

# WONDERFRUIT

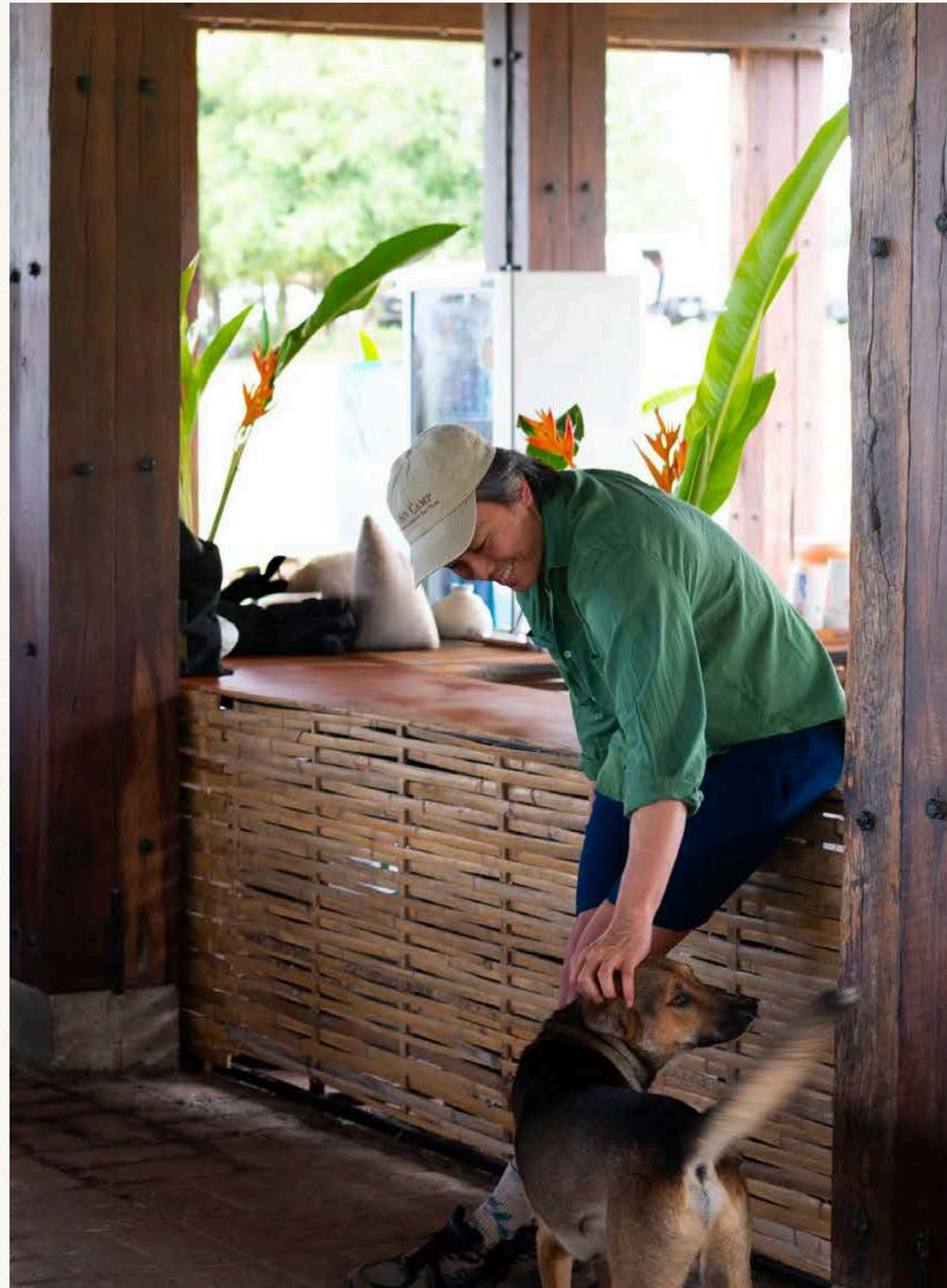
A DECADE OF WONDER

2025

## Wonder Report

An annual exploration of Wonderfruit's connection to Mind, Nature and Sound expressed through a series of cultural experiences, thoughts and initiatives.

[wonderfruit.co](https://wonderfruit.co)



Dear Wonderer,

We have reached what some consider a milestone: that patch of time known as a decade.

Looking back to 2014, the world felt filled with a sense of fear and anxiety from ongoing dialogs of environmental consequences of our actions—which made me feel worried and helpless. Wonderfruit was born as a response to this feeling, as an attempt to spark conversation and actions to navigate a more meaningful way forward.

