



#### Dear Wonderer,

Thank you for taking the time and interest in our Wonder Report.

We have always published data and facts on our initiatives, to keep ourselves accountable and reflect on what we do and can do better.

Wonderfruit is always constantly evolving, and what was our sustainability report is now a section of our Wonder Report, which expands and reflects on our ethos, mission and goals.

The work at Wonderfruit is year round, and our upcoming decade marks this ongoing movement becoming a series of connected explorations and expressions on and beyond The Fields.

These are compounded to focus the various cultural expressions in relation to Mind, Nature and Sound.

In our ever evolving world, human progress is constantly being questioned. With each step, there are clear cause and effects of all things, whether it is to our values, well-being, our environmental and social ecosystems and our traditions and creations. By being attentive to the ways we create, our questions will become actions of greater intentions.

This Wonder Report shares some of these dialogues and outputs, and serves as the collected layers for Wonderfruit to continue to grow.

Best,

Pete Phornprapha Founder, Scratch First



#### Table of Contents

<sup>01</sup> The Process Of Wonder	01
<sup>02</sup> Mind, Nature, Sound	05
<sup>03</sup> Culture That Connects	09
<sup>04</sup> Measuring Wonder	147
<sup>05</sup> Enriching The Community	155
<sup>06</sup> Bringing Families Together	165
Of Circularity In Practice	173
<sup>08</sup> Staying In The Fields	187
<sup>09</sup> Working With Partners	197



# Exploring wonder through art, culture, music & nature

12–16 December 2024
The Fields at Siam Country Club.
A 500 rai (80 hectares) plot of land in Chonburi, Thailand.



on The Process Of Wonder

Building further culture with year-round creativity, collaboration and experiences in The Fields and beyond.

Wonderfruit is a year-round exploration of culture, creativity and connection. Throughout the year, The Fields are alive with ongoing projects and experiments that explore Mind, Nature and Sound as pathways to create reimagined ways for ourselves and our place within the world around us. A dedicated team lives and works on the land 365 days a year, nurturing its ecosystems and building a space that reflects our shared values. Beyond The Fields, the explorations extend globally, offering opportunities to engage with ideas and expressions that inspire resilience, diversity and the potential for cultural, environmental and spiritual evolution.

Wonderfruit the festival is a five-day celebration that punctuates this ongoing journey—a culmination of the ongoing work throughout the year. It brings Wonderers together in The Fields to immerse themselves in these cultural expressions, whether through music, food, art or wellness.

By gathering around the processes of diverse yet focused expressions, we can build year-round experiences that compound into shared wisdom and knowledge for a more adaptive and resilient ecosystem of harmony in an ever-changing world.







Mind, Nature, Sound

The universal Mind creates and connects everything. It is the eternal essence of it all. Through the known and unknown, we explore universal wisdoms and patterns that shape and shift our contemporary consciousness.



## The curiosity that shapes our thought

Mind, Nature and Sound are our main year-round explorations, which align with the expressions of culture that you see in The Fields.

These expressions, which unfold as programming, initiatives and experiences in The Fields, all dovetail and overlap with one another in a symbiotic relationship of wonder and awe.

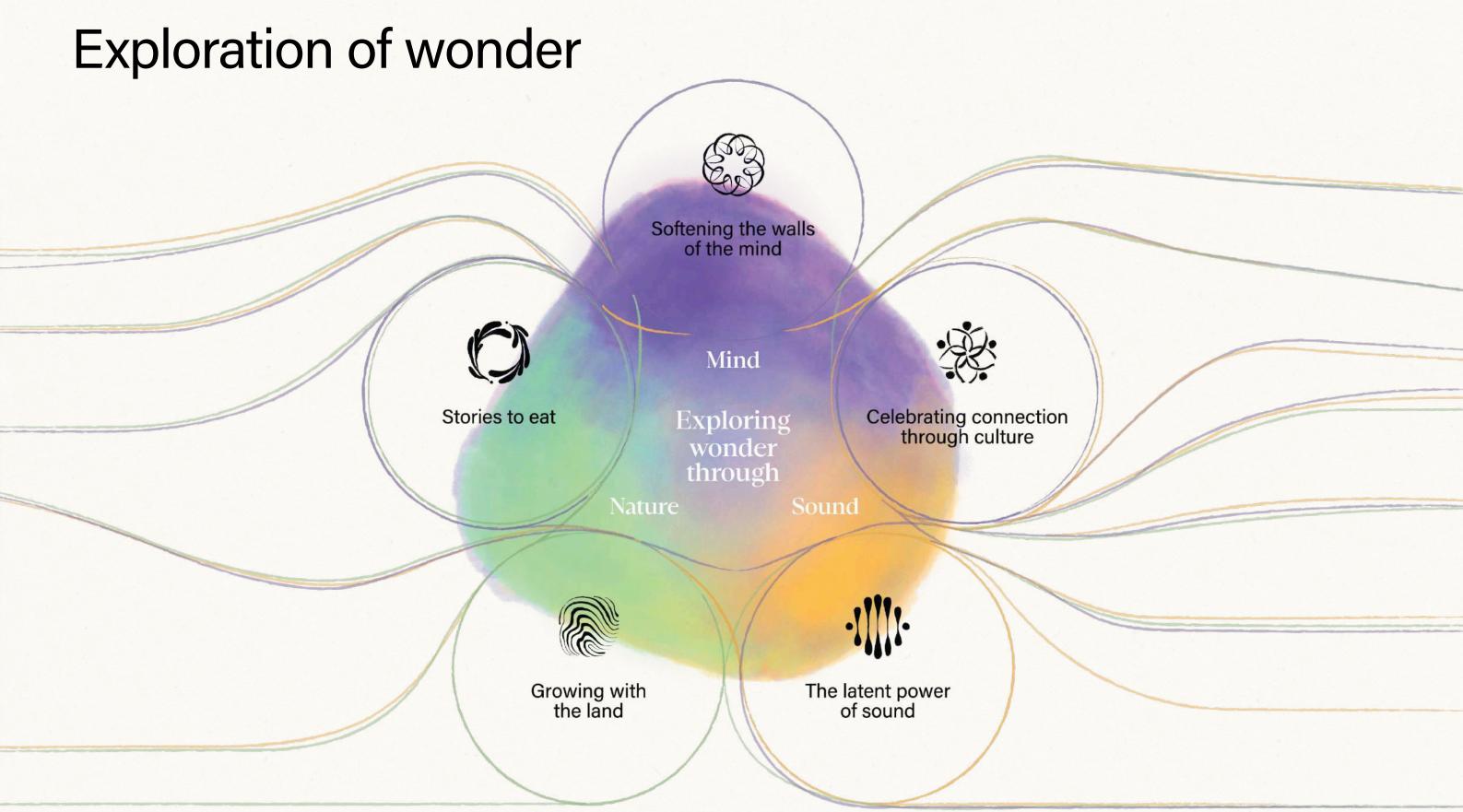
Culture is a living expression of growth and well-being rooted in community and connection. It thrives through shared experiences that encourage exploration and wisdom, offering opportunities to discover old, new and meaningful ways humans create to connect to each other.



os Culture That Connects

Culture at Wonderfruit is the interplay of Mind, Nature and Sound—where ideas, landscapes and rhythms connect and overlap to create shared experiences that connect Wonderers with themselves and one another.





These deeply unique expressions of culture unfold as activities, performances, workshops, dining experiences and more, shaped by those who take part in moments of discovery.

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MIND NATURE SOUND

# Softening the walls of the Mind

Discovering practices and rituals with curiosity and sympathy



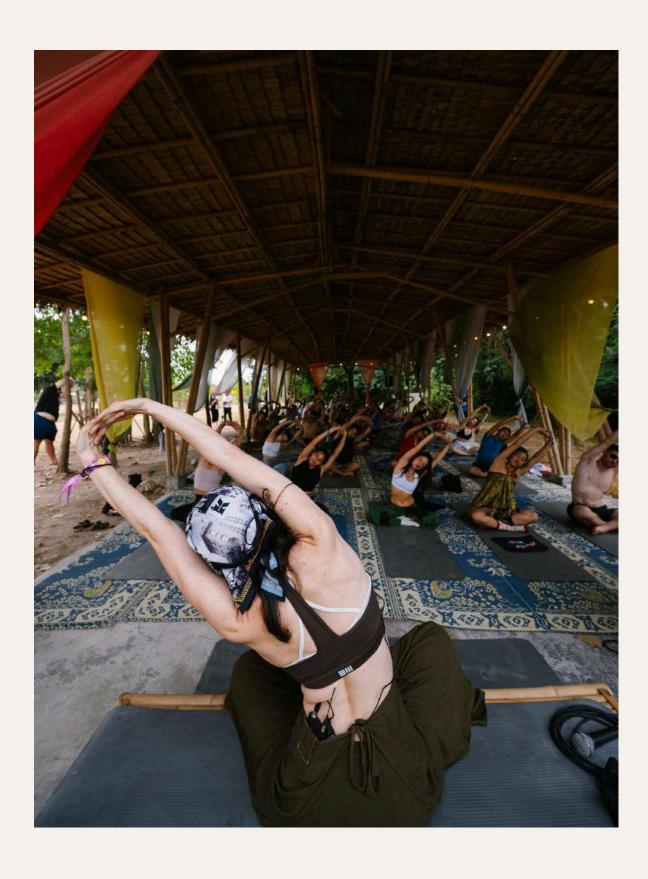


We think of well-being as harmony, a nondual approach to life. In The Fields, we cultivate our awareness of the mind and embrace nature, body, creativity, spirit and cultural expressions.

Through the questions and realizations that emerge when navigating the unknown, these mysteries gradually become familiar and realizations occur. We wonder if these realizations can serve you beyond Wonderfruit, guiding your journey of discovery?







### The value of rituals and practices

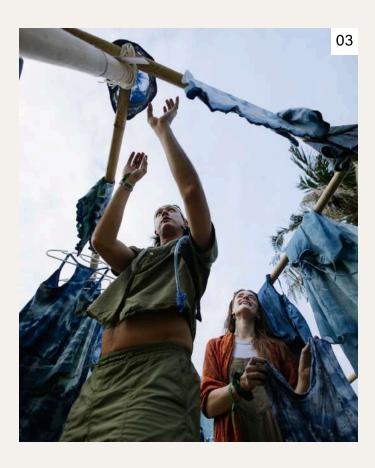
We turn to rituals as a way to ground ourselves in intention, creating space to reconnect with our minds. Some rituals mark the passing of seasons or significant moments, while others weave into daily life as ongoing practices. We believe practices are a commitment—of time, of self, of intention. It's not just about learning a skill but truly championing it through repetition until it becomes second nature.

In The Fields, we explore both everyday rituals and those tied to special occasions in unexpected ways, collaborating with artists, musicians and thinkers to bring ideas to life through diverse presentations and mediums. These practices are unique, playful and curious—an invitation to engage, experiment and find meaning in both the rhythm of repetition and the significance of ritual moments.









01

The Oracle Den was an intimate space for oracular exchanges, where Wonderers met one-on-one with artists, shamans and creative practitioners to uncover insights through specialized readings and rituals. Whether through divination, poetry or performative artistic exchanges, and programmed expressions like 'Astro-meditation' by <u>Alix</u> <u>Eynaudi</u> and <u>Hugo Le Brig</u> and 'Correspondences: Tarot as Mirror' by <u>Sarah Shin</u>, each encounter offered a moment of grounding, healing and transformation.

02

At Dhyana, this year's inspiration emerged from the balance between action and stillness, ritual and openness, freedom and devotion. With guides like <u>Tulku Ngawang</u> <u>Tenzin</u>, a Tibetan Buddhist lineage holder of the Nyingma tradition, Wonderers embarked on a journey of existence through visualized meditations, contemplative practices, sacred offerings, and Tibetan Buddhist rituals. His teachings, rooted in the preservation of ancient wisdom, emphasized the interconnectedness of mind, nature, and ritual as a path to deeper awareness.

03

At sunrise and sunset, **Philip Huang** with Friends and Family, hosted a daily indigo-feeding ritual at Indigo World, nurturing the living dye with fruit juice, turmeric clay and a selected alcohol—whether Onson's Coconut Flower Spirit or natural wine—to aid its fermentation. This committed practice deepened the connection between botanics and humans, revealing the rhythms of care needed from sustaining and harvesting the plant, to fermenting and feeding a live dye vat to obtain its most vibrant hues.



For the Black Turtle team, Buddhadharma is not a religion—it is a philosophy, a way of life, and, most importantly, a view. This view of Buddhist wisdom shapes the approach for Dhyana. While each of us holds individual perspectives shaped by our backgrounds, cultures, habits, and preferences, Buddhadharma encourages us to go beyond these personal inclinations and cultivate a view aligned with reality: open, uncontrived, spacious, and unbound by limitation. This is what we mean by wisdom. Yet, to actualize this view in our own experience, we often rely on boundaries, forms, disciplines, and practices. That is the essential paradox.

Rituals, ceremonies, and offerings serve as powerful methods to express the inexpressible through symbols, movement, offerings, and art. At Dhyana, we make no distinction between art, ritual, sitting meditation, music, or dance—they are all different ways to connect with the inexpressible, to transcend self-imposed boundaries, and to deeply connect with the land, with each other, and with the fundamental space of wisdom.

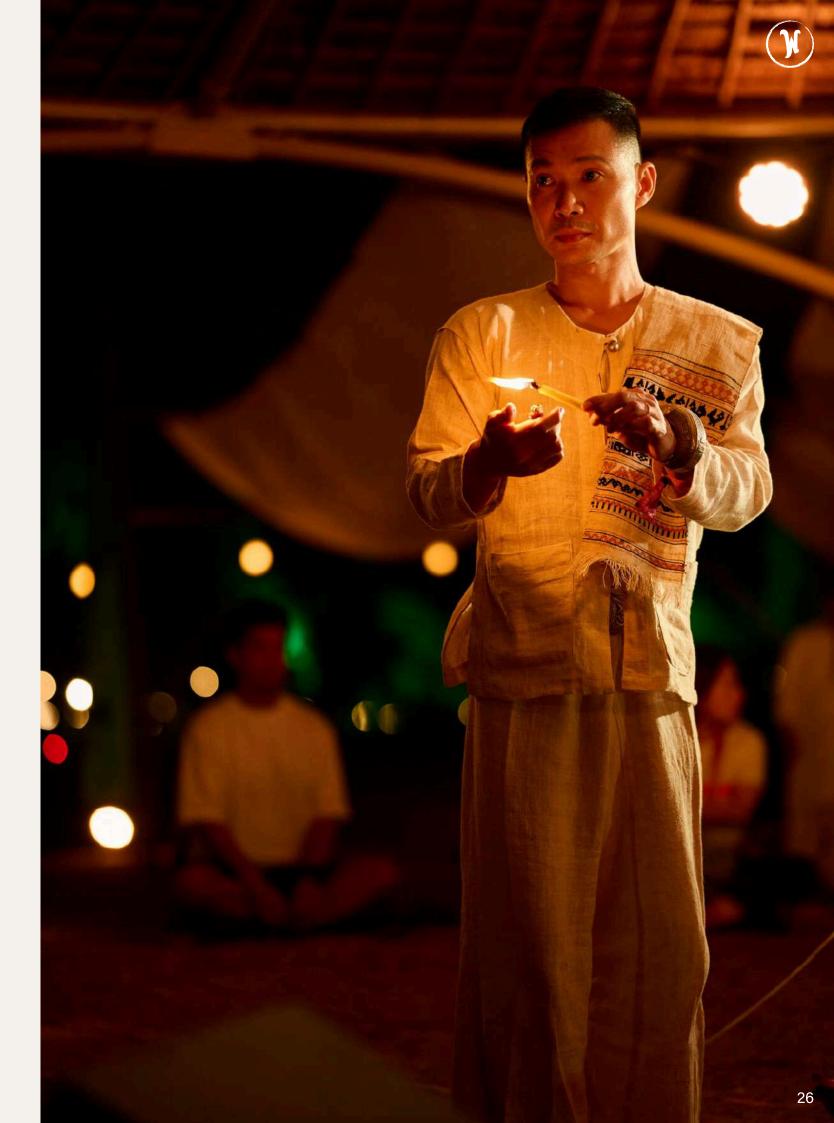
At Dhyana, we seek to create pathways to access this timeless wisdom—rooted in the intelligence and skill of tradition while fully integrated with the modern world. We aim to offer a space and cultivate a culture where the path to awakening is not only profound but also joyful, celebratory, and communal. In this way, everything we present in our space becomes part of the ritual, and with this view, it extends to the entire festival.

— Black Turtle Co-Founder, Dhyana



At Dhyana, traditional Northern Thai beliefs were reimagined through contemporary expressions, preserving their spiritual essence while opening new pathways for engagement. Thai dance artist **Khampha** led a contemporary Bai Sri Su Kwan ceremony, drawing from Buddhist, Hindu and Lanna traditions to restore the Kwan—the inner spirit believed to exist in all things—offering protection, vitality and balance. Once a sacred act of grounding and renewal, this ritual became a shared moment of intention-setting, gratitude and preparation for deeper collective exploration in The Fields.

At TeaRoom by **OCHILL**, a Japanese tea ceremony was reinterpreted through both traditional and experimental rituals, offering an intense yet accessible way to connect with ancient practices, Wonderers engaged in a contemporary exploration of matcha—including tea smoking. This practice, shaped by a reverence for nature and the impermanence of life, transformed an everyday moment into a profound shared experience, reminding participants to find meaning in the ordinary.



## Art as a kinetic experience

In The Fields, art projects are realized beyond static displays, integrating programming that invited Wonderers to engage more deeply and explore connections to Mind. These installations became interactive spaces, coming to life with activations that connect participants to the ideas behind the work. By transforming physical structures into sites of learning and shared experiences, installations became living, dynamic expressions of creativity and community.





