his media hosts. Here are some of those comments.

“Freaky. I hadn’t spent five minutes on the phone to Wallace and he had his fingers so deep in my head he could have used my skull as a bowling ball.” – John Naish, Health Editor, The Times

“You are a complete star!” – Mike Powell, BBC Southampton

“Unbelievably accurate!” – Mal Pope, BBC Radio Wales

“Kind, compassionate, and where appropriate, humorous, with your callers” – Charis Dunn, BBC Southern Counties

“This guy really knows his stuff!” – Jamie Owen, BBC Radio Wales

“You have amazed me.” – Gordon Swindlehurst, BBC Radio Cumbria

“Astonishing!” – Nick Ferrari, LBC

“Thank you so much. Absolutely fascinating!” – Michelle McManus, STV

“Absolutely brilliant!” – Steve Wright, BBC Radio 2

“Spot on!” – Julia Carling, Granada TV

“Brilliant!” – Judy Finnegan, Channel 4

“Astonishingly accurate!” – Chris Evans, BBC Radio 2

“Genius!” – Nicky Campbell, Radio 5 Live

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LIST OF MEDIA APPEARANCES

Television

Richard and Judy – Channel 4 feature and live analysis of Richard and Judy’s dreams
Livetime – Granada TV morning show with Julia Carling
BBC2 – IKEA documentary and feature with Paul Morley on ‘Design for Living’
Big Brother – Channel 4 reality show analysing Housemate’s dream diaries
STV’s The Hour with Stephen Jardine and Michelle McManus – regular guest analysing dreams
The Psychic Zone – Granada TV, dream expert for series
In Your Dreams – IWC Media

Radio

BBC Radio 2, Steve Wright in the Afternoon – dream expert and live dream analysis
BBC Radio 2, Chris Evans Drivetime – interview with Chris and live dream analysis
BBC Radio 5 Live – live dream analysis with Nicky Campbell, Shelagh Fogarty and Nick Robinson
BBC Asian Network – Dream Expert Ko Poocho with Gagan Grewal
BBC regional stations including BBC Wales, Radio Ulster and BBC Scotland – live dream analysis
BBC local stations including Solent, Kent, Surrey, Oxford, Sussex, Cumbria, Suffolk, Three Counties, West Country, Lancashire, Cambridge, Birmingham – live dream analysis
Local radio stations including Radio Clyde, Radio Forth, The Wolf, Newcastle Metro, Newcastle Magic, Northsound, York Minster, Radio Aire, Red Dragon FM, Echo FM – live dream analysis
Classic FM – listener’s competition to have their dreams analysed by Ian
LBC with Nick Ferrari – live dream analysis and expert commentary
XFM with Dave Berry – dream expert analysing guest’s dreams.

Print

The Times – featured in Times Health supplement
The Independent – feature on intimate dreams
The Daily Mail – analysing celebrity dream diaries
The Daily Express – features on dream analysis
The Sun – expert advisor on dreams in the news
Weekly column in the Sunday Mail ‘The Dream Man’

Web

ianwallacedreams.com – regularly over 30,000 page views per month

Corporate

Ian is also the founder of The Dream Organisation, a company that helps businesses to connect with their true purpose and potential and to make sense of their possible futures. His role ranges from delivering keynotes and inspirational talks to running workshops and leading immersive experiences.

The work done by The Dream Organisation is based on the Archegyre, a model of human behaviour originated by Ian. This model describes both the conscious and unconscious aspects of human behaviour and encompasses a span of awareness that reaches from ancient wisdom all the way through to contemporary psychology.

UNIQUE APPEAL

Ian’s unique appeal is that he has a truly solid grounding in the theoretical psychology of dreaming and many years of actual practice in working with dreams. He also has the ability to articulate complex psychological principles in a very straightforward and engaging manner. This brings the dreaming experience to life, so the dreamer can really own the dream and start to take practical action with the messages that it reveals.