Ten years on (plus a few in lockdown), the world is still as complex as ever. Ever-present convenience and growth are cunningly designed to make us want, consume and strive for more. Yet, I've observed how it is also creating more disparity, fear and differences than ever.

The question I am asking myself is how do we serve and connect with our human values more truthfully? The past decade has only strengthened my desire to continue to create and shape spaces for this to occur. Time has made me realize that growth is not about doing things just to achieve scale or numbers. It comes from responding to the world with a desire to share and serve one another more boldly and creatively. The simple, powerful act of being present and aware enough to do so is what I am interested in.

We've refreshed and expanded our manifesto, which you can find in the first section of the Wonder Report. And as usual, we find the exercise of creating and reflecting on our past year in words and images very useful in this Wonder Report.

Thank you for taking the time to read this.

With respect,

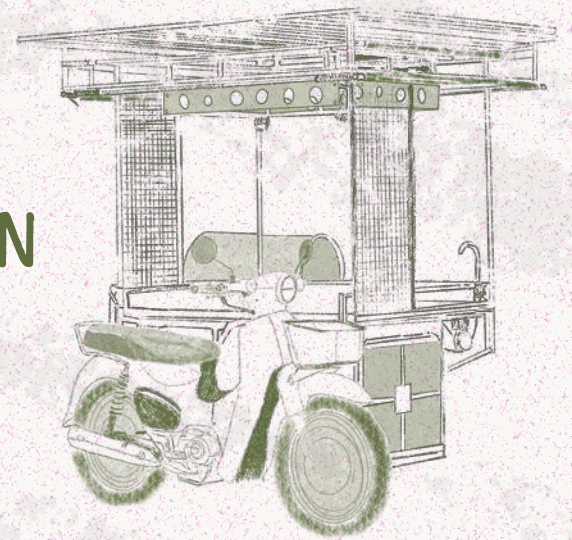
**Pete Phornprapha**  
Founder, Scratch First

# A snapshot of \_\_\_\_\_ our tenth year

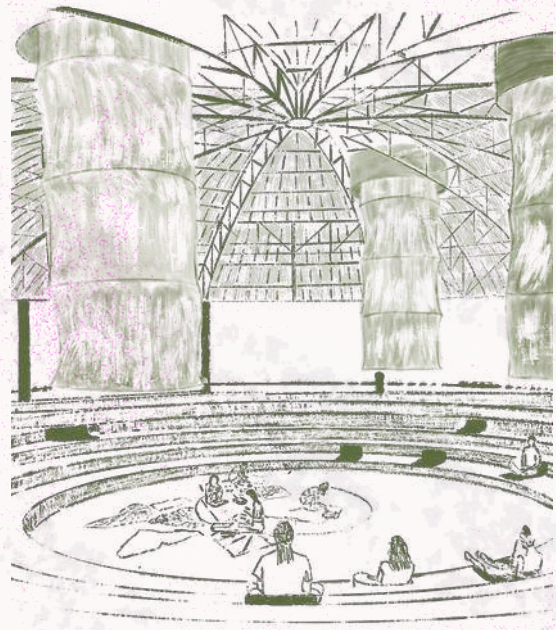
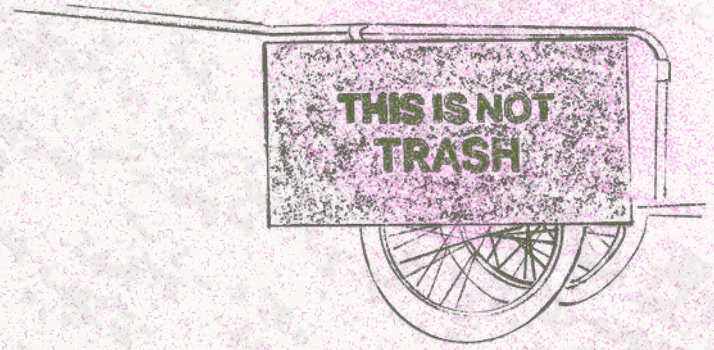
60,000+ trees planted since starting our rewilding efforts began in 2022