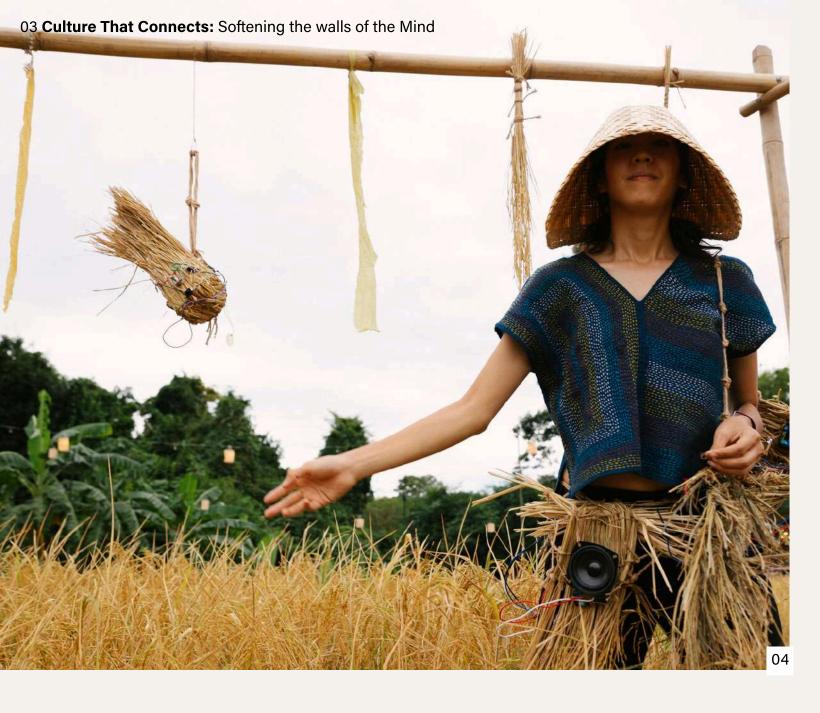
01

Zarina Muhammad's 'Shelters for Seeds and All That Quietly Survives' wove together spirit, land and people through rituals, movement and ecological storytelling. Positioned in the Ancestral Forest, its colorful herb-covered shelter emerged from the very actions of its ceremonies, inviting Wonderers to sit with other-than-human worlds, witness interspecies connections and engage in embodied practices of dreaming, breathing and listening.

02

Hear & Found and Nanu Youttananukorn's 'Embrace' evolved from a rammed earth sound installation into a living tribute to love, care and indigenous wisdom from various tribes like Pga K'nyaw, Karen Pow and Tai Song Dam. With a soundscape blending traditional lullabies, tribal soundscapes and hands-on activities like natural color-making and handcrafted games made from natural materials, it immersed Wonderers in the rhythms of ancestral knowledge, sharing their innate interconnectedness with the natural world, community and the universal bonds between Mother and child.

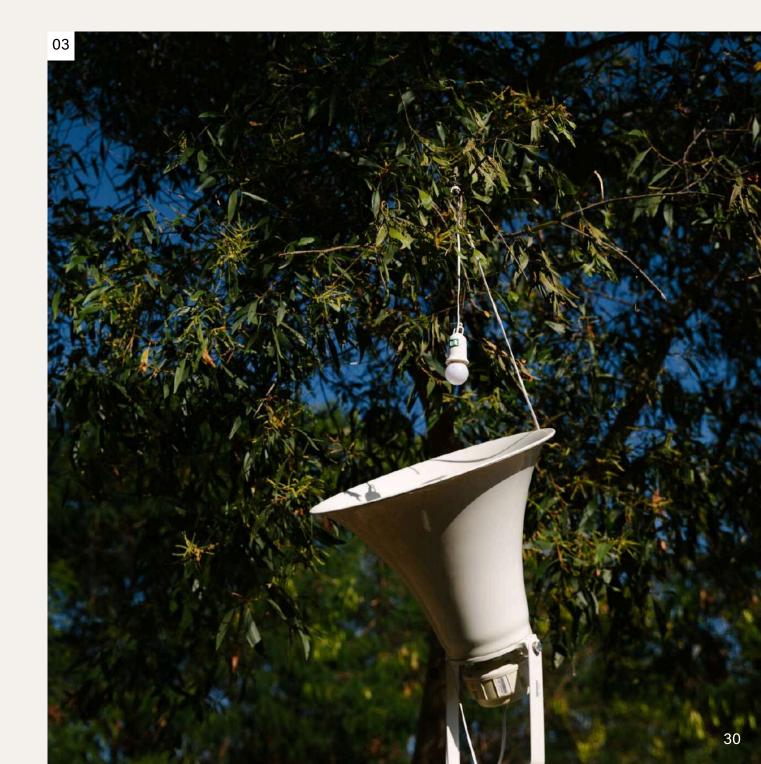




04

**ADRUNNOGNT**'s 'Awaken Amnesia Mole' continued into its fourth evolution, transforming the space beneath an ancient tree into a sonic portal of memory and sensation. Blending field recordings from Wonderfruit's landscapes with **Ken Ueno**'s improvised voices and a live performance, its horn speakers—both creature-like and otherworldly—drew Wonderers closer, creating a dynamic interplay of sound, nature and time.

Rice Brewing Sisters Club, a South Korean artist collective exploring "social fermentation" as an artistic form, brought 'Sunset Sound Synthesis' to life through the rhythms of the land. Integrating agriculture, sound and community, the experience centered around rice grown and harvested in The Fields from a rice paddy built last year. Each evening, synthesizers crafted from rice husks—all shaped from this harvest and installed back into The Fields—came to life, their reverberations echoing through the landscape until their solar-charged batteries faded into silence.







Raul Walch's 'Interweaving Time Procession' turned The Fields into a living canvas, where daily flag and cape painting workshops became a shared ritual of artistic collaboration. Culminating in a sunset flags-bearing march on Sunday, Wonderers became comrades in a moving celebration—blurring the line between audience and artist, marking time together and sharing their collective creation with the world.

**BEX**'s 'Star Seed Dusk & Dawn Rituals' wove through The Fields as fire-lit processions, blessing Wonderers in passing and punctuating the land's cyclical rhythms. Rooted in collective meritmaking, these daily rites honored the sun and moon, nurturing the thousands of new seeds—both in the earth and within the body—through movement, energy and shared intention.





By nature, we are all multi-dimensional beings moving collectively towards the light. Acknowledging this through elemental ritual is to acknowledge that we are nature and not separate from it. When we walk on the land, bathe in the waters, breathe in the air, we are exchanging energy. When we gather in the fields from all walks of life, we become part of a cyclical ecosystem.

Activating a conscious energetic connection between our subtle senses creates greater awareness of our connectivity, the cause and effects of our actions. Gratitude to the land that holds us, creates safer space for us to wonder, get lost, evolve and be found again. The more love we give, the more love we get, our nature is innately reciprocal.

TariniCreative Director of Rituals, BEX

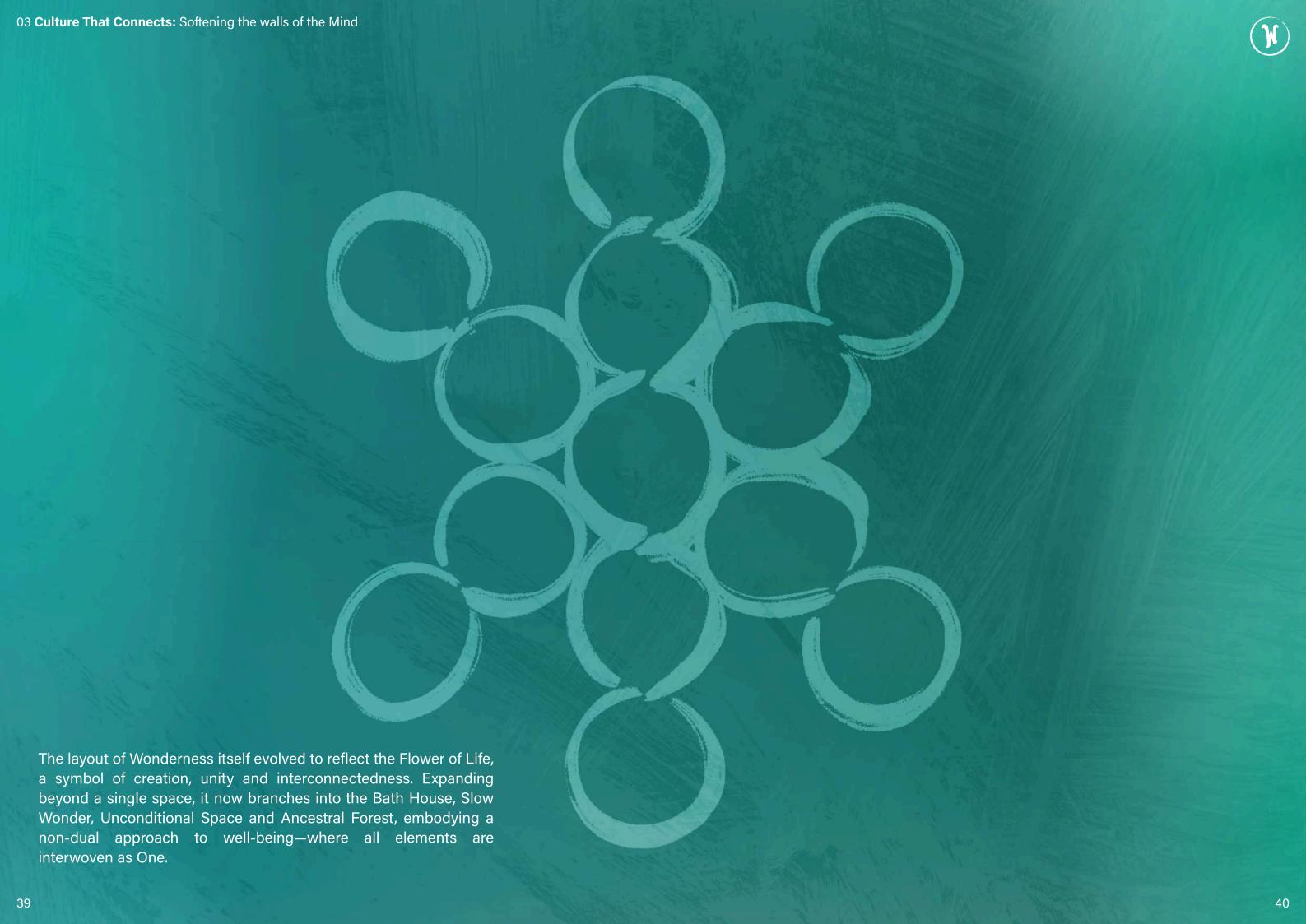


#### Wonderness as Axis Mundi

Wonderness is a sanctuary within Wonderfruit, welcoming curious people to rebalance through rituals, nature, art and cultural intersections centered around well-being. Each year, it serves as the heart of Wonderfruit for meditation, community gatherings and personal reflection, becoming a space for people to explore rituals and practices that they can take home and apply to their everyday lives. More than a venue, it serves as our inner Axis Mundi, a reminder that the most sacred space exists within ourselves.

This year, Axis Mundi—once a guiding concept—took form as a venue, positioned as the energetic center of The Fields. Designed with a 16-pointed star roof inspired by the tetrahedron in sacred geometry, its structure embodies balance, sacred energy, and spiritual connection. The intricate interplay of bamboo and airy canvas represents the union of earth and spirit, grounding and transcendence. As a semi-permanent structure series, Axis Mundi will continue to evolve alongside Wonderness.







Over 100 contemplative activities invited Wonderers to explore new practices and deepen their understanding of well-being through the five pillars of Wonderness: Mind, Sound, Body, Ceremony and Divination. They explored practices like neurographic art for self-love, contact improvisation for embodied movement, Thai tarot for intuition and storytelling, and a full moon medicine singing circle to harness collective energy. Wonderness continues to be a place where well-being is not just practiced but deeply felt.



The Power of Light by Mona Vogel (Air Zone)



Vibrant Movement by Patty Sunshine (Fire Zone)



Sound Journey with Ancient Japanese Words & Voice Healing by Akira Ikeda (Earth Round)





The Power of Love: An Exploration of the Heart Chakra by James French (Yoga Barn)



Sensorial Journey to the Peak Workshop by PAÑPURI (Earth Round)





I've always believed in the power of traditional medicine and alternative healing practices from the very beginning. And at Wonderness, it's the core of what we stand for, connecting us to Mother Nature and embracing the innate ability within each of us to heal. We are our own best medicine. When we align with our true essence, we unlock a deep well of vitality and balance that modern healthcare alone can't provide.

This perspective feels more relevant as we move further into a post-pandemic world than ever. People are increasingly seeking holistic, sustainable approaches to their well-being, and We are excited to be part of this shift. The future of wellness lies in combining the timeless wisdom of ancient practices with the advancements of modern medicine, creating a powerful synergy that empowers individuals to take control of their health and healing.

- Chalisa Viravan (Nee)

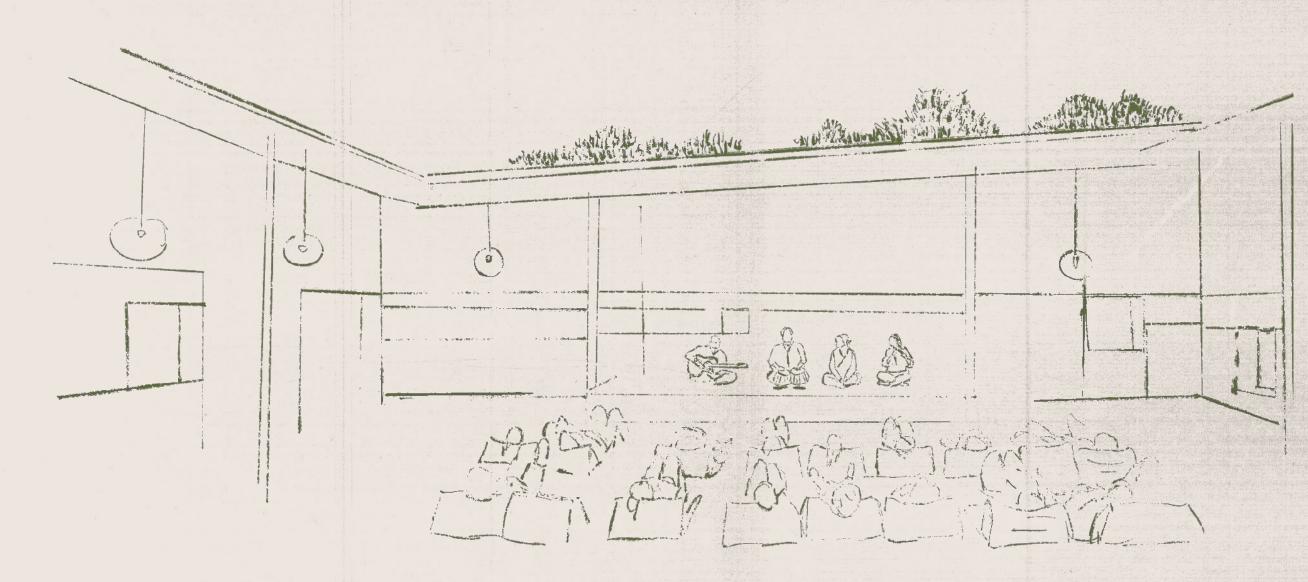
Wellness and Lifestyle Director, Scratch First



MIND NATURE SOUND

# The latent power of Sound

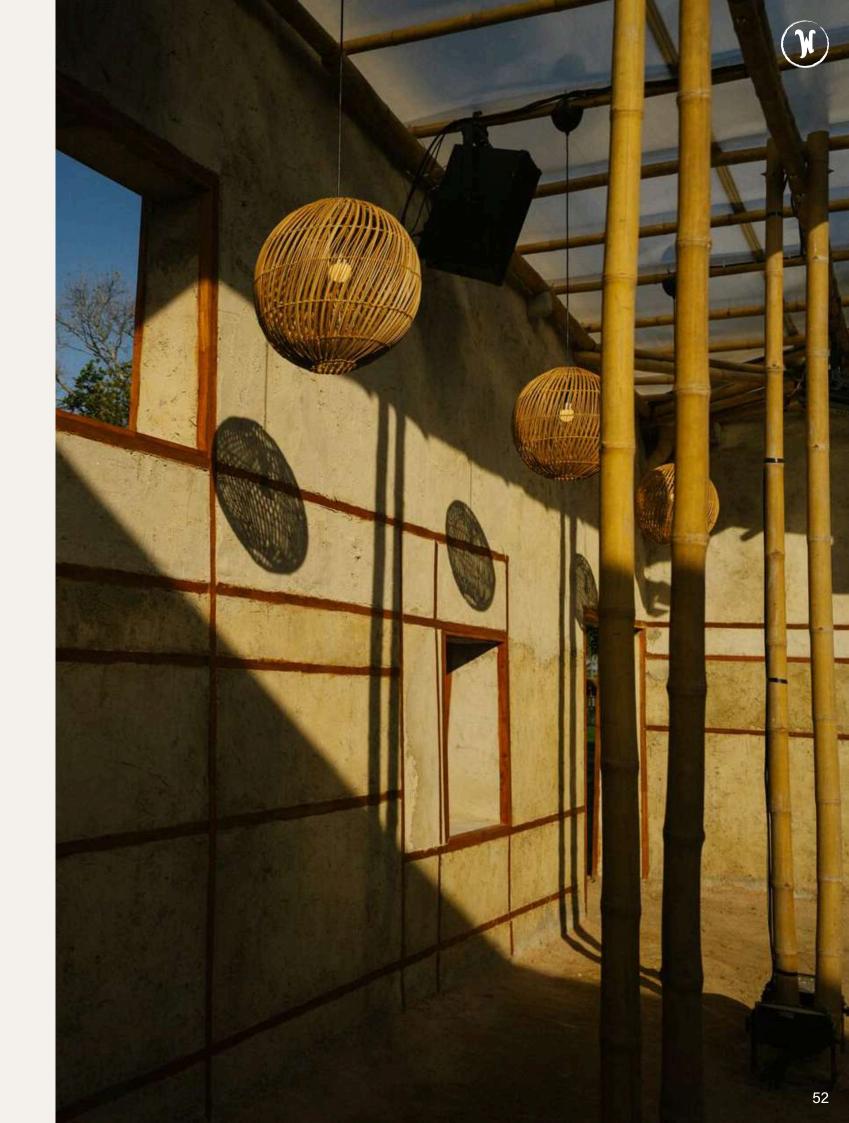
Exploring the multiple dimensions of sound





We recognize sound as more than just hearing music; it's an audio-tactile experience that profoundly affects the conscious and subconscious mind. Different frequencies uniquely enhance our moods and emotions.

At Wonderfruit, we explore sounds and the emotions they evoke. From the joy of discovering a new favorite song to the therapeutic benefits of rhythms and melodies on the mind, body and spirit, we seek to uncover the intricate interplay between sound and self.



