



108

WANDERLUST

**FIND YOUR
TRUE NORTH!**

A group of people, mostly women, are walking across a grassy field towards the camera. They are dressed in casual athletic wear like leggings, tank tops, and jackets. Some are carrying bags, backpacks, or rolled-up mats. In the background, there are trees, a building, and a large wooden sign that reads 'WANDERLUST' in bold, black, sans-serif capital letters. The sign is mounted on a metal frame and has a geometric logo on top. The overall atmosphere is bright and sunny, suggesting an outdoor festival or event.

WANDERLUST

THE MINDFUL TRIATHLON

108

For the last decade,
Wanderlust has been a worldwide leader
in the mindful movement, with a vibrant and
active community of seekers who are
passionate about finding their True North!

**The world
is yours!**

Wanderlust 108 is an international franchise
with a global presence.

14 years.

25 countries.

**2022: the first time
in Romania.**

**On Your Mat,
Get Set,
Flow!**

Wanderlust 108 is not a competition,
It's a place to find yourself among friends,
while reiterating the yogic principles.

It's the home of many holistic experiences,
who's peak is **the Mindful Triathlon.**
The fitness, yoga and meditation activation
that stays at the core of Wanderlust
It's serious sweat, and depth, but filled with
the joy of being surrounded by people who
feel the same. People who can dance like
nobody's watching.

**This is an occasion to engage your mind and
body like never before.**

This is Wanderlust 108!



Community-centered yet individual

Outdoor event, happening in a green area at the heart of the city

Fitness

Large Scale Yoga Class

Meditation / Speakers

Kula Marketplace

Acroyoga, Aerial Yoga, Hooping

Bodywork, Essential Oils



MEET THE THREE PHASES OF
THE MINDFUL TRIATHLON
at the heart and soul of our event:

FITNESS + YOGA + GUIDED MEDITATION



Put your fit in fitness

Breathe. Feel your body waking up and see all the eyes around you smiling as the pace is picking up. First, we warm up, then we get to the fitness part. Your heartbeat takes the lead and yes, all this happiness feels great!

Welcome to the 60 minutes warm up + fitness activation, brought on stage by our famous DJ and instructors.

This class is accessible. This qualifies as easy level if you are already an athlete.
30 min warm-up, 30 min fitness.



Yoga

This is not your typical yoga class.

Wanderlust's unique style of yoga + music makes this 60-minutes of beat-powered flow to feel amazing.

This class is accessible. If you're an athlete that's new to yoga, it's a great way to try something new.



Guided meditation

Our 30-minute guided meditation will clear your mind, relax your body, and complete the mindful triathlon.

As the last special event in our well-being triade, it's what rounds out and completes the event. Not to be missed!

The meditation, just like yoga, is designed to be very accessible. Our instructors will guide you, regardless of your experience level. Please take note that we can introduce new speakers in the program.

A man and a woman are smiling and hugging on a sandy beach. The man is wearing a dark t-shirt and sunglasses, and the woman is wearing a red and white striped tank top and sunglasses. In the background, there are other people, some wearing blue head coverings, and a body of water. The scene is bright and sunny.

**Harmony and personal well being
throughout the whole day**

KULA MARKETPLACE

Designed as a hub for connecting with friends old and new, shopping for covetable goodies, and checking out exciting local products.

Opened for partnerships to add even more fun (think creative activities, well-being or holistic care consultancy or shopping, as well as food&beverage).



KULA MARKETPLACE

By day, share a beverage with friends, plan your schedule, or relax and recharge in the seating area.

When the sun sets, the Kula Market transforms into a cozy acoustic lounge with storytelling and live music.