Premiered a roving culinary platform, **WANDERING KITCHEN**

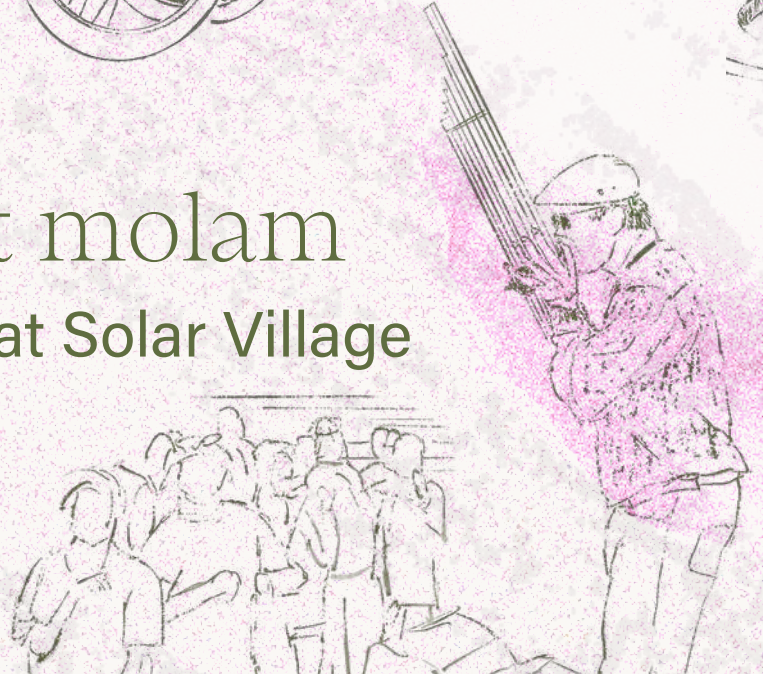


80% reduction in Refuse Derived Fuel

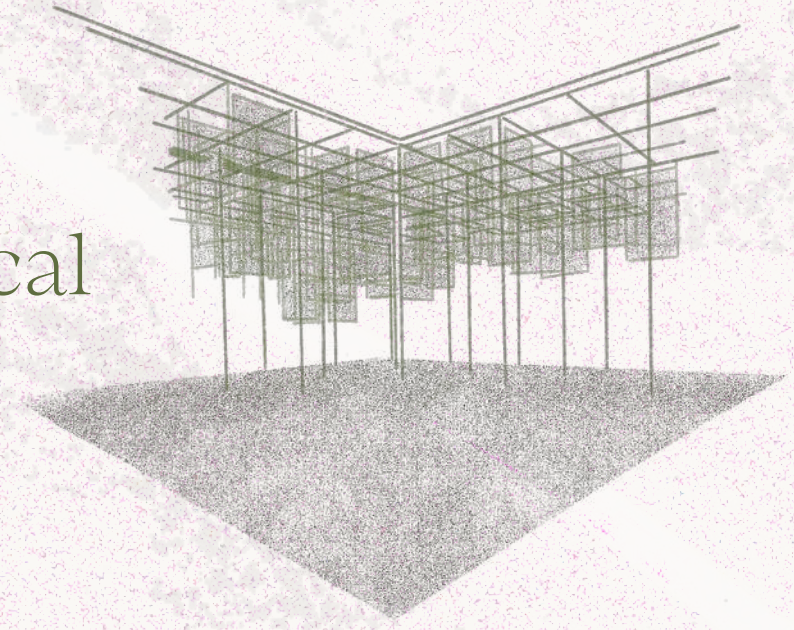


Launched FieldChapters, The Pineapple Eyes Podcast and many more projects

The first molam sunrise at Solar Village



2 new musical pavilions





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01

# The Process of Wonder

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



Wonderfruit is a continuous exploration of culture, creativity and connection. Throughout the year, expressions of our relationships to Mind, Nature and Sound culminate in a five-day celebration in December, where Wonderers can fully immerse themselves in art, music, food, wellness, shared knowledge and practices.

The Fields is always alive. 365 days a year, a team cares for our home—the land, everything that grows and lives there, as well as the permanent structures within its borders. Likewise, projects, residencies and experiments are seeded throughout the year, taking root and growing into Wonderfruit.

In 2025 we celebrated a Decade of Wonder: our tenth edition and a milestone in what has been a steady shift from annual festival to year-round cultural platform. New experiences unfolded throughout the year—in The Fields and beyond—bringing together expressions of Mind, Nature and Sound.

# Our Manifesto: Ways to wonder

Wonderfruit is a space that encourages active reflection, spirited creation and awareness—of self, of others and of the world around us. We seek to provide a rooted counterbalance to the uncertainty and fear of the prescribed perspectives of the world, offering a place where cultural expressions inspire our connection with wonder.

Rooted in this belief, we developed a framework of **ways to wonder**.

**Creating from the ground up.** Cultivate and care for the land, so that it may in turn nourish ecosystems and human creativity. Rewild to raise a thriving, living co-habitat, learning to live and work with natural cycles and rhythms. Respect nature in the way we design and create.