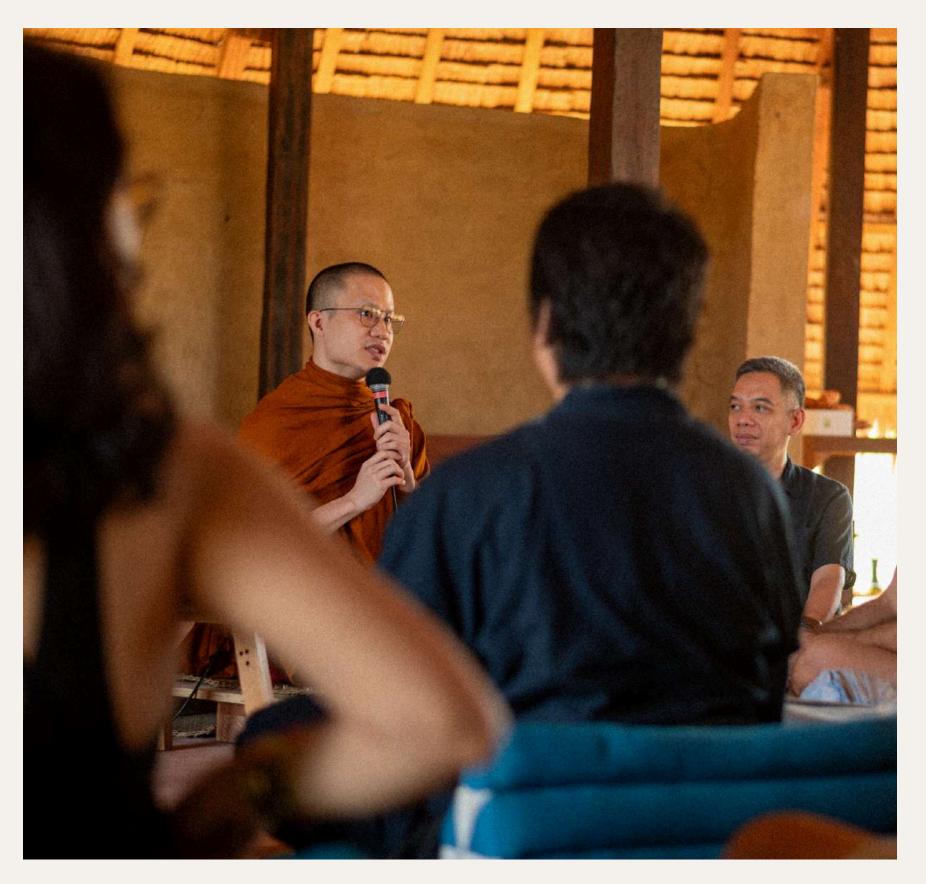


### Tuning into sound, science and spirit

#### SON!C MINDS

Sonic Minds is a year-round research project with <u>MSCTY Studio</u> whose annual outputs unfolded across four locations at Wonderfruit, offering journeys into sound, mindfulness and nature. Each activation was designed to ground listeners, enhance well-being, venture spiritual pathways through Buddhism, and new connections to science—linking sound to physics, neuroscience and behavioral organization.

The seven Sonic Minds concepts—Equanimity, Patience, Effort, Truthfulness, Dignity, Generosity and Empathy—were integrated into each experience, with detailed explanations provided to help Wonderers explore their deeper context. Every output was shaped by research and insights cumulated during the Sonic Minds Sound Camp, a gathering in The Fields earlier in the year where community members and (i) The Pineapple Eyes contributed to the evolving dialogue on sound and consciousness.



(i) The Pineapple Eyes is a community of our most engaged Wonderers from over the years who help us plan the future by lending us their collective eyes and empowering us with collaborative wisdom.



'Sonic Minds: Ryukyu Sound Bath' was a live sound installation at Polygon Live, created in collaboration with Japan's **Okinawa Institute of Science and Technology**. Using processed field recordings from Okinawa's subtropical landscapes, including native bird songs, coral vibrations and ocean waves, the experience followed the daily maritime cycle, immersing Wonderers in a rhythmic flow of coordinated sound and light—aligning with Sonic Minds' attributes of Truthfulness and Patience by encouraging deep listening and mindfulness.

MSCTY\_Studio presented 'Ancestral Forest Lifecycle' at Unconditional Space, a three-part sound installation unfolding daily. Composing from field recordings captured at the Ancestral Forest during the Sonic Minds Sound Camp, the sound presentations highlighted the natural cycles, morning, noon and night, and circadian rhythms of the living world, reflecting the Sonic Minds concepts of Effort, Truthfulness and Equanimity.





While we often think of ourselves as a primarily visual species, the importance of sound in our lives is becoming increasingly clear. Understanding and appreciating sound can offer new insights and help us better interpret the world around us. Music, with its ability to communicate universal emotions, has long hinted at this, and science is now catching up, showing that sound itself holds power. Practices like meditation and prayer have long understood this through sound-based rituals.

Today, sound can serve as an escape from the chaos of city life, offering a brief journey to another dimension with just headphones or speakers. In our work, we aim to connect these themes, using sound science to create engaging sound experiences that resonate with the universal essence of places.

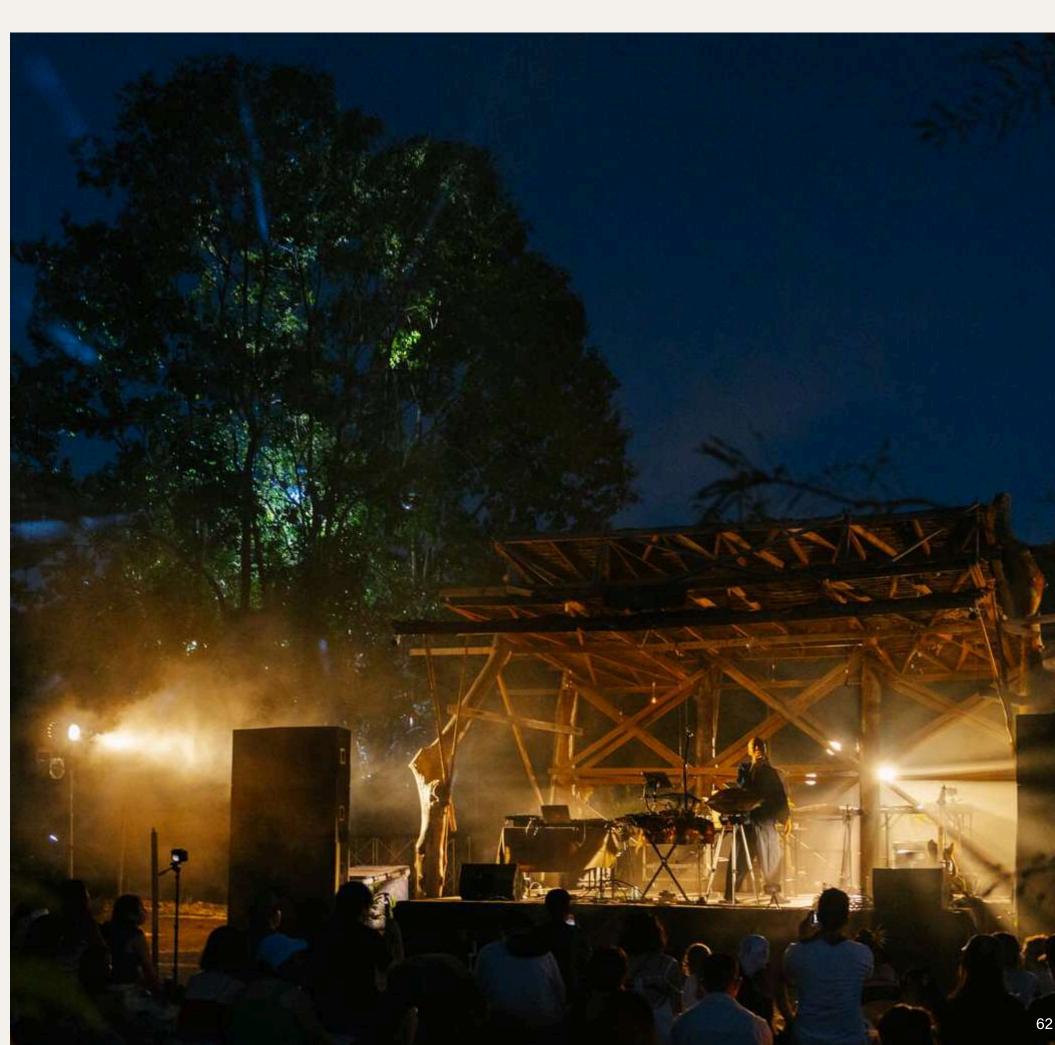
Nick Luscombe and James Greer
 Co-Founders, MSCTY\_Studio



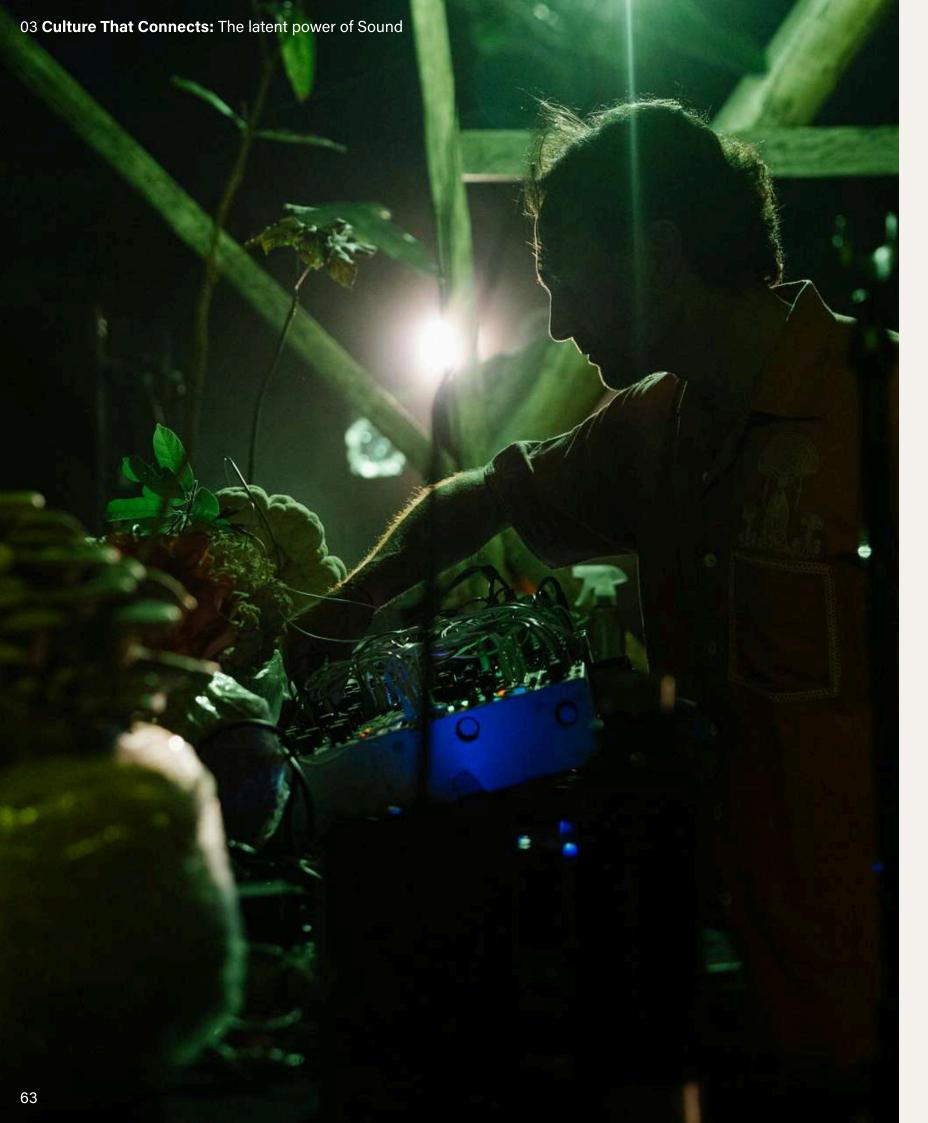
## Performance of nature at Forest Stage

Within the viridescent expanse of the Ancestral Forest, Forest Stage—a humble wooden space assembled from locally collected fallen trees—welcomed intimate performances that resonated with the natural beauty of the forest, a forest that we've nurtured and continues to grow alongside us.

In collaboration with <u>MSCTY\_Studio</u>, the programme blended field recordings, ambient soundscapes and live music, creating nature-inspired performances that coalesced and breathed with the life of the forest.







Indonesian duo <u>Bottlesmoker</u> returned with their plant-derived music, this time collaborating with <u>Modern</u> <u>Biology</u> to create a truly unique performance. Plugging into giant mushrooms like lion's mane—provided by <u>Earthling Mushroom Farm</u> for the occasion—they transformed natural bio-data into a meditative and interactive musical experience.

French artist **JOUBe** brought a truly unique live experience to The Fields after biking all the way from Bangkok. Blending dancefloor energy with human connection, he used his bicycle as a hybrid musical instrument, transforming pedals, forks and handlebars into sound to power his cyclo-electronic performance.

Each year, The Fields hosts a Japanese collective that evolves with something new. Highlights in 2024 included **Keigo Tanaka**'s presentation of neuro music enhanced by brainwave technology, **Kenta Hayashi**'s high-frequency set blending sacred geometry and crystal energies and **Akira lkeda**'s resonant sound therapy. As part of the showcase, Zen Buddhist monk **Yogetsu Akasaka** debuted at Forest Stage, fusing ancient practices with modern looping and voice meditation.

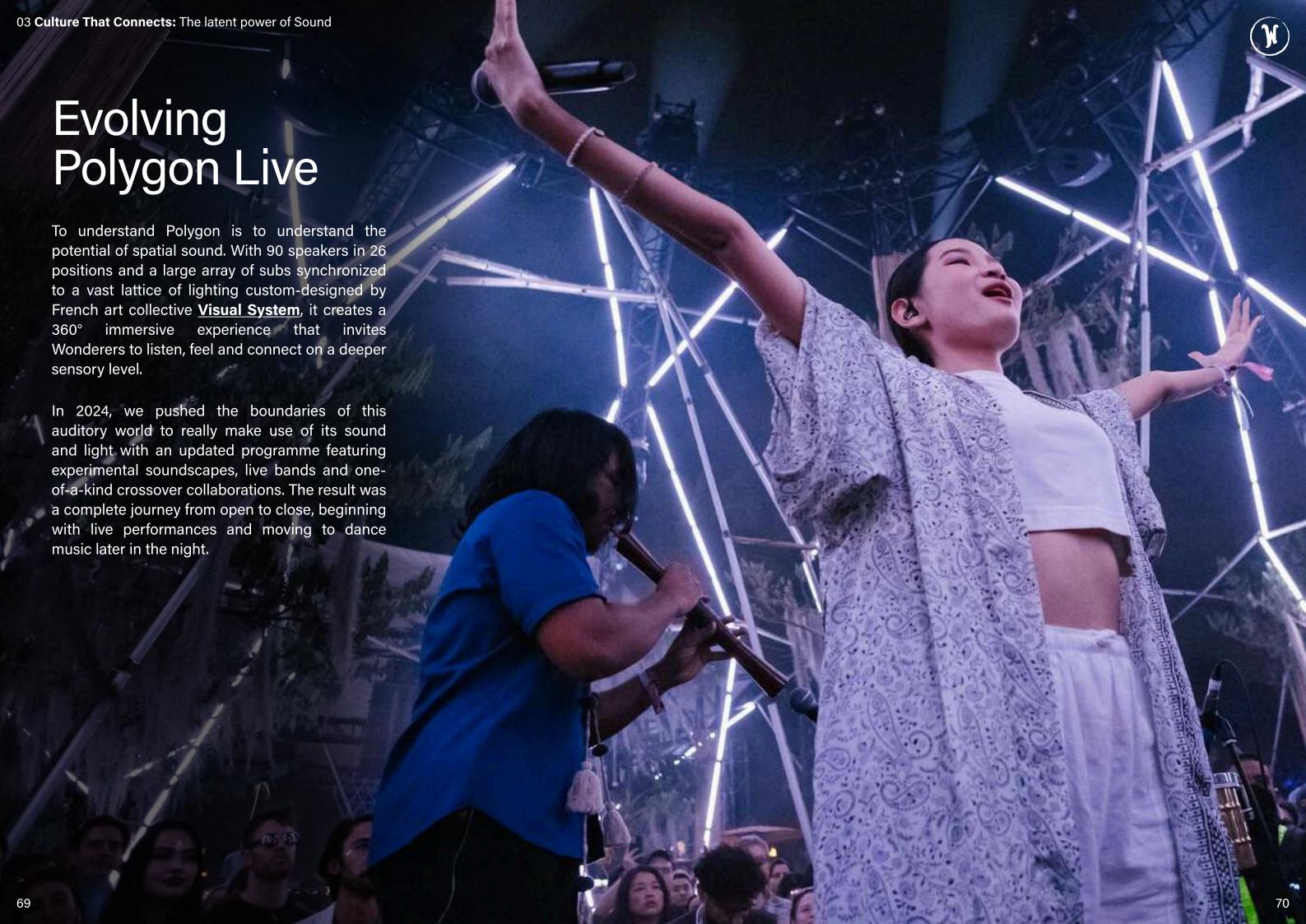




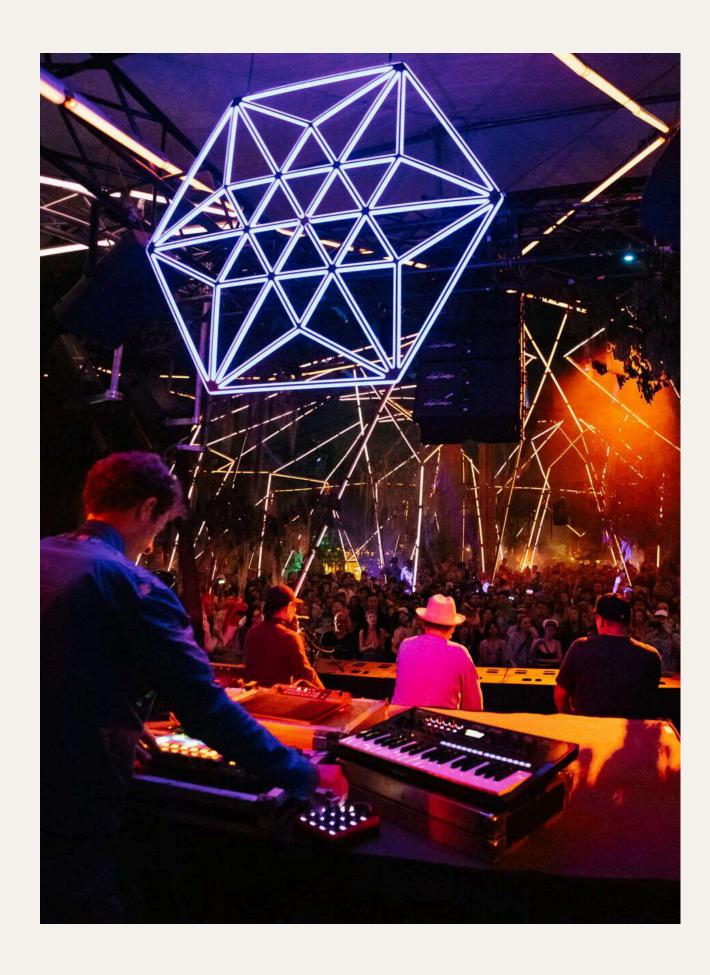
Following her 2023 appearance at Creature Stage, Filipino artist (((O))) approached Wonderfruit to bring her unique artistry to the Enfold setting. She delivered an intimate performance at Enfold, surrounded by a circle of Wonderers, blending mellow vocals with immersive soundscapes.