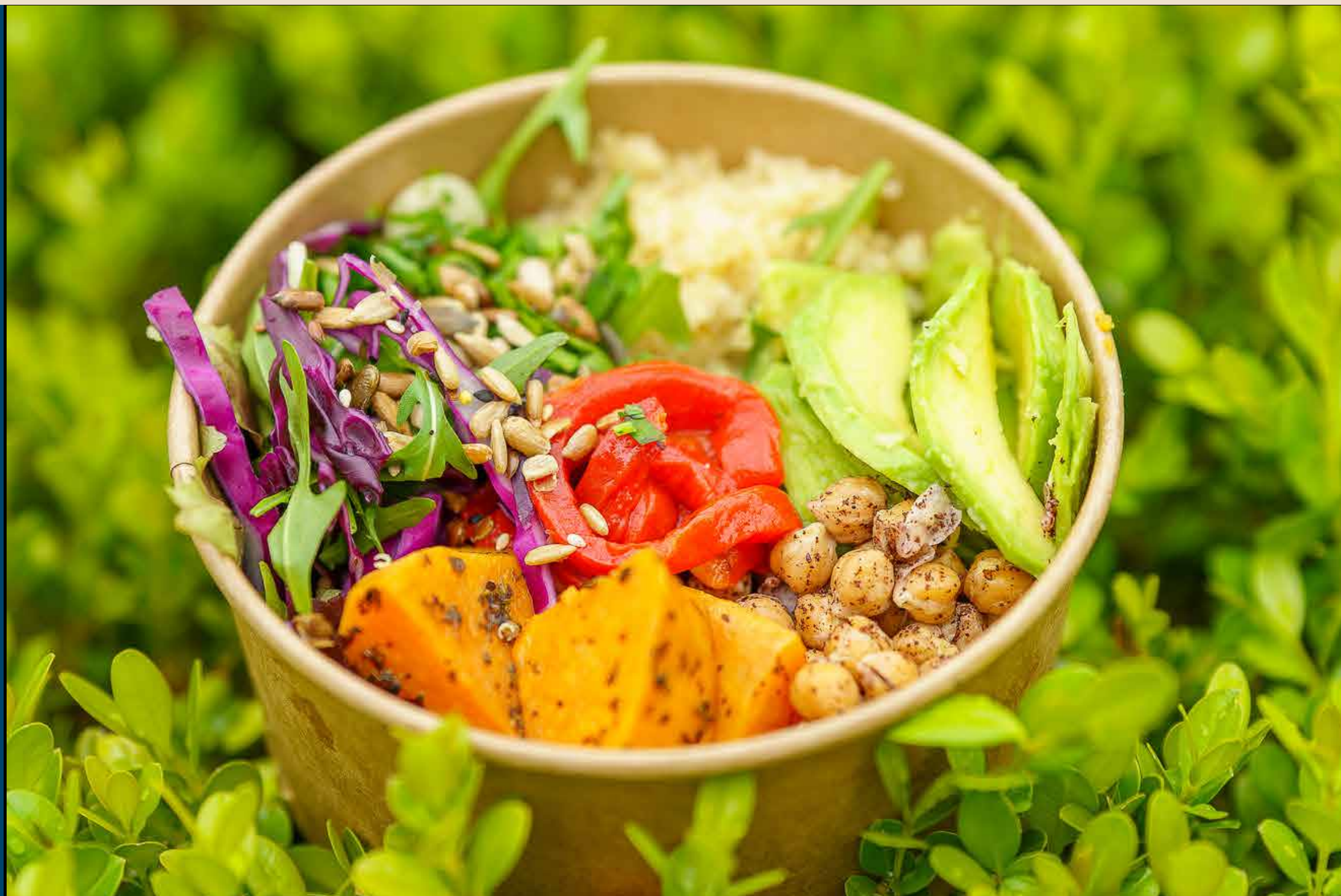


WANDERBOWL

It's our signature dish, available The pinnacle of all great foods arranged in the most deliciously attractive color-palette in just one bowl. The most balanced combo is here to feed the body with its essential nutrients, and the mind with the pleasure of the tastes!

Available for pre-order at True North Café and ready to eat in our Picnic Area.

Wanderlust tries to use compostable materials wherever possible, especially with a high-volume item like the Wanderbowl.



+ ADDITIONAL UNIQUE CLASSES

to take place on the lawn
throughout the afternoon

- HOOPING
- AIR YOGA
- ACROYOGA
- ESSENTIAL OIL WORKSHOPS
- BODYWORK CLASSES



THE WANDERLUSTERS



SOURCE: 2019 WANDERLUST FESTIVAL & 108 SURVEY DATA

We asked our Wanderlust family about themselves and here's what they told us:

87%

are happiest
in nature and
outdoors

80%

would
recommend
Wanderlust
to a friend

65%

are hikers

66%

practice
meditation

65%

are runners
or joggers

93%

use reusable
water bottles

61%

consider
themselves
foodies or
gourmets

♀
90%
♂
10%



2023 in numbers



2 days events

Day events happening in Bucharest and Cluj-Napoca

Kula Market

With extended areas

Event area

Extra activities
New vendors and guests
in the food & beverages area

Trainers & activities

HATHA YOGA FLOW



Ravi Dixit

SOUND DESIGN & YOGA



Yotam Agam

SUN SALUTE



Julio D. Papi

MEDITATION



Avishek

Trainers & activities

YOGA



Alex Dawson

MEDITATION



Michael James Wong

WELLNESS FACILITATOR



Leo Oppenheim

FITNESS



Horațiu Dumitrescu



Indoor event

Wanderlust True North - happening in historical buildings in Bucharest and Cluj-Napoca. A premium experience making the event itself a destination.



Iconic venues

Opening historical buildings and landmarks for a day of mindfulness and wellbeing.

Reshaped triathlon

Fitness is replaced by musical and dance activities or speaker events.

International speakers

International superstars to join local professionals for speaker events.



BUCHAREST

Bucharest event

A day that focuses on wellbeing and mindfulness.

The event starts with music and, along its 5 hours, will add power yoga, kundalini yoga and meditation, all happening inside the historical building that is the Bragadiru Palace.



The location

The Bragadiru Palace is a Renaissance Revival palace. The construction of this “Colossus”, as the building was referred to during its beginnings, was made according to the plans conceived by the Austrian architect Anton Shuckerl in 1894. It is an impressive structure interfusing architectural styles of the most renowned buildings of the 1900s.

Trainers & activities

MUSIC



Artur Pasecinic

POWER YOGA



Peter Ambjörn

KUNDALINI YOGA



MEDITATION



Avisek

Event timeline



2023 PARTICIPANTS

Wanderlust 108
(Cluj-Napoca, Bucharest)

Wanderlust True North

2800 entries/day

Kula Market

3500 entries/day

2024 GOALS

2x 2 DAY EVENTS
Wanderlust 108
(Cluj-Napoca, Bucharest)

1x 1 DAY EVENT
Wanderlust True North
(Bucharest - historical building)

+ Kula Market
new vendors

+ Activate the community
throughout the year
(through partners activation)

A woman with long blonde hair, wearing sunglasses and a light blue athletic top and leggings, stands in the foreground. She has her right arm raised. In the background, a large crowd of people is gathered on a sandy area, many with their arms raised, suggesting a festival or dance event. The scene is brightly lit, likely during the day.

**TRUE NORTH SEEKERS
FOUND THEIR GUIDANCE.**



**JOIN US IN
FINDING THE
TRUE NORTH!**