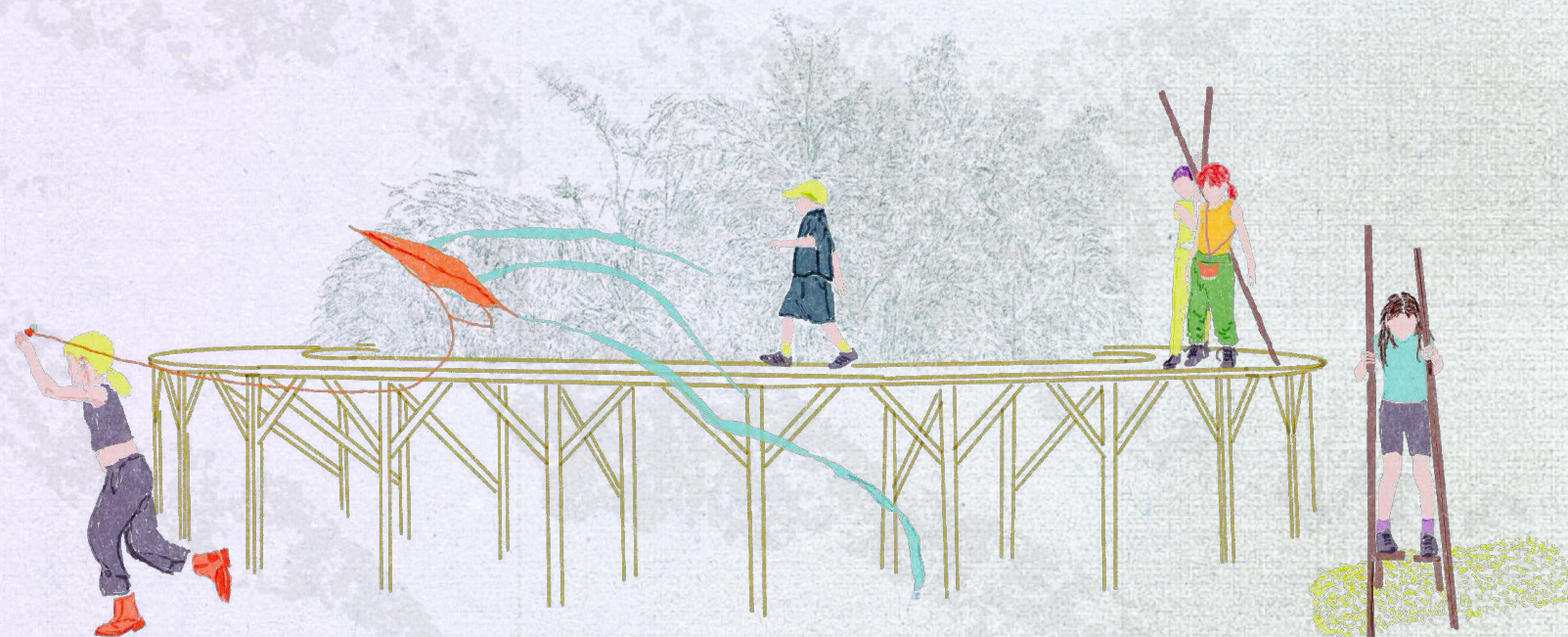
**Spaces for human expression.** Design diverse physical and digital places. Reimagine and reinvent continuously with community and human connection in mind. Experiment with how spaces can host multiple philosophies and activities. Encourage rest, reflection and social interaction, as ways to strengthen.

**Learning to be resourceful.** Realize our environmental, social and cultural impact. Work with local craftspeople and materials found in the area. Plant, nurture and use what grows on-site in art, architecture, food and workshops. Find ways to extend the life of materials and structures, while being able to reinvent them in different forms.

**Learning to listen carefully.** Seek opportunities to discover new music, sounds and voices, free from prescriptive lenses and algorithmic recommendations. Approach the music we create as a collaboration between people and spaces, rather than quick stimulation. Acknowledge human and cultural connection in each process as a way of social well-being. Listen to our cultural footprint in the communities we serve, and how it affects ourselves and others' wellbeing for mind and nature, as well as for social harmony.

## Exploring ways of thought and wisdom.

Explore rituals, ceremonies, practices and traditional knowledge that encourage holistic wellness not just within The Fields but beyond, in everyday life to root us. Create spaces to discover without judgment and to approach new things with human compassion and respect for greater needs than our own. Connect ancient wisdom to contemporary expressions. Receive new perspectives and grow with openness, wonder and childlike curiosity.



**Stories to eat.** See food, drink and spirits as a medium for storytelling and an innovative tool for reshaping our perspectives. Look beyond ingredients as raw materials, appreciating them as a connection to society, environment and history. Draw inspiration from local ingenuity in preparing, preserving and presenting food and drink. Share and appreciate food cultures, from indigenous meals to celebrative feasts.