**Sur Sudha**, a folk group from Nepal, brought the intricate rhythms of traditional Nepali Kirtan to Enfold, blending devotional chants and melodies in a powerful spiritual expression. Similar to their performance at Buddhist festival, their Wonderfruit showcase served as a bridge between tradition and modernity, using the flute, sitar, tabla and guitar to connect Wonderers in peace and harmony. The intimate setting allowed delicate listening of their music and instruments.

Thailand's <u>Notep</u> debuted a fully immersive AV show at Enfold, performing with a full band that included Thai musicians <u>Tontrakul</u> and <u>Naris</u> from <u>Asia7</u>. Collaborating with Sonos Libra and Adamson before Wonderfruit, she created a 360° experience enriched with visuals and dynamic elements like live drums in a performance that marked her profound evolution as an artist.







Unrehearsed collaborative performances by electronic musician <u>Photay</u> with Tuuvan throat singers <u>Huun-Huur-Tu</u>, and another by <u>Nisatiwa</u> and <u>Notep</u>, showcased the magic of improvisation. These powerful moments demonstrated the boundless potential of crossing cultures and genres.

Alongside Polygon regulars like <u>Viken Arman</u>, <u>Anja Bang</u> and <u>Âme</u>, fresh talent introduced new dimensions of sound to the honeycomb-shaped venue. <u>Octave One</u> energized the dome with pulsing Detroit techno, <u>Nathan Fake</u> took the reins with an experimental DJ set, and <u>Anna Sato</u> × <u>Toshiyuki Sasaki</u> delivered a mesmerizing performance blending drums, vocals and traditional instruments from Okinawa and the Amami Islands.



Immersive live performances brought greater diversity to the venue's AV offerings. <u>Visual System</u>'s daily show, 'SAMAN', presented a cross-cultural fusion of art, traditional Thai Sarama music and electronic sounds, converging light and rhythm to create a hypnotic journey of transformation and communion.

**Earth Echo**, an ecological 360° sound harmony project, evolved its immersive sound journey with gentle breathwork and healing scent dispersion under the spatial dome.

MSCTY\_Studio debuted at the venue this year with their show 'Ryukyu Sound Bath', which enveloped listeners in a rhythmic cycle of processed field recordings—from native birds and coral songs to lapping waves—mirroring the maritime rhythms of Okinawa and inviting deep listening.



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MIND NATURE SOUND

# Celebrating connection through culture

Experience the social connections of creative communities





We see culture as the way humans create and connect with one another—a bond that bridges generations and communities. It tells stories and expresses the essence of creativity while acting as a language to communicate.



การอนุรักษ์และสร้างสรรค์วัฒนธรรมไทยคือการ "ต่อชีวิต" ให้มรดกภูมิปัญญาทางวัฒนธรรมของชาติไม่หยุดนิ่ง และเติบโตไปพร้อมกับสังคม รวมถึงการเปิดผื้นที่ให้คนรุ่นใหม่มีส่วนร่วมในการคิดค้นและนำเสนอวัฒนธรรมในแบบของ พวกเขาเอง ทำให้วัฒนธรรมไทยไม่เพียงรอดพ้นจากกาลเวลา แต่ยังเป็นพลังขับเคลื่อนสังคมในอนาคตอย่างยั่งยืนต่อไป

และการนำเสนอความเป็นไทยที่สามารถรับรู้ได้ทั้งรูปรสกลิ่นเสียงร่วมกับ Wonderfruit ทำให้เกิดนิทรรศการที่มีชีวิตอย่างผ่านกิจกรรมทางวัฒนธรรมที่เชื่อมโยงผู้คนนักท่องเที่ยว ทั้งชาวไทยและต่างชาติ

พร้อมนำไปสู่การสร้างสรรค์เศรษฐกิจการผนวกระหว่างวัฒนธรรมและความคิดสร้างสรรค์ จะช่วยสร้างมูลค่าเพิ่มทางเศรษฐกิจสร้างรายได้ให้แก่ประเทศชาติเป็นการนำทุนทางวัฒนธรรม นำไปสู่ทุนทางเศรษฐกิจได้อย่างแท้จริง

The preservation and creative evolution of Thai culture is about "breathing new life" into the nation's cultural heritage, ensuring it continues to grow alongside society. It also involves creating space for the younger generation to contribute, innovate, and present culture in their own way. This approach not only safeguards Thai culture from fading over time but also empowers it to drive societal progress sustainably into the future.

By collaborating with Wonderfruit, the essence of Thai culture can be experienced through sight, taste, scent, and sound, transforming cultural activities into a living exhibition that connects people and travelers, both Thai and international.

This, in turn, leads to creative economic growth—where the fusion of culture and creativity adds economic value, generates national revenue, and truly transforms cultural capital into economic capital.

- Department of Cultural Promotion, Ministry of Culture of Thailand







## Celebrating rhythm and culture

Molam World, in collaboration with the <u>Ministry of Culture</u>, brought the spirit of Isaan to The Fields with an expanded space that included the Theatre of Eats, a towering new bamboo farm installation by <u>Salt and Pepper Studio</u>, the Molam Bus and gallery by the <u>Jim Thompson Art Center</u>.

Within this vernacular world, Wonderers explored the food, drinks, art and hands-on workshops that celebrated Isaan's rich cultural heritage more deeply. Alongside a line-up of authentic Molam performances curated by <u>Maft Sai</u> of <u>ZudRangMa Records</u>, the venue captured the energy and joy of the legendary days-long party of Isaan.





Cross-cultural collaborations defined this year's programming, with regional artists from across Asia offering unique interpretations of Molam. Blending traditional sounds with diverse instruments and influences spanning eras and cultures, the line-up featured talents like Japanese Sakhalin Ainu artist **Oki Kano**, Indonesian 70s psychedelic collective **LAIR** and Afro-jazz, Isan-soul composer **Salin**, each presenting their own take on folk music.

Maft Sai's late-night curation kept the dancefloor alive until 4am with a global mix of rare grooves. <u>Mimi</u>, a vinyl and tape collector from Korea, spun vintage Southeast Asian and Bollywood/Tamil beats, Japanese reggae legend <u>Masaya Hayashi aka Pirates Choice</u> brought deep cuts from his vast Jamaican collection and London-based <u>Norsicaa</u> delivered Southeast Asian disco and Afro-Latin edits —a truly borderless dancefloor experience.

Over the years, I've witnessed people from all over the world immerse themselves in the experience at Molam World. As the venue grew each year, so did the audience. While it's hard to measure our influence on a global scale, I'm certain we've delivered a truly one-of-a-kind experience to everyone who has visited.

I curated the lineup with a deep focus on traditional Asian root music—showcasing rare, pure forms that are increasingly hard to find in today's world. Some bands remained true to these traditions, while others reinterpreted them through a modern lens. Some were cross-cultural collaborations inspired by Molam itself.

My goal was to offer a full spectrum of root culture and its evolution. I believe it's essential to preserve these traditions while supporting emerging and contemporary artists. Molam World provides a space for exploration and discovery—a place where bands can share their music and audiences can have a unique musical experience.

Root music is essential to music culture today—it forms the foundation of the entire music scene.

- Maft Sai

Founder, ZudRangMa Records



#### Rediscover Forbidden Fruit

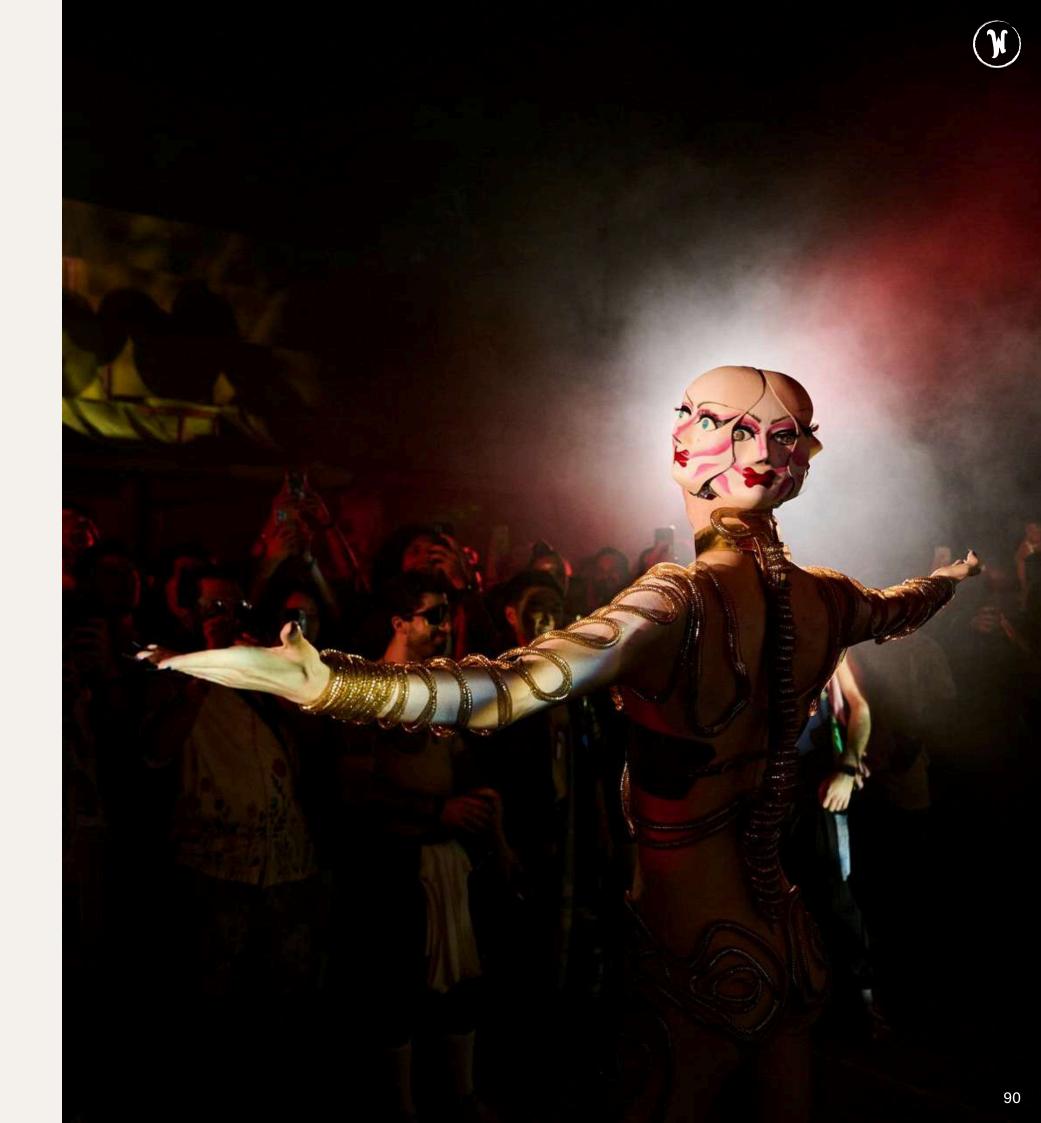
Forbidden Fruit moved to a new home on a gentle slope, unfolding onto a lotus pond and merging with nature. The venue's design contemplated sunsets and became a structural intervention to the lakeside landscape.

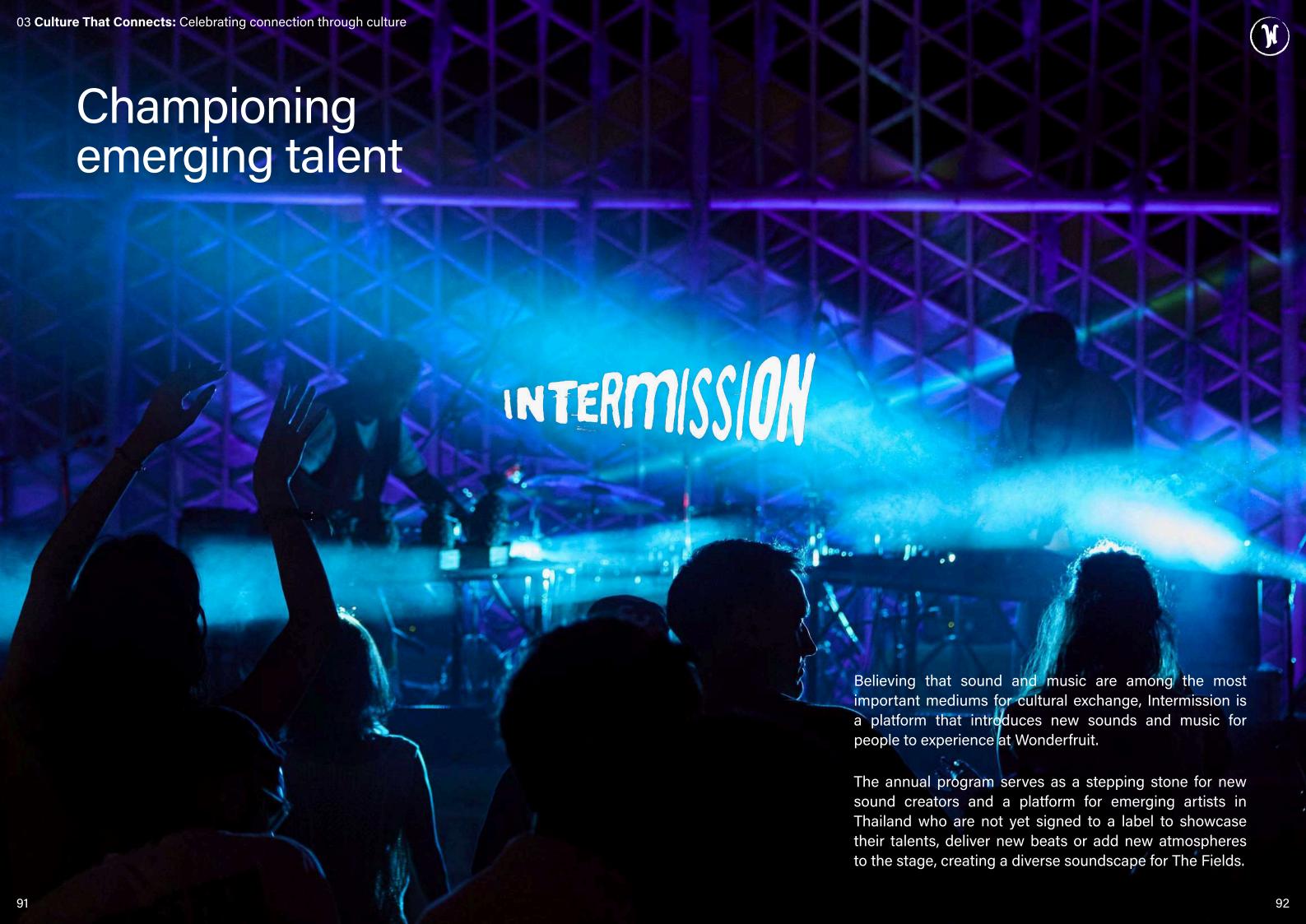
Equipped with the Tri-Motion System by <u>VOID</u> and Orbit 6 rotary mixer by <u>Union Audio</u> put together by <u>Aura Visual System</u>, the music programme invited Wonderers on a journey rooted in soul and celebration.

The evolution of sound at Forbidden Fruit has seen the venue become a home for regional takeovers by collectives from across Asia. This year, Japan's iconic **Rainbow Disco Club** marked its 15th anniversary with a Saturday takeover, featuring a full day of music capped by unforgettable performances from **Danilo Plessow**, also known as **Motor City Drum Ensemble**, **Sisi** b2b **Gero** and more.

Forbidden Fruit's new home also continues to champion music pioneers, providing a platform for artists to celebrate culture through their distinct sonic journeys. The programme welcomed legends like **François K** and **Nick The Record**, creating a space where rhythm and culture collide.

Forbidden Fruit remains a high-vibe home for the queer and the quirky, where drag performances sync seamlessly with DJ sets to create a liberating music and performance experience. This year featured **Gemnital** with The Haus of Dimensions, an experimental drag and ritual collective from Taipei, including Taipei Popcorn, Dancing Buddha on the Rose (佛路舊) and Noise, celebrating Taiwan's colorful community while pushing the boundaries of tradition and expectation.





Each year, we release an open call for artists and performers to submit their demos. Our music team and <u>Howie B</u> carefully review each application, looking for originality, potential and fresh perspectives in sound. Once selected, the chosen artists receive mentorship from <u>Howie B</u>, refining their craft before stepping onto the stage.





This year, in collaboration with <u>Siam Music Yamaha</u>, six bands—<u>FAHLITHH</u>, <u>Spacing Club</u>, <u>Roots Tone</u>, <u>Cloud Behind</u>, <u>No Know</u> and <u>Dararasmi</u>—were selected to participate. They spent time formulating their performances, refining unique sounds and preparing for a dedicated Saturday night takeover at Intermission's new home within Ziggurat.





### Experimenting with social interventions

This year saw the debut of Social Interventions, a new approach to shaping public spaces in The Fields. Developed on-site through a design-led process, these installations encouraged gathering, resting and spontaneous interaction—offering spaces that weren't tied to eating, drinking or dancing.

Through an open invitation to artists, designers and thinkers, ideas were brought to life in collaboration with **Ab Rogers Design**, resulting in thoughtful and playful structures like kissing benches built from local bricks with "kissing" soundscape and a timber platform with mountain rocks under tree groves for rest and recharge.



Kissing Bench by Shiva



Social Shelter by Ab Rogers Design



Vavava pieces by Vakki





With biophilia, tactility and haptics at their heart, these interventions encourage us to more deeply embrace the emotional facets of life.

They nudge behaviour, provoke practice, lack rules, and experiment with etiquette.

They transcend utilitarian origins to foster person to person connection through non-verbal communication.

They deepen a sense of community, inviting the public to witness, reflect and interact with one another.

They smudge traditional modes of exchange through form, function, instruction and material.

They bring pleasure to public space.

And they may even convince you to kiss.

#### **Social Intervention Manifesto**

- Ab Rogers, Creative Director, ARD



MIND NATURE SOUND

## Growing with the land

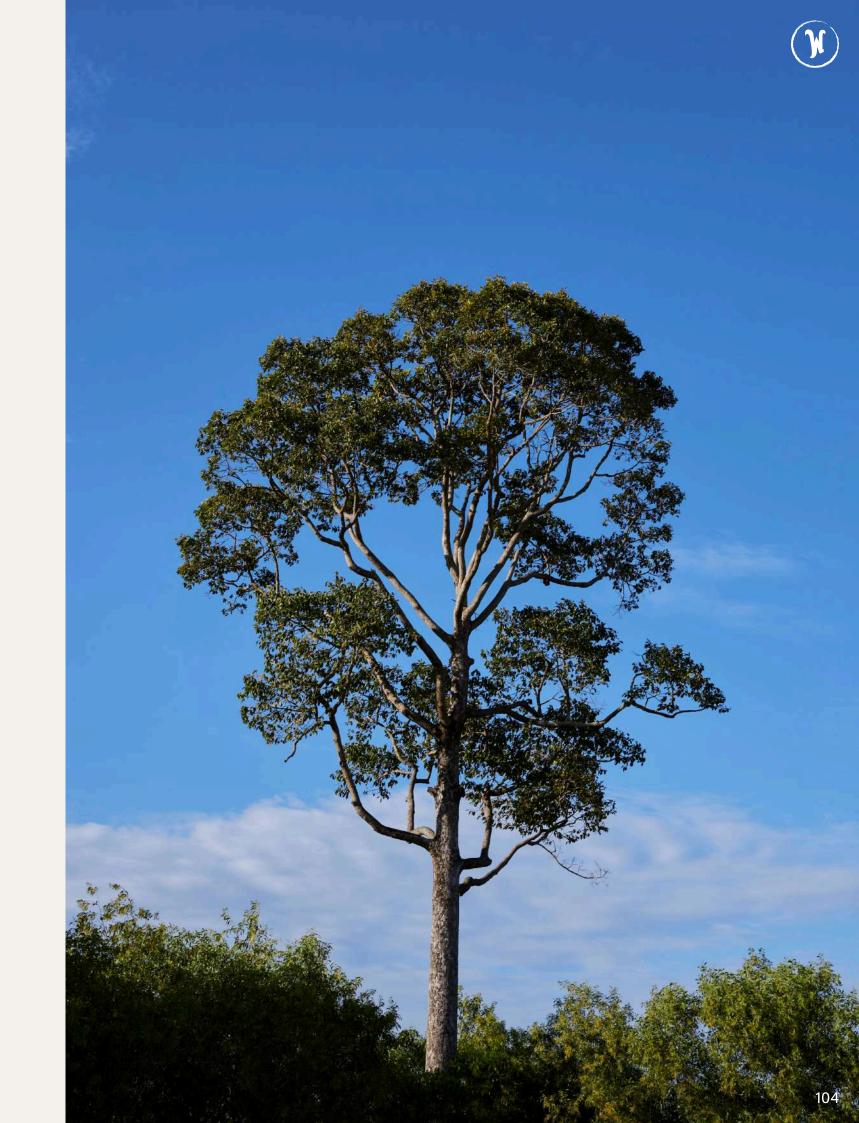
A journey of reciprocity with nature and humanity





We have always treated our land as a creative space for regeneration and renewal. We commit to its future, believing the more life we put into it, the more wisdom we receive from it. At the same time, we are growing alongside our land, and this shared journey is both a profound inward and outward transformation.

This year, we continued our journey to rewild The Fields, a place where nature and human creativity have long coexisted. Under the expert guidance of **TK Studio**, a team of landscape designers and architects, we studied and reshaped the landscape across a couple of pockets of land. Our shared vision is not just aimed at enhancing the viridescent beauty of the Wonderfruit site; our hope is that strategic landscape design will help mitigate erosion, improve soil quality and inform future programming at Wonderfruit, taking steps toward a more resilient natural and social ecosystem.





#### Expanding the footprint of the Ancestral Forest



#### Growing a Yang Na Forest





Central to this year's rewilding efforts was the planting of a Yang Na Forest, a living tribute to our Mother Tree. During September's community rewilding day, we planted 3,500 saplings of species closely related to this towering guardian, known for their longevity and resilience. Unlike diverse Indigenous forests, this intentional planting will cultivate a phenomenon called "crown shyness," where the treetops form a delicate canopy, allowing light to filter through without the tree-tops ever touching. This natural architecture will not only be a breathtaking sight but also provide space where Wonderers can gather beneath its sheltering branches.







Wonderers were invited to dye indigo from sunrise to sunset in custom-made ceramic vats that were sculpted by **Pinaree Sanpitak**. These vats, as hosting creatures with their bodily forms, accumulated layers of dried indigo, embodying a sense of time and touch. With smaller vessels surrounding the larger mother vat—including one affectionately named Moo Deng—this communal space invited participants to immerse themselves in deep hues of blue.

In September 2024, we planted indigo near the rice paddy, laying the foundation for indigo cultivation at Wonderfruit. The first harvest marked a deeper connection—not just enjoying indigo but actively growing, picking, fermenting and transforming it. These native plants carry deep wisdom, and with each cycle, we celebrate their strength and vibrancy. With plenty to go around, we'll keep planting, weaving creativity, tradition and community into every step.

Beyond dyeing, Indigo World became a place to gather, experiment and engage in workshops and wellness activities, from crafting with natural materials and tasting natural wines to experiencing immersive installations and soundscape performances. This year, the space welcomes new food concepts like the Indigo World Bastard Cooking Sunset Picnic by Antto Melasniemi, Na Projects and Pinaree Sanpitak and a breakfast club also by Antto Melasniemi that used an oven powered by solar energy.



Nestled within a lush medicinal plant garden, the Medicinal Plant Village was a new venue, featuring six wooden huts in collaboration with the **Tourism Authority of Thailand**. Showcasing around 30 plant varieties, including young rubber trees, golden takian, wild jackfruit and wild olive trees, the village celebrated ancient Thai wisdom. Through a showcase in collaboration with **Amazing Thailand**, Wonderers were also guided to discover the benefits of ingredients like turmeric and butterfly pea flower—how it heals, what it treats and where to find it in Thailand—encouraging exploration and promoting local tourism. Further integrating the four elements —earth, water, fire and wind—the Medicinal Plant Village offered a unique space to explore personalized treatments and discover sustainable approaches to health and well-being.





It also became a living classroom where, with our collaborators, we studied, experimented and learned from nature's cultural and ecological wisdom. Guided by medicinal cococtionists <u>Mab-Ueang Agri-Nature Center</u> and Thai Spirituality, who study plants, psychology and holistic healing, the village honored a lineage of herbal knowledge that has shaped the way we live and care for ourselves through nature and herbal practices.

Through hands-on exploration, Wonderers had the opportunity to deepen their understanding of plants healing properties and the discipline required to benefit from nature. They also took an active role in rewilding, planting directly into the land and witnessing the regeneration they helped instigate.



จากโรคระบาดโควิดซึ่งเป็นโรคอุบัติใหม่ ทำให้เกิดความสับสน ตื่นตระหนก และหวาดกลัวอย่างมากทั้งในเรื่องการป้องกันตัวเองและการรักษาตัว ในตอนนั้นมีผู้คนมากมายที่ไม่สามารถเข้าถึงการรักษาในระบบแพทย์แผนปัจจุบันได้

แพทย์แผนไทยจึงได้รับความสนใจอย่างมาก เป็นการรักษาทางเลือกที่ได้ผลดี เพราะเรามีตำรับยาและสมุนไพรท้องถิ่นที่หาได้ง่ายตามภูมิภาคต่างๆทั่วประเทศ ทั้งยังมีราคาที่ถูก ผู้คนสามารถเข้าถึงสมุนไพรเหล่านี้ได้ง่าย เช่น ฝ่าทะลายโจร บอระเพ็ด ซึ่งเป็นสมุนไพรที่กินเชิงเดียวได้เลย ให้ผลในการลดไข้ ฆ่าเชื้อ แก้อักเสบได้ดี ผู้คนที่เจ็บป่วยสามารถรักษาตัวเองได้ในครัวเรือน เขาสามารถพึ่งพาตัวเองได้ แม้จะเกิดภาวะโรคระบาดหรือเกิดการขาดแคลนยารักษาโรค สิ่งเหล่านี้คือแรงกระตุ้นให้ผมเกิดความสนใจอย่างมากในภูมิปัญญาโบราณของไทย ที่อยู่ใกล้ตัวเราและถูกบันทึกตกทอดมาหลายร้อยปี

สิ่งเหล่านี้คือแรงกระตุ้นให้ผมเกิดความสนใจอย่างมากในภูมิปัญญาโบราณของไทย ที่อยู่ใกล้ตัวเราและถูกบันทึกตกทอดมาหลายร้อยปี เป็นศาสตร์ที่น่าศึกษาเรียนรู้ อีกทั้งยังเปิดกว้างให้ทุกคนสามารถเข้ามาศึกษาได้โดยง่าย ทุกเพศทุกวัยไม่จำกัดก็สามารถมาเรียนรู้ตามสถาบันต่างๆที่เปิดสอนทั่วประเทศได้

The COVID-19 pandemic, as a newly emerging disease, caused immense confusion, panic and fear—both in terms of self-protection and treatment.

At that time, many people were unable to access modern medical care.

As a result, traditional Thai medicine gained significant attention as an effective alternative treatment. Thailand has an abundance of herbal remedies and local medicinal formulas that are easily accessible across different regions at an affordable price. Herbs like Fah Talai Jone (Andrographis Paniculata) and Bitter Vine (Tinospora crispa) are widely available and can be consumed on their own to reduce fever, fight infections, and reduce inflammation. This allowed many people to treat themselves at home, fostering self-reliance even during the pandemic when conventional medicine was in short supply.

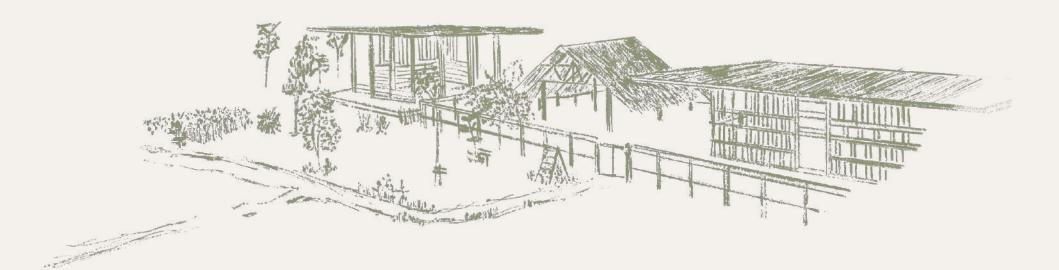
These discoveries sparked my deep interest in Thailand's ancient wisdom—knowledge that has been passed down for hundreds of years and remains easily accessible to all. Traditional Thai medicine is a fascinating field, open for anyone to explore, regardless of age or background, through various institutions across the country.

Chin Pidthongkumsiwa and Chet Gomet

Co-Founders, Thai Spirituality



#### Harvesting for the future at The Farm



The Farm at Wonderfruit is a year-round effort, evolving to sustain the land and adapt to climate challenges. With **TK Studio**, we're also improving water management—storing more for the dry season, raising lake levels and reducing reliance on a single source. Village 8 will also soon have more fruit trees, forming a small orchard, while The Farm itself is being redesigned with a stronger permaculture approach.

During Wonderfruit, we harvested around 500kg of rice from our paddy, supporting Fieldkeepers and future events. Banana trees will soon yield at least 200kg of fruit, and we will produce made-in-The-Fields lemongrass bug repellent. In the low season, cows naturally level the land, reducing fuel use and enriching the soil—a shared benefit for us and our neighbors.



MIND NATURE SOUND

#### Stories to eat

Connecting through shared culinary journeys





Grounded in the belief that communal dining rituals enrich social bonds, at Wonderfruit, stories come to life through culinary expressions. Each plate carries testaments to generations of knowledge that underscores nourishment as the foundation of health, social and environmental connection. Through unique menus, potent elixirs and distinctive dining traditions, we offer a taste of perpetual and timeless practices.



### Evolving food in The Fields

This year, food in The Fields became a celebration of culture, cooked with intention and care. Dining experiences evolved into a rich exploration of the traditions behind kitchens and cuisines, which also saw many venues transform to suit their respective culinary journeys.

At the heart of it all, Wonder Kitchen hosted intimate chef's table experiences, including brunch by **Radek Zarebinski** and **Adrian Klonowski** of **LARDER** and The Fields' first aperitivo hour with **Christian Martena** of **Clara** and **Simone Scarparo** of **Capricci**. Between meals, workshops and activities unraveled the stories of ingredients, bridging tradition, innovation and the roots of nourishment.







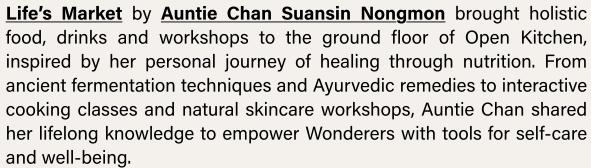


Open Kitchen, designed by **Boonserm Premthada** in 2022, elevated its experience with a table-service restaurant by **ChuLaos Churos** on the second floor. Wonderers enjoyed locally sourced ingredients and cherished family recipes in a Mae-Khrua —or Mother's Kitchen—setting, all set against the backdrop of The Fields.











The Yakushu Healing Bar by <u>bar b.p.m Okinawa</u> offered a taste of traditional Japanese herbal medicine through handcrafted herbal infusions and Yakushubased cocktails. Rooted in ancient remedies, Yakushu is revered for its ability to balance the body and alleviate ailments, blending the art of healing with nourishing flavors.



The <u>Potent Tea House</u>, inspired by the feel of a misty jungle morning, offered a space to relax and recenter after a night of celebration. With a menu of teas infused with adaptogenic mushrooms and gentle herbs like reishi, chaga and chamomile, trained staff guided Wonderers in choosing blends that gently disengaged the mind and body and helped carry them all night long.





## Our dialogues through food

Culinary culture at Wonderfruit is rooted in collaboration, sustainability and community impact. It brings the voices and stories of those affected by politics and conflict to the table through shared learning and communal dining. From ideating themed dinners to sitting around the table together sharing food, dining at Wonderfruit empowers chefs, guests and the community to actively participate in shaping a more interconnected future through food.





A lunchtime feast by <u>Lady GooGoo</u> celebrated Burmese culture and hospitality through traditional flavors and diaspora stories, highlighting the warmth and resilience of Myanmar's people. Chefs from Myanmar joined the experience, whose participation was only confirmed in the days before the event due to the ongoing situation in their homeland.

Helsinki-based chef <u>Antto Melasniemi</u> and <u>Na Projects'</u> Urban Refugee Kitchen returned to The Fields, exploring recipes from the upcoming Bastard Cookbook II with seasonal produce and medicinal herbs. Joined by artist <u>Pinaree Sanpitak's</u> Breast Stupa Cookery project, the collaboration culminated in a family-style picnic under the stars, featuring a welcome cocktail from <u>Onson</u> and natural wine pairings by <u>Wine Garage</u>. 30% of revenues were donated to <u>Na Projects</u>.

Also created by the team at **Na Projects**, Bar Na at Jungle House honored Thai classics with care and craftsmanship. The menu featured homemade kombucha, slow juices, aged cocktails with fermented herbs, yadong and mushroom extracts by **Shumi**. Staffed by Burmese hospitality workers seeking a fresh start, the bar was as much about community as it was about craft.







Food is a medium for change because it's universally relatable and deeply embedded in cultural identity. Sharing food is one of humanity's oldest traditions, historically playing a significant role in building trust and fostering connections, already seen in early Rome's laws of hospitality that promoted safe trading and prevented conflicts.

However, there is still much to be explored since most food-related events mainly address gastronomical issues as their main theme.

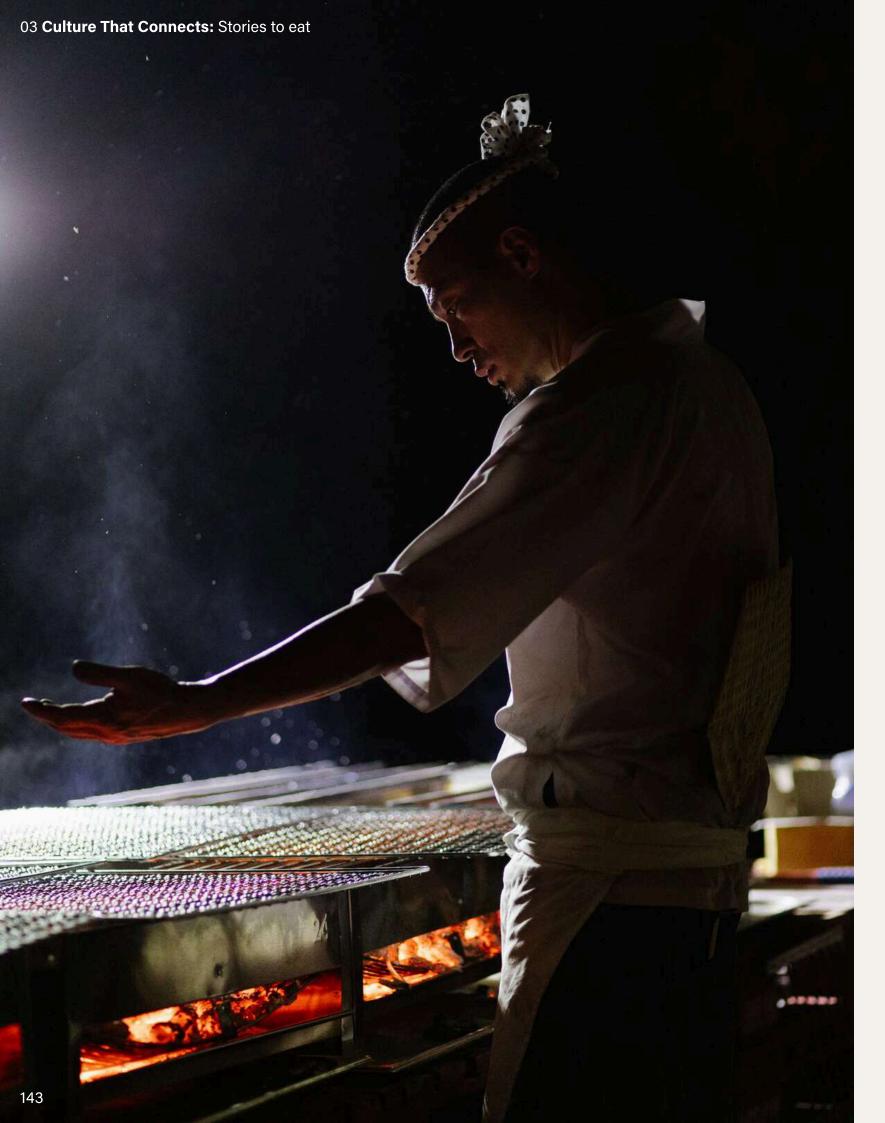
In contemporary society, food carries complex social, political, environmental and cultural meanings. It influences social status, community dynamics and cultural identity, making it a powerful tool for exploring societal issues. By presenting food outside its everyday functions and conventional settings, we create opportunities for critical reflection, cultural dialogue and social impact.