**Enrich communities.** Embrace community beyond the like-minded people who enjoy the experience, seeing the interconnected web of seen and unseen people, from municipal authorities to the people who live down the street from us to practitioners who are offering programs during the event. Open up opportunities for students and young adults to come learn, explore and evolve. Increase accessibility, especially for families, youth and educational institutions. Build partnerships with brands, organizations and entities that align with our ethos, while creating meaningful experiences.



**Living through the arts.** Engage with art as a form of discovering, learning and connecting with stories, spirits and the land. Cross disciplines to open alternative ways of creating and diversifying contexts of the world. Art is created to be shared openly and generously.



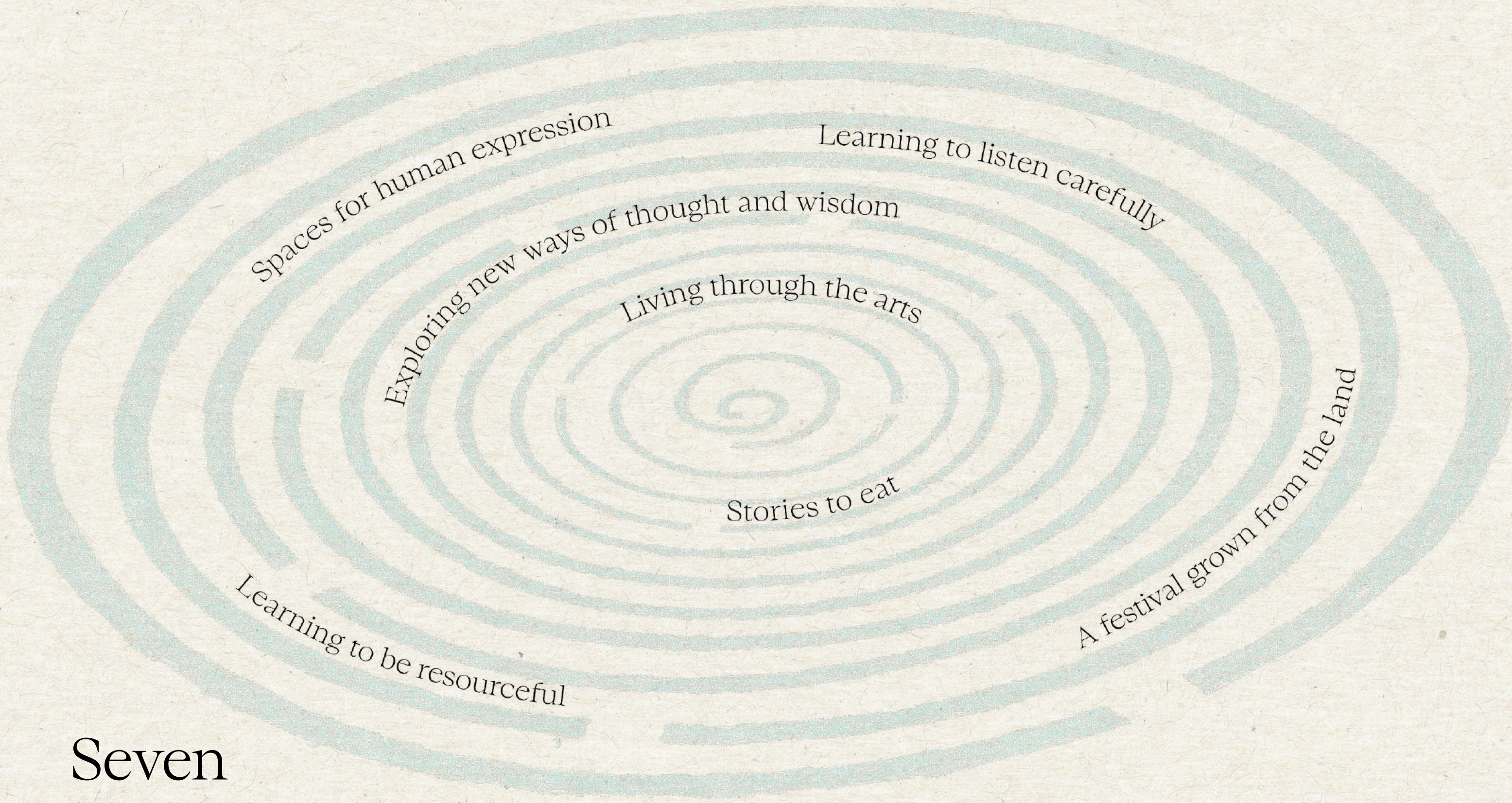
As we grow, so will these ways to wonder. We continue to carry them in our collaborations, in our gatherings and in our daily lives.



## 02

# A Guide to Wonder

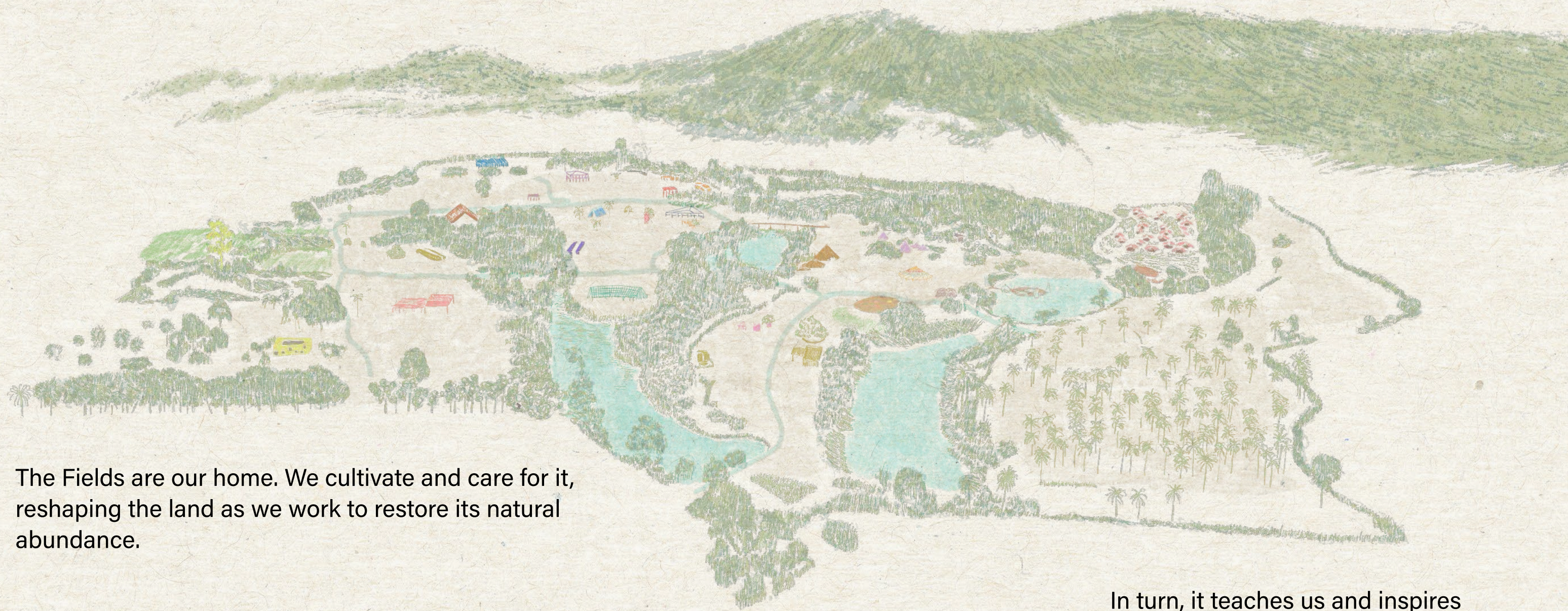
A Guide to Wonder is the framework that shaped our tenth edition's music, interactive art, living soundscapes, performances, ceremonies and rituals. This evolution was a natural result of the past decade's many expressions of how humans create together and connect to the world around us.



# Seven interconnected expressions

Each activity shared at Wonderfruit was inspired by one of these themes—but not to the exclusion of others. Each exploration connects, overlaps, opens pathways to each other.

# A festival grown from the *land*



The Fields are our home. We cultivate and care for it, reshaping the land as we work to restore its natural abundance.

In turn, it teaches us and inspires what we build and create here.

Through rewilding efforts, we've built young forests that now house hundreds of plants, critters and even more Wonderers, nourishing both ecosystems and human creativity.

60,000+  
trees planted since 2022

13,956  
planted in 2025

- \* 12,100 Annual rewilding by Team Wonderfruit and our community
- \* 800+ planted during Wonderfruit 2025
- \* 1000+ planted around Living Village

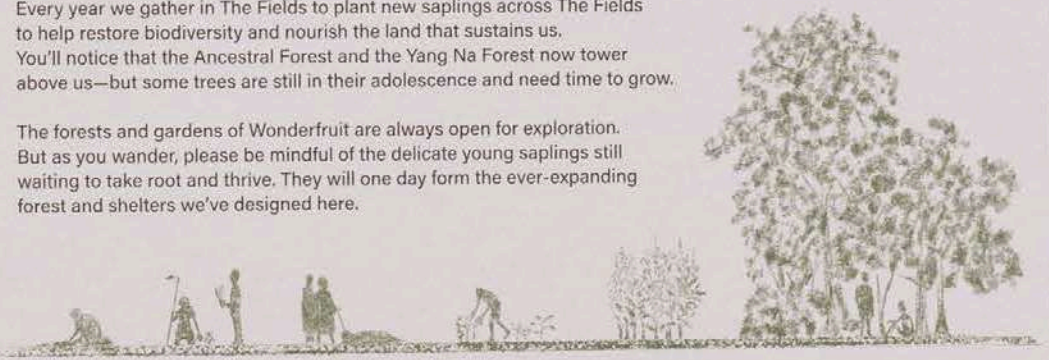


### Rewilding Initiatives

**Please be gentle with us. We're still growing.**

Every year we gather in The Fields to plant new saplings across The Fields to help restore biodiversity and nourish the land that sustains us. You'll notice that the Ancestral Forest and the Yang Na Forest now tower above us—but some trees are still in their adolescence and need time to grow.

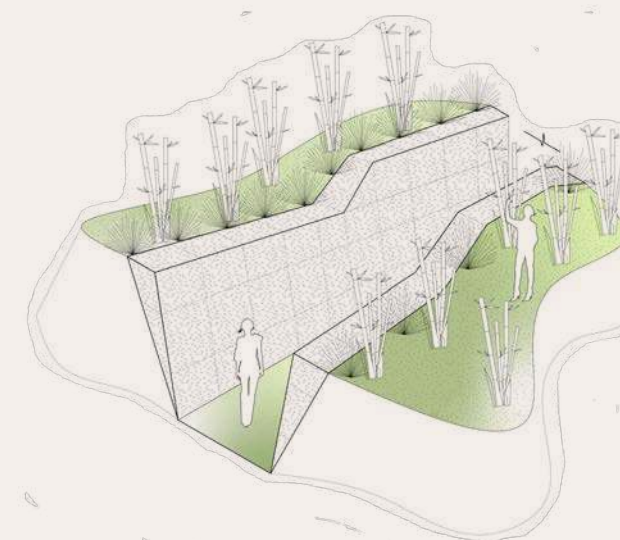
The forests and gardens of Wonderfruit are always open for exploration. But as you wander, please be mindful of the delicate young saplings still waiting to take root and thrive. They will one day form the ever-expanding forest and shelters we've designed here.





Masterplan and Front of House by [Design Qua studio](#);  
Landscape Design by [TK Studio](#); Creature Stage by [Ab Rogers Design](#)

We shifted the earth in Living Village to create a natural amphitheater of grassy slopes and flowering shrubbery, planting bamboo and tropical trees that will one day offer clusters of shade—and perhaps house micro-ecosystems of birds, insects and fungi of their own. Natural hill steps and pathways guide footfall into pockets of gathering spaces.



Landscaping sketches by [Design Qua studio](#)

# As we shape the land, it in turn shapes us

Art popped up within the Ancestral Forest, like Pinaree Sanpitak's 'Gathering Tables Wonderfruit' and the living, edible art performance 'What Remains is Eaten' by Pickle Collective. In its hidden clearing, Forest Stage with Defender expanded to fill the space with a bar and lounge.

As the Medicinal Plant Garden matured and produced its harvest of herbs, fruit and vegetables. Offshoots sprouted within, like the Steam Hut and workshops woven into the garden itself.



What we build is informed and inspired by the natural evolution of The Fields. Things grow, things die, things shift and transform—and we do too, in an ongoing dialogue with the land.



In Embrace, the dead tree held within its rammed-earth walls was joined by new growth. What was once a standalone art installation now unfurls with sails of fabric to shade activities throughout the day and hosts soundscapes capturing indigenous communities' connection to the earth.

The curvatures found in The Fields inform the surrounding structures. In Wonderness, the mound of earth within a cluster of Acacia Trees informed the curved shape of a Slow Coffee Bar. Meanwhile, Our Parkland's natural living room was formed by the surrounding circle of Chamchuri trees. We strung up hammocks between the trunks, hid speakers in their branches, and added mats for people to sit and socialize in.