The dining experience at Indigo World was uniquely powerful because it challenged conventional dining norms and created an open, inclusive space for cultural exchange and dialogue. By setting a shared table without the formalities and expectations of a traditional restaurant, the experience sparked spontaneous interactions and impactful conversations.

- Antto Melasniemi







<u>Chef Takuhei Yamada</u> brought the timeless Japanese artistry of yakitori to The Fields in a dinner called 'YakiThai: Forged by Fire', showcasing a 16th-century street-food tradition perfected in Tokyo. Partnering with <u>Chef Prin Polsuk</u> of <u>Samrub Samrub Thai</u>, known for innovating Thai cuisine, they fused Thai tastes with Japanese grilling techniques over binchotan charcoal, blending heritage and innovation in a flavor-packed feast.

<u>Haawm</u> brought bold, Bangkok energy to The Fields, blending traditional Thai cuisine with <u>Chef Dylan</u> <u>Eitharong</u>'s personal, punk-inspired flair. In a dinner called 'Revenge of the Cookshop', he and this team brought age-old, Thailand-specific cuisine from the 20s to 70s, offering a bold and uncompromising approach to dinner in The Fields.

A Jipdeuri-inspired Sunday dinner called 'A Taste of Home: A Korean Housewarming Feast' celebrated Korean hospitality by blending age-old traditions with authentic flavors and the art of Onggi fermentation. Led by **Chef Injin Lauren Kim**, a Korean culinary ambassador in Thailand, the meal honored Korea's rich culinary heritage while sharing its enduring traditions.



# Celebrating culture and diversity through food

This year, 114 food vendors gathered across 12 villages and venues, offering a delicious variety of cultures and cuisines. Vendors came from outside Thailand for the first time, adding even more diversity to the lineup. From Laotian sweet corn dessert and coconut hot pot to khao soi noodles and smoked kielbasa, the range of dishes showcased the global flavor of the festival. Every vendor provided at least one vegetarian or vegan option, ensuring inclusivity for all dietary preferences.

To deepen our understanding of vendors' commitment to sustainability, we asked more questions during the application and selection process, focusing on their use of fresh, locally sourced ingredients and community engagement.

The Vendor Awards returned to honor those who exemplified our ethos, upheld sustainable practices and delivered responsible dining experiences. This year's winners were <a href="Tree Tales Cafe">Tree Tales Cafe</a>, <a href="Chez Papa Sara J">Chez Papa Sara J</a>, <a href="Matti's Organic Farm">Matti's Organic Farm</a> and <a href="Green Garden Sip">Green Garden Sip</a>.





o4 Measuring Wonder

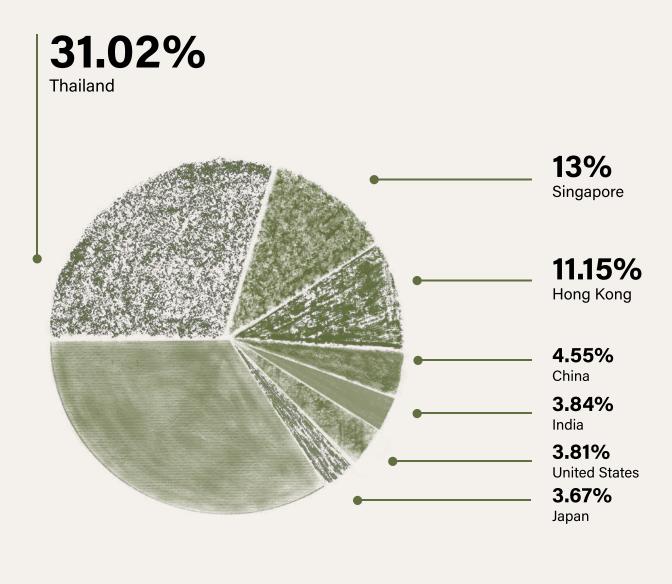
Translating experiences into insights to uncover numbers that reveal the rhythms and habits of the Wonderfruit community.



# Inside the Wonderfruit community

Wonderers are a diverse group of curious minds of all ages and backgrounds. Made up of creatives, professionals, families and dreamers, the common thread is the connection to mind and nature.

**COUNTRY OF RESIDENCE** 





25,000

wonderers

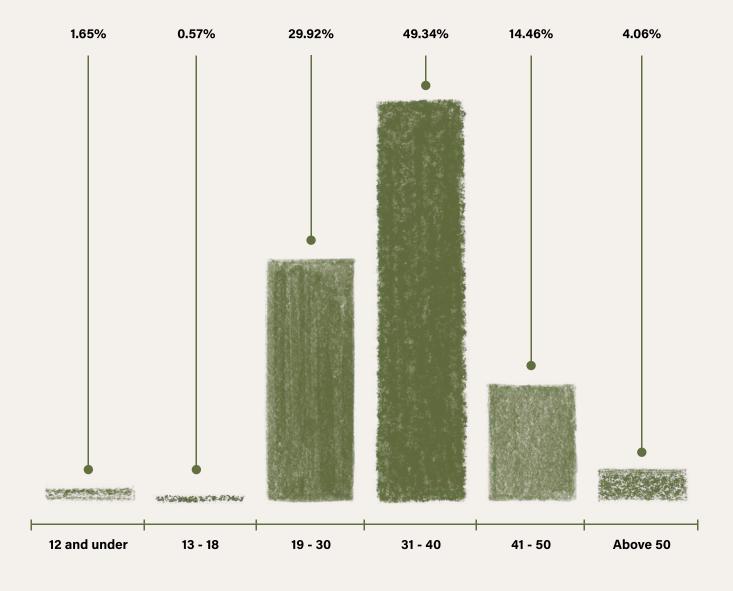
125

nationalities

# A closer look at demographics

Wonderfruit attracts a thoughtful and diverse audience seeking meaningful experiences and holistic connections rather than traditional festival indulgence.

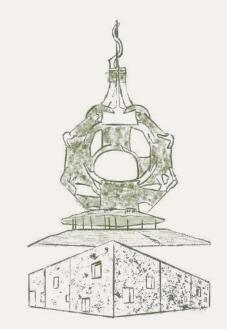
#### AGE RANGE







### Insights from The Fields



35 artists and studios



venues



112

wellness practitioners leading 86 activities



dog in The Fields



performers from 54 countries

art installations from 13 countries



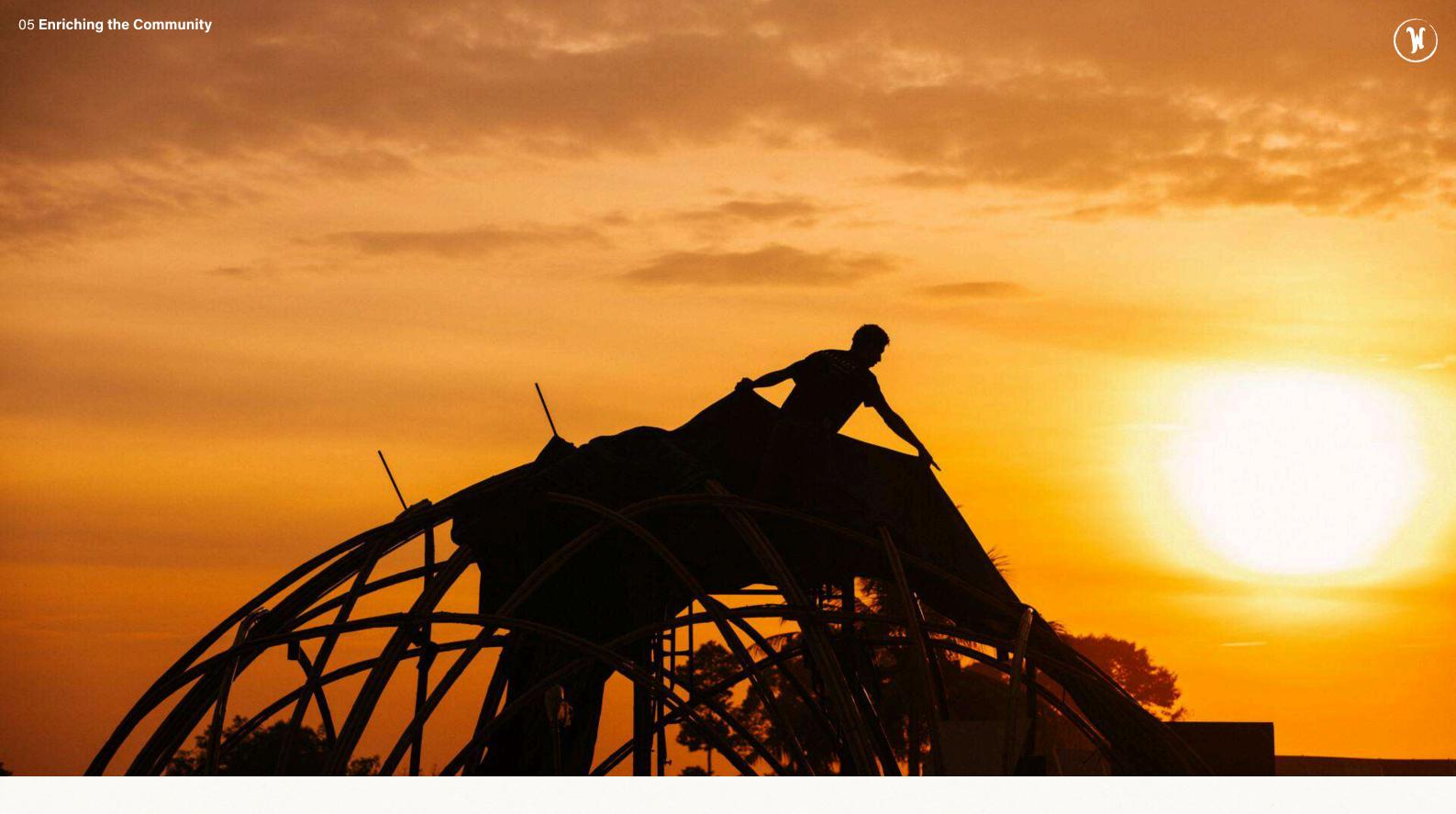
arts programs from from 29 countries

76

designers and contractors

4,500

people make Wonderfruit happen

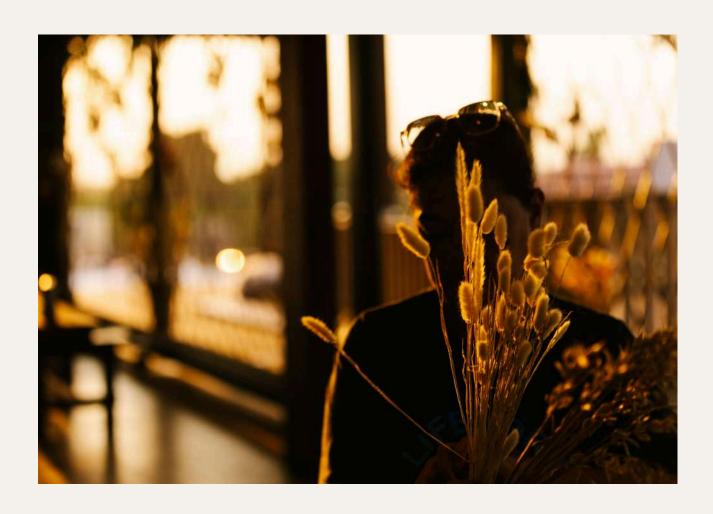


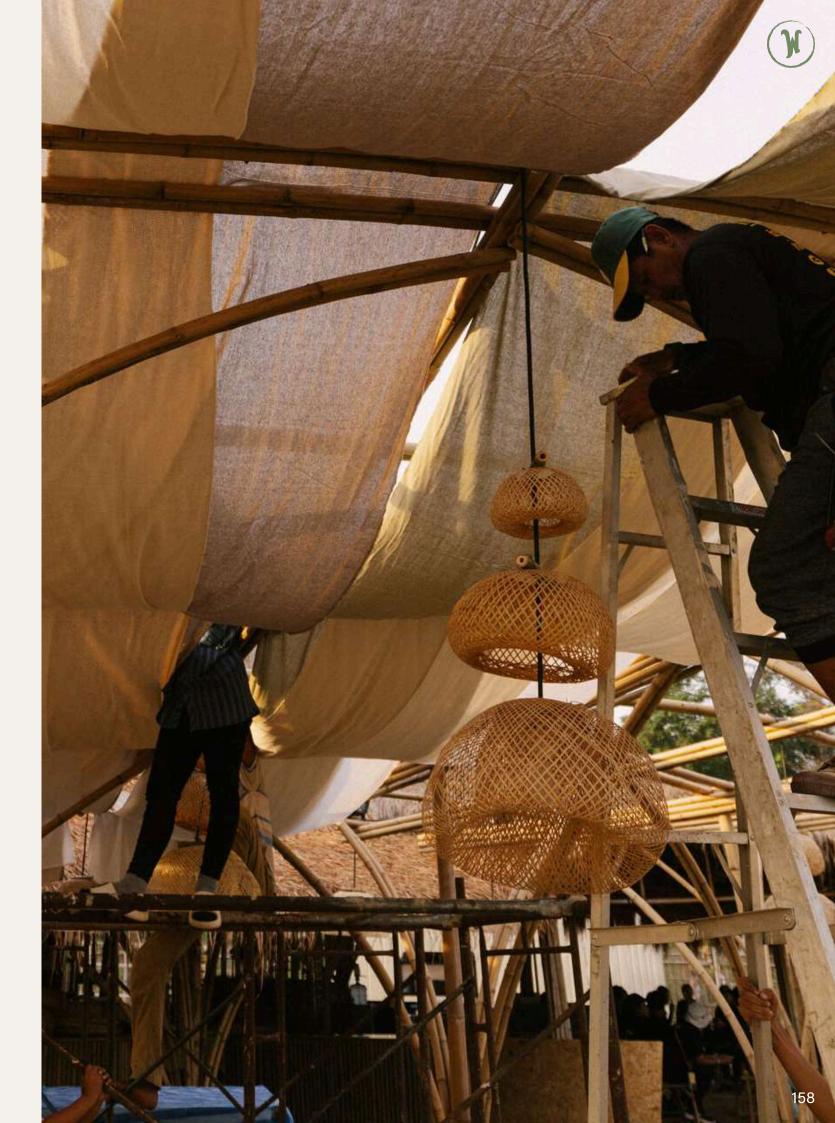
os Enriching The Community

Supporting those around us, creating opportunities and sharing resources to build a more connected future.

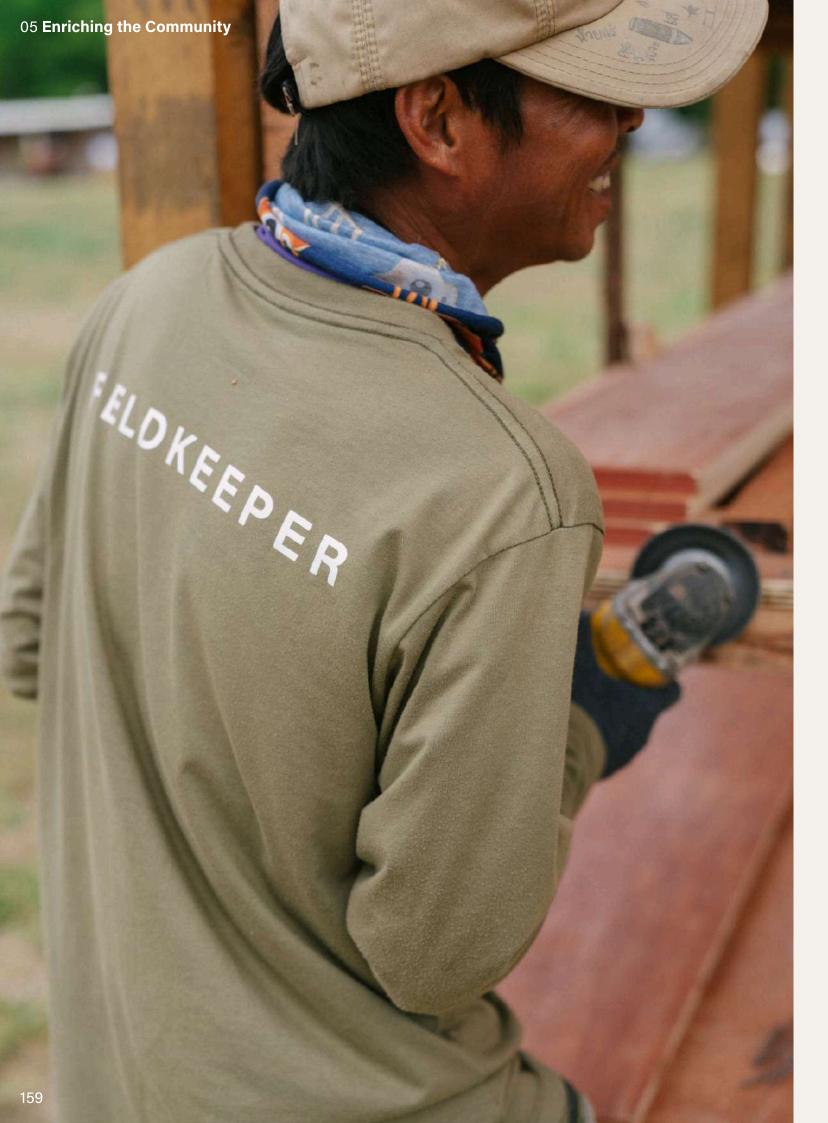
# Contributing to community welfare

Creating jobs is integral to Wonderfruit's operations and we invest in job creation both during the event and throughout the year. From hiring local communities to sustain Back of House teams and providing employment in food, farming and maintenance to working with local police and government officials to reduce risks and create a safe ecosystem for all, Wonderfruit ensures meaningful opportunities that extend beyond The Fields. This ongoing community investment strengthens the ecosystem and nurtures long-term skills and livelihoods within the region.









Fieldkeepers are a dedicated team of around 200 people entrusted with keeping The Fields clean and safe, earning a special title that reflects their role in land sustainability. Through training in composting and waste management, they gain valuable skills that not only support Wonderfruit but also open opportunities for work at other events across Thailand. Since the program's launch in 2017, many Fieldkeepers have remained part of the initiative, continuing their efforts beyond the festival by cleaning public roads and pathways within a 10-kilometer radius.

Sustaining to The Fields is a year-round affair. A dedicated team of around 30 people cares for the site during the low season, tending to the land, maintaining structures and overseeing storage and inventory. As the year progresses, this number grows to 50, with additional hands supporting building, gardening and farming to sustain and prepare the space for what's to come.

Local communities are hired to sustain the Back of House team, ensuring smooth operations behind the scenes. The canteen prepares 10,000 meals using rice and produce sourced directly from nearby farmers within a 100km radius, supporting local agriculture and providing fresh, nourishing food for the team.

A team of 320 people was hired to run bars and restaurants during Wonderfruit, including students and chefs in training from **Dusit College Pattaya**. These young talents worked across Wonder Kitchen, Theatre of Eats and Open Kitchen, and also made up the bar prep team, gaining hands-on experience in a fast-paced food and beverage environment.





91 mattresses and 81 foldable mattresses from past Boutique Camping setups were donated to <u>Human Help Network</u>, supporting their efforts to provide shelter and care. These donations will benefit nearly 300 children across their initiatives, including the <u>Child Protection and Development Center</u>, <u>Pattaya Orphanage</u> and <u>Sotpattana School for the Deaf</u>.

Following live dates, we donated 733 kg of leftover food and drinks—including a surplus from dining experience and vendors—to local communities. This effort ensured that excess resources were redirected to those in need, reinforcing our commitment to reducing waste and supporting community welfare.

25% of the revenue from a dinner at Indigo World was donated to **Na Projects**, a collaborative space that uses food and drink as a medium to connect, inspire and create social impact. This contribution supports our shared mission to create community engagement through shared culinary experiences.





o6 Bringing Families Together

At Wonderfruit, curiosity knows no age. Families discover, learn and grow together—creating shared moments of exploration across generations.

## Where little minds come to grow

In 2024, we continued to expand family-friendly experiences, creating even more spaces for Wonderers of all ages to explore, learn and play together. From interactive workshops to immersive performances, we nurtured curiosity and creativity, inspiring the next generation of Wonderers.





### Family-friendly fun

Set amid the magic of the Ancestral Forest, Little Wonder by **Get Growing** offered a natural escape for curious young minds. Embedded within the forest, it built upon the circular boardwalk introduced in 2023, creating an organic playground where children could explore freely. More than just a place to play, it encouraged unstructured discovery and deepening connections with nature in a world of wonder.

Within Boutique Camping, a fleet of electric mini- **DEFENDER**s was ready for young campers, giving kids the chance to take a fun spin in their own adventureready ride. Designed for fun and exploration, these pintsized electric vehicles let little drivers navigate their surroundings in style.

At Sensory Space by <u>Central Retail</u>, a hub for hands-on workshops, Little Wonderers created custom pet-inspired scarves and bandanas at 'Paw Pals Craft' by <u>One Day Art Studio</u> at Sensory Space by Central Retail Space. Using natural pigments and guided by sustainable practices, they explored woodblock printing, embroidery and painting on cotton or muslin.

**ELECTRONICOS FANTASTICOS!** transformed everyday electronics into playful musical instruments at Creature Stage and Solar Village, sparking curiosity and wonder for audiences of all ages. Their energetic performance captivated kids, who danced along and marveled at the unexpected sounds of repurposed appliances.







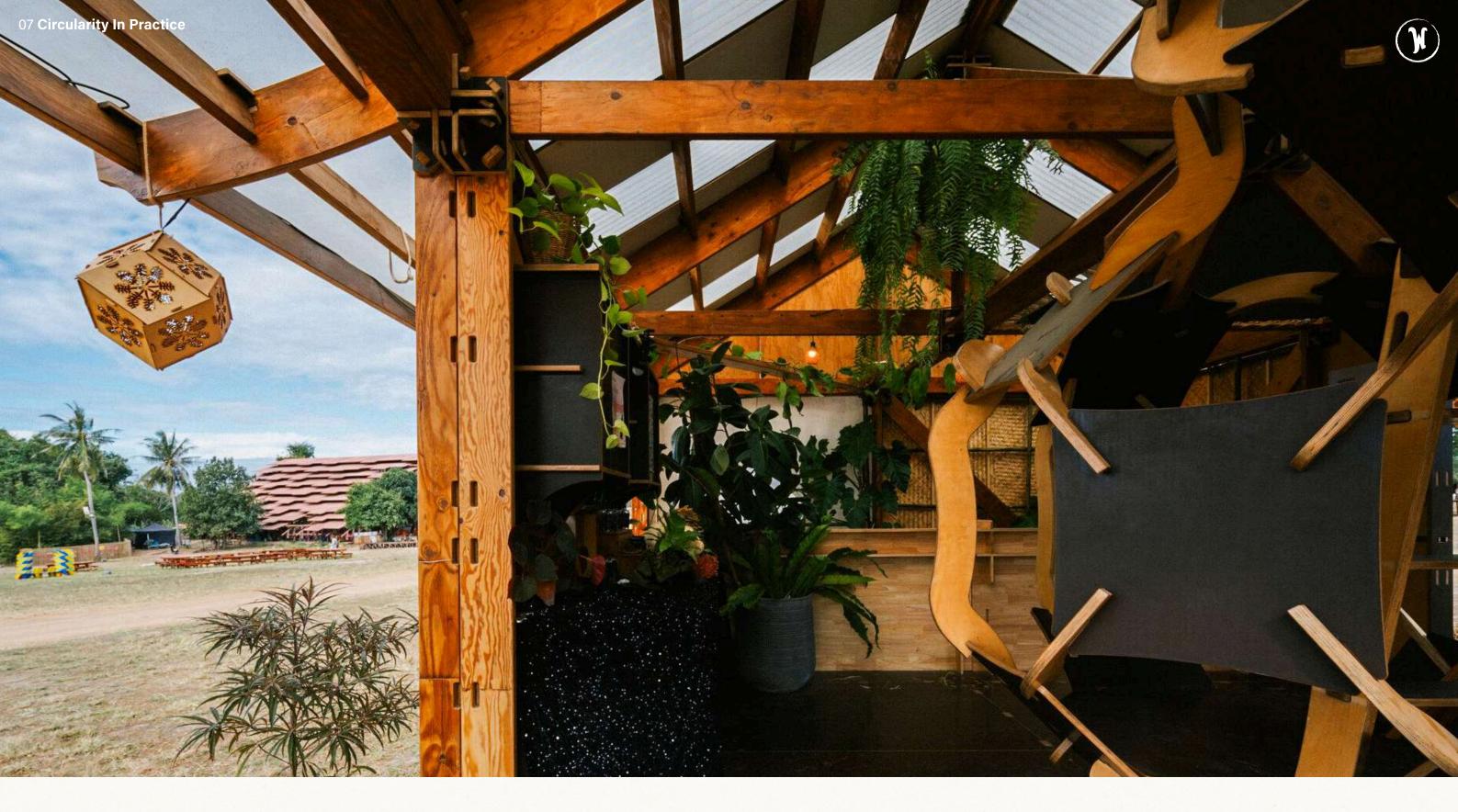


#### LITTLE WONDER

To guide young Wonderers through their journey, we introduced a special family-friendly leaflet. Kids collected stickers for each completed activity, turning their exploration into a playful adventure. Once all six stickers were earned, they received prizes ranging from stuffed toys to handcrafted wooden elephants, adding a sense of accomplishment to their discoveries in The Fields.







07 Circularity In Practice

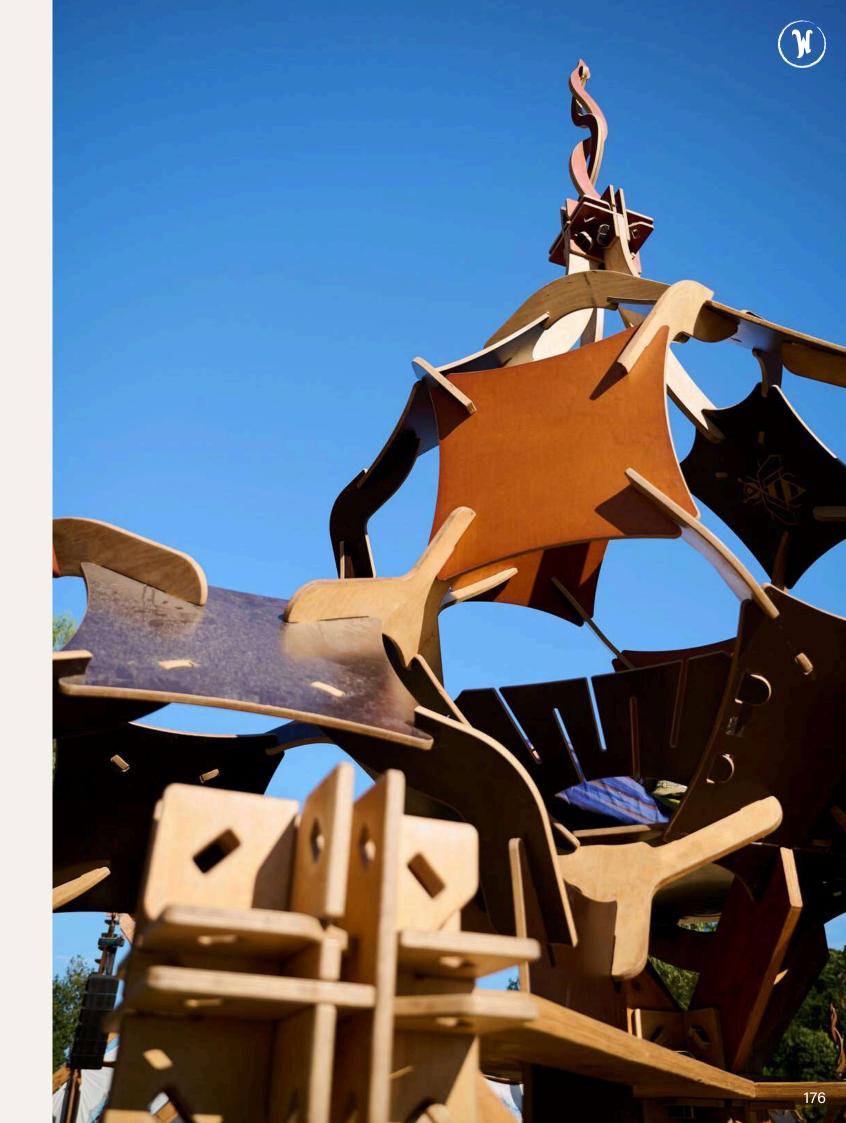
We rethink resources with regenerative solutions, designing a future where waste is minimized and every cycle fuels the next.

### Research and development

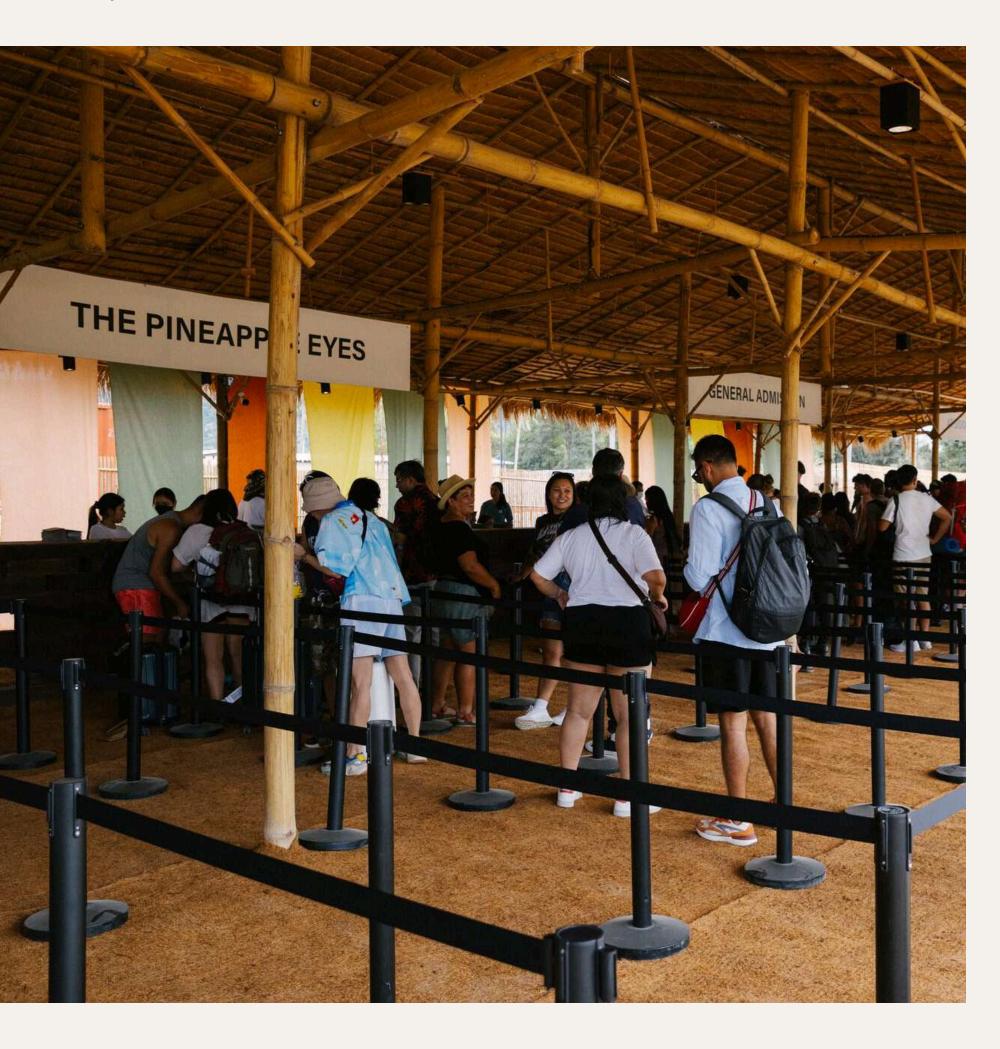
This year, we built on that spirit of curiosity and experimentation, refining our methods and expanding our understanding of sustainable design.

We explored new materials, reimagined construction techniques and found creative ways to extend the life cycle of what we build. Each project became a conversation—between idea and execution, challenge and adaptation, function and beauty.

As we move forward, this iterative process remains at the heart of The Fields, shaping spaces that are not just built for the moment but designed with the future in mind.







This year, coconut husk carpets were introduced at the Box Office and Boutique Camping reception, repurposing naturally decomposed husks and shells into a practical, biodegradable flooring solution. Designed to stabilize uneven ground while maintaining a low environmental impact, these carpets provided a durable and sustainable alternative to traditional materials. As this approach continues to be refined, plans are in place to expand their use across more areas in The Fields, further integrating natural, regenerative solutions into the built environment.

For the first time, The Fields welcomed cattle from neighboring farms to help naturally maintain the land. From April to October, they roamed the land, leveling the terrain and trimming the grass while simultaneously fertilizing the soil. This approach not only supported healthier landscapes but also reduced reliance on diesel-powered equipment, aligning with our ongoing efforts to explore more sustainable and regenerative land management practices.

#### W

### Reimagining waste by upcycling

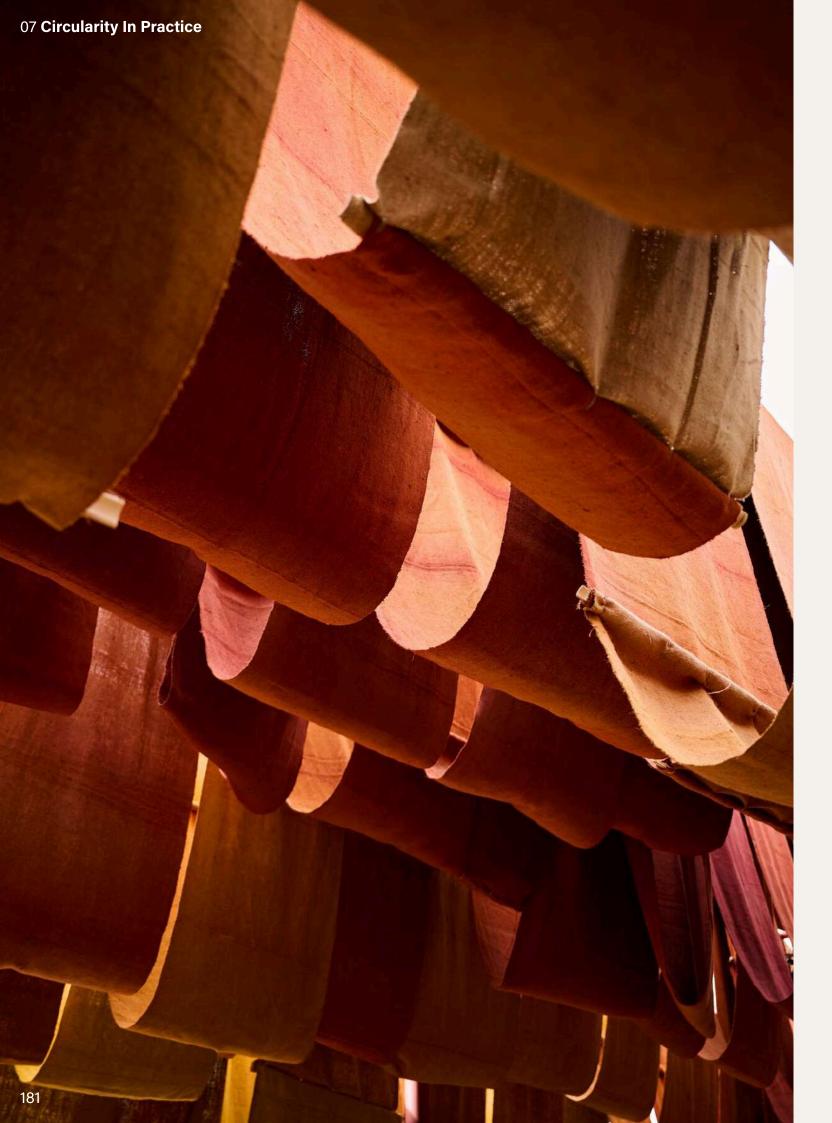
This year, the commitment to working with waste continued, with an even greater focus on repurposing materials from past builds. The on-site repository became a creative starting point for new structures, where salvaged timber, metal and fabric found new life in unexpected ways. Experimentation played a key role—whether reinforcing pathways with reclaimed wood or transforming old venue elements into fresh designs. By deepening this practice, waste isn't just avoided—it's an essential part of creation.