'Acacia Cafe' by Ab Rogers Design



'Embrace: Voices Above and Below' by Hear & Found x Nanu Youttananukorn



Our Parkland by Ab Rogers Design



## Living and gathering throughout the year

In recent years, Wonderfruit shifted from a temporary pop-up city. Several venues now exist permanently, supporting many uses throughout the year including the two-story structure of Open Kitchen, the village of cabins in Slow Wonder, Haan Molam stage and the circular hut of Earth Round. Each is designed for durability, so that they don't need to be dismantled or re-built.



Farm Village thrives every day thanks to a permanent team who look after the plant nursery, mushroom hut, indigo plants and the surrounding orchard of fruit trees. Our Head of Composting, Maggie the pig, holds court with dozens of ducks, chickens and two sulcata tortoises: Din and Daen.

# Learning to be *resourceful*

Living in The Fields has taught us that everything has its purpose. By embracing circular thinking, we learned not just to live in greater harmony with the natural world around us, but to be imaginative and inventive in how we create.





## We continue to lessen our impact on the environment

Knowing how impactful sanitary waste can be on the environment, we've been especially mindful about reducing toilet paper usage over the years.

**From 2,978 kg in 2022, we brought total use down to 1,002.83 kg in 2023, 699.92 kg in 2024 and further to 466.08 kg in 2025.**

This progress has only been possible with the care and dedication of the Fieldkeeper team, alongside the introduction of reusable hand towels across the site. And of course, thanks to our kind Wonderers for helping keep the system working by returning the towels after use and supporting the clean-and-reuse process.

We kept our promise to send zero to landfill, finding new ways to improve our circular waste system and limit the resources spent on supporting all the lives that gather in The Fields. From reducing overall waste—both recyclable and non-recyclable—to lowering our fuel consumption, we continue to make shifts towards better, more lasting environmental impacts.

We drastically reduced our usage of aluminium cans by switching from Wonder Water to refillable water tanks for our teams and back-of-house.

**From 73,856 cans in 2024 to 57,816 cans in 2025 (28% reduction)**



A greater share of leftover food from each vendor was shared this year with the on-ground working team, including Fieldkeepers. Uncooked ingredients were sent to food rescue and environmental foundation Scholars of Sustenance (SOS). These donations were equal to 5,617 meals (1,350 kg)—a significant increase from 2,000 meals (733 kg) donated in 2024.

Fruit peels were repurposed and fermented, either as garnishes or in infusions. Any food that was unconsumable was added to our expanded composting system, to return into the soil and nourish what grows and thrives in our home.

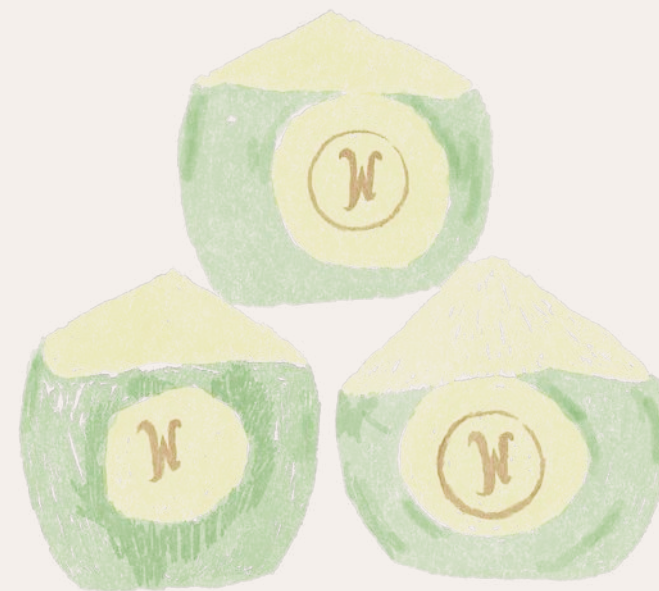
To hydrate Wonderers, artists, collaborators and the many lives that exist in The Fields, we use on-site water filtration for drinking and non-drinking water.

**60,000**

litres of water  
consumed in 2025

**19**

Water Refill stations



For the first time, we connected to grid power, decreasing the number of generators as well as our fuel consumption.

**94 units in 2024 to 84 units in 2025**

(11 % decrease)

Diesel usage decreased from

**68,986 litres to 50,708 litres**

(26.5 % decrease)

The waste and carbon emitted transporting each coconut to The Fields had already been offset by the sustainable practices used in growing them.

While the overall waste volume has been steadily decreasing, the most significant shift has been in RDF (Refuse Derived Fuel). We reduced RDF from 15.6 tons to just 6 tons—a major improvement.

This progress was largely thanks to the Fieldkeeper team, who worked carefully and consistently to sort waste thoroughly on site. By taking the time to separate materials properly, we were able to divert much more waste to recycling instead of sending it to RDF.