Reclaimed wood and wooden pallets are a constant presence across The Fields, repurposed year after year to minimize waste and maximize utility. Previously used to build Slow Wonder, they continued to shape structures in 2024, forming the framework of Pavilion Tents, refill stations, top-up stations and bathrooms. They also built up knockdown structures like kiosks and dining tables. In the food circles and canteen, every table and chair was made from reclaimed doors and windows sourced from across Thailand, giving discarded materials new purpose while adding character and history to communal spaces.





## Adding design value to local craftsmanship

Design and sustainability come together in The Fields through collaborations that honor local craftsmanship. By integrating traditional techniques with innovative applications, new value is added to handmade materials while supporting artisans and minimizing environmental impact.

These elements align through the use of regionally sourced, fired terracotta bricks to build Forbidden Fruit and Unconditional Space. Chosen for their low-impact production, these bricks require less energy to fire and come directly from grassroots producers, supporting local trade while reducing environmental impact. Their use also reflects a commitment to more permanent structures, blending traditional materials with thoughtful design.

At Forbidden Fruit, over a kilometer of locally sourced hessian jute was transformed through natural dyeing techniques using sappan, turmeric and other botanics. The fabric, colored in four distinct shades, added depth and texture to the space while supporting regional craft traditions.

To create more shade at Wonder Kitchen, an organic approach was explored using cotton coated with candle wax. This simple yet effective technique not only provided relief from the sun but also added a natural semi-waterproof treatment to the fabrics.



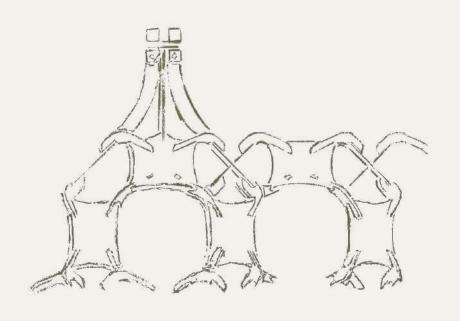
### Recycling to reduce waste

#### Zero waste impact



In 2024, zero-waste practices weren't just a goal—they became the norm. Building on past successes, waste management systems continued to be refined, successfully diverting 47.75 tons of waste from landfills. A major shift this year was reducing reliance on refuse-derived fuel (RDF) by 47.61%, focusing instead on composting food waste and biodegradable materials directly on-site. Through these efforts, we reinforced our commitment to a circular waste system, proving that conscious design and collective action can create lasting environmental impact.

#### Modular building practices



The modular design approach was expanded upon this year with the introduction of a flexible knockdown bar system across The Fields. Developed by the Creative Production team, these adaptable structures were multiplied for use at venues like Forbidden Fruit, Open Kitchen and Solar Teahouse, seamlessly integrating into different venues. This modular system minimized waste, optimized storage and represented a commitment to innovative, sustainable design.



### Rethinking food waste

Food is a shared experience at Wonderfruit, and so is the responsibility of managing its waste. Across The Fields, we take a circular approach—rethinking how resources are used, reducing excess and finding creative ways to repurpose scraps. From kitchens to compost, every stage is considered to ensure that what is left behind continues to nourish, whether through redistribution, regeneration or reinvention.





Served

95%

waste-free cocktails



733kg of surplus food and drinks from dining experiencers and vendors were donated to local communities through <u>Scholars of Sustenance</u> (SOS). By redirecting excess food to those in need, food waste was not only reduced but also contributed to a larger network of nourishment and support, ensuring that resources continued to serve a purpose beyond The Fields.

By adjusting operating hours and implementing a token system, the canteen successfully reduced food waste by 25.73% compared to 2023. These changes allowed for better meal forecasting and portion control, ensuring that food was prepared more efficiently while minimizing excess.

Nearly all cocktails served were 95% waste-free, with the exception of carbonated juices from partners. Fresh fruits were used in their entirety—skins and peels were repurposed, such as fermenting pineapple skins into tepache, while citrus rinds found their way into infusions. Any remaining fruit waste from premixed ingredients was composted, contributing to soil enrichment and closing the loop on organic waste.



os Staying In The Fields

Explore new ways that Wonderers made The Fields their home for five days within Boutique Camping and Slow Wonder.

### Settling into Slow Wonder



Returning for its second year in collaboration with <u>Slowness</u>, <u>Slow Wonder</u> established itself as a sanctuary of stillness within The Fields. The 26 minimalist cabins with verandas—designed in 2023 by Ab Rogers Design—honor Thai vernacular architecture and provide a relaxed space for pause, connection and shared experiences around food, drink and music. This year, the village placed a greater emphasis on its lakeside beach, offering guests direct access to the water's edge—a natural expansion inviting deeper moments of reflection. Over the past year, the surrounding landscape was given the time and space to flourish, allowing nature to weave itself more fully into the experience.







The collaboration between Slowness and our good friends at Wonderfruit is so natural, we envision it growing into a year-round traveling community, bringing together these two likeminded groups from opposite sides of the world for meaningful exploration that ushers us together into the new age of awe.

A slower approach to hospitality doesn't mean doing less—it means doing with intention. At a festival like Wonderfruit, where energy runs high and stimulation is constant, the introduction of stillness, spaciousness, and sensorial care becomes a necessary counterbalance. With Slow Wonder, we created a quiet center within the dynamic pulse of the festival—a space where guests could soften, digest, and realign and in the same come together as like-minded people love to do. It's in these moments of pause that the deepest connections are made.

Claus SendlingerFounder, Slowness



09 Working With Partners

Our partners push boundaries, creating bold, unconventional experiences that challenge perspectives and redefine how brands engage with Wonderers.

### Co-creating community experiences

In The Fields, partnerships are a playground for creativity. We collaborate with like-minded brands to create holistic experiences that align with our ethos—eschewing traditional branding like logos in favor of meaningful, hands-on engagement. Through thoughtful storytelling and unique activations, together we create spaces where brands seamlessly integrate into the Wonderfruit landscape, sparking curiosity, connection and shared discovery.





<u>Defender</u> returned to Wonderfruit, elevating the Boutique Camping experience with an exclusive drive adventure. Guests set out on a journey beyond The Fields, venturing into the mountain trails behind Wonderfruit. Guided by a Defender Drive Experience specialist, they explored rugged terrain and discovered the natural landscapes that cradle The Fields—while experiencing the legendary all-terrain capability of Defender models firsthand.

Beyond the drive, hybrid <u>Defender</u> played a critical role behind the scenes as the official vehicle of Wonderfruit. Assisting the Operations team, the rugged urban vehicle handled heavy lifting across The Fields, streamlining logistics while providing a sense of safety and reliability for the Wonderfruit community.





As a partner since day one, <u>Singha</u> exemplifies the power of long-term collaboration rooted in shared values. This year, we worked together to bring Ziggurat back to life—a relaxed garden space for beer enthusiasts. Built with sustainability and creativity at its core, we tested the limits of bamboo with <u>CULM-INNATE</u>, created a bar backsplash from recycled Singha bottles and experimented with hemp for shade and cushion covers. Aligned with our local vision, Thai bands took the stage across all five days, blending traditional instruments with contemporary sounds to celebrate homegrown talent and Thailand's rich live music culture.





Another legacy partner, <u>Bangkok Bank</u> brings cashless ease and freedom to The Fields with RFID wristbands, ATMs, top-up services and refund stations. This year, they expanded their presence with a pair of beautifully designed rest lounges, built entirely from natural materials. The structure, created from bent bamboo in the shape of an upsidedown lotus—Bangkok Bank's emblem—was accented with stonewashed cotton fabric to evoke the movement of lotus petals. Serving non-alcoholic refreshments like blue butterfly pea lemonade, the space offered a laid-back retreat, with extra perks for Bangkok Bank cardholders.

Sensory Space by <u>Central Retail</u> returned to The Fields as a vibrant hub of creativity and sustainability. Centered around a striking art installation powered by the sun—called 'Flower Monster' by <u>TAM:DA</u> and crafted from reclaimed materials like snooker balls and lightbulbs—the space became a hands-on workshop hub for Wonderers. This year's focus was on sustainable and creative crafts, with activities that explored natural dyes, plant-based materials, and upcycled plastics, inspiring new ways to transform waste into art.







<u>SangSom</u> returned to The Fields, once again reimagining its iconic Moonlight Lounge. This year, the design featured a levitating moon within a fragmented cube—an artistic pixelation made from SangSom bottles, creating a dynamic splash effect. Blending sustainability with creativity, the installation transformed waste into art, proving that recycling can be both innovative and visually striking. For the second year running, the venue was submitted for the Adman design contest, solidifying SangSom's commitment to innovative, eco-conscious experiences.



A connection with nature isn't just about escape anymore but about understanding our place within it. The more we immerse ourselves in the wild, the more we learn from its resilience, adaptability and balance. For individuals, it offers clarity and a renewed sense of purpose; for brands, it serves as a blueprint for designing solutions that work in harmony with the environment rather than against it. The future of exploration depends on this balance—how we move through landscapes, how we minimize impact and how we create experiences that deepen our connection to the world around us.

In The Fields, the Defender Drive Experience redefined what it means to navigate nature. Taking Boutique Campers off the beaten path, these journeys unlocked unseen perspectives of The Fields, revealing terrains only accessible by a vehicle designed for the wild. More than a showcase of capability, it was a lesson in adaptability—an invitation to engage with the land on its own terms. The Defender 110 plug-in hybrid models pushed this further, demonstrating that power and sustainability are not opposing forces but natural allies. Through this experience, we didn't just explore landscapes—we explored new ways to tread lightly, think boldly and move forward with purpose.

Our hope is that—in a Defender—every journey becomes an opportunity to redefine what it means to be both adventurous and responsible.

- Defender



Central Retail is committed to making a lasting impact by driving sustainable growth, balancing business success with positive contributions to people, communities, and the planet. Guided by our CRC Care philosophy, we focus on well-being—not just for individuals, but for society as a whole. A thriving society depends on well-being, shaping how people live, connect, and grow. By prioritizing community well-being, Central Retail creates spaces for creativity, cultural exchange, and shared experiences that enrich lives.

At Wonderfruit, this commitment came to life through the CRC Sensory Space—powered in part by solar energy and designed to foster creativity, sustainability, and human connection. Through interactive workshops, nourishing food, and reflective spaces, visitors were encouraged to pause, engage, and reconnect. By reimagining the role of retail, we strengthened community ties, sparked meaningful conversations, and explored a more balanced way of living—one that extends beyond The Fields.

- Central Retail





#### DEFENDER



CENTRAL RETAIL





























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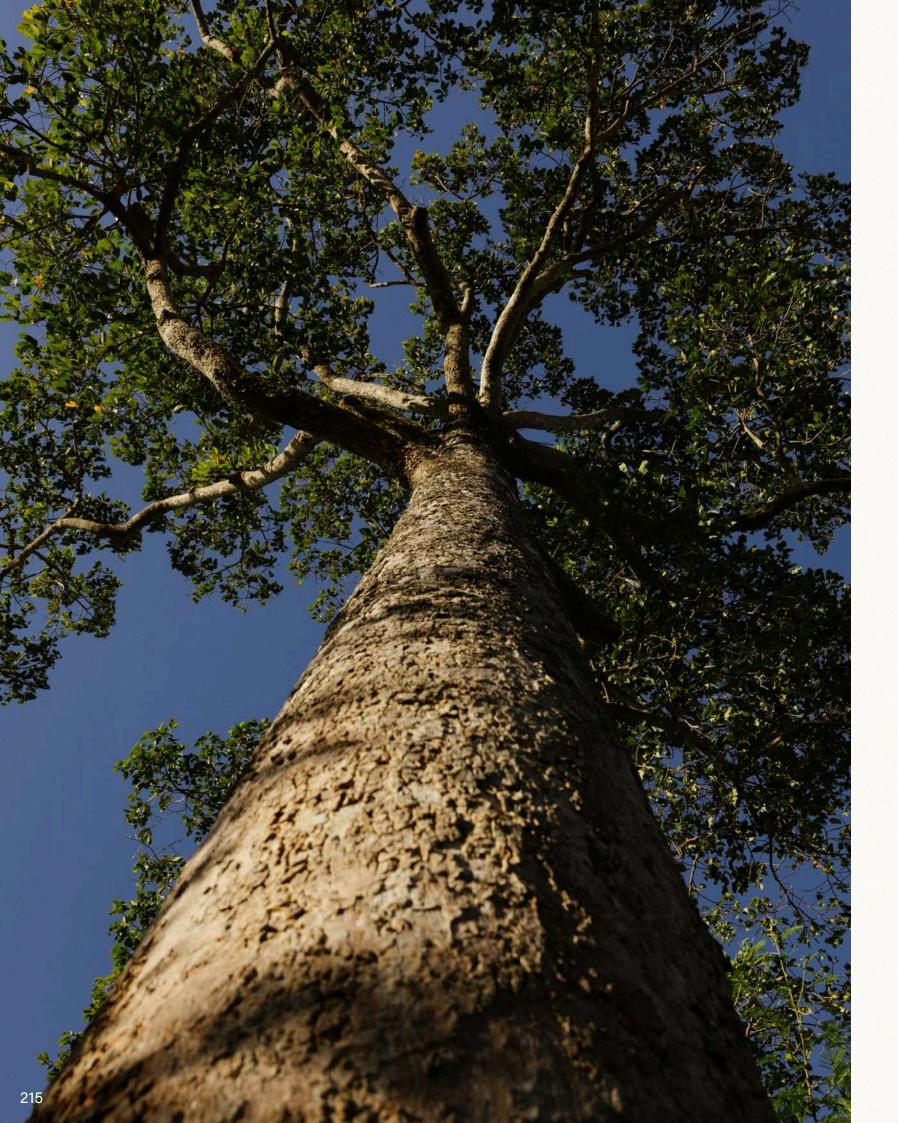




Thank you

Partners





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Raktawat | Takuhei Yamada | Talayjai | TAM:DA | Tamara Sat Nam | Tamara Sat Nam | Tanachon Akaranateekun | Tanachon Akaranateekun | Tanachon Akaranateekun | Tanachon Ronswaspong | Tamananthai | Tanachon Akaranateekun | Tanachon Ronswaspong | Tamananthai | Tanachon Akaranateekun | Tanachon Akaranateekun | Tanachon Ronswaspong | Tamananthai | Tanachon Akaranateekun | Tan Pongpanich | Tarini | Tathanapol Arm | Tawatchai Danlaken | Tawatchai Wanna | Tawatc Khuankhwaisap | Teerarit Saubhayana | Teerat Likitwatchalakul | Teeratham Mungngam | Telephones | Temple Rat | Ten Suns | Thai Exotic Fruit | Thai Future Technology Co., Ltd. | Thai Massage Team | Thai Spirituality | Thailand Convention and Exhibition Bureau | Thailand Greenhouse Organization | Thailand Privilege Card | Thaishawarma | Thanapon Duangswang | Thanapon D Wetchakornpatiwong | Thanat Chuso | Thanatchaya Butlanchang | Thanatpong Chatwichianwut | Thanawatatthaya | Thanawatathaya | Thanawat Toy | The Roomy | The Rubber PARAdoxii | The W!zer Project | The Wizard of Love | The Zong 2 | Theerapat Changoon | Thianchai Thiansiripiphat | Thidarat Pariyatkaraphun | Thiha Naing | Thitapha lamtragul | Thitigorn | Thitigorn | Thitipa Parsurakul | Thitiwat Suksai | Thom Andersen | Thomas Amiard | Thornteechach Thanutsupar | Thossaporn Khamenkit | Thunyathorn Hongratanauthai | Thuy-Han Nguyen-Chi | Timothy Swainson | Tinnakorn Kamolratchadathorn | Tinniyom | Tipoket to the Moon | Timothy Swainson | Tinnakorn Kamolratchadathorn | Tinnakorn Kamolratchadathorn | Tinnakorn Kamolratchadathorn | Tinnakorn Kamolratchadathorn | Timothy Swainson | Tinnakorn Kamolratchadathorn | Tinnakorn | Tinnakorn Kamolratchadathorn | Tinnakorn Kamolratchadathorn | Tinnakorn Kamolratchadathorn | Tinnakorn Kamolratchadathorn | Ti Uthaimongkol | Todsapon Singsunjit | Toksen Massage by Sri Pai | Tom Yeti | Tommyum Tales | TONTRAKUL (Saderd Set) | Toomturn Molam Group | Toshiyuki Sasaki | Tosmile | Toss & Youss | Tourism Authority of Thailand | Tree Tales Cafe | Trepetch Lertsubkhajohn | Tristan Bres & Nico Liesnard | Tuckmadee x THAICARVs | Tueanchai Romwichai | Tullapop Saenjaroen | Tulku Ngawang Tenzin | Tullawat Thesaphat | Tun Htwe | Tunyavit Assavapoom | Umbra | Untamed Varidon | Varud Sophasit | Vell B2B Brent Burns | Verity Maud | Vietnamese Noodles | Viken Arman | Vinca | Vipada Nenthong | Virat Shahi | Vistro X Vstreet | Viv Kan | Voramon Chungprasirth | Vsloria | WAFT Lab | Wagrill Bbg Steak | Wanchai Rachmanee | Wanida Pantala | Wannee Mangkornsuwan | Waranont Khampa | Waranya Sethasuwan | Warathid Sukampa | Wasawat Kosa | Wassana Jantayoch | Watanya Boonyient | Watcharapong Jara | Waxo Paradiso | Waylight Systems Co., Ltd. | Weeravat Jattujan | Weeravat Jattujan | Weeravat Jattujan | Wasawat Kosa | Wassana Jantayoch | Watanya Boonyient | Watcharapong Jara | Waxo Paradiso | Waylight Systems Co., Ltd. | Weeravat Jattujan | Weeravat Jattujan | Weeravat Jattujan | Wasawat Kosa | Watanya Boonyient | Watanya Boo Butsripoom | Wikran Maneesri | Wildealer | Wine Garage | Wipawan Saengarun | Wirthaya Khumkham | Wonder Sushi WONDERCAPETOWN | Wongsakorn Ngamwilai | Wongs Yellow Fang | Yellow Hippies BKK | Yellowuhuru | Yeshe | YESHE | YĪN YĪN | YNDAN | Yogetsu Akasaka | Yogibo | Young Hearts Run Free | Youngyut Yosvaralers | Yuhina | Yui Wijittra | Yukes | Yumetaka Kuwae | Yummy Keto Bakery | Yung Singh | Yusuke Kuranari | Zafran Eatery | Zai | Zamasta | Zan Moe | Zarina Muhammad x Nusantara Theatrics x SKALA | Zebraz | Zhāng Làmiàn | Zhangmi | Zombie | Zound to Zion | Zweetherb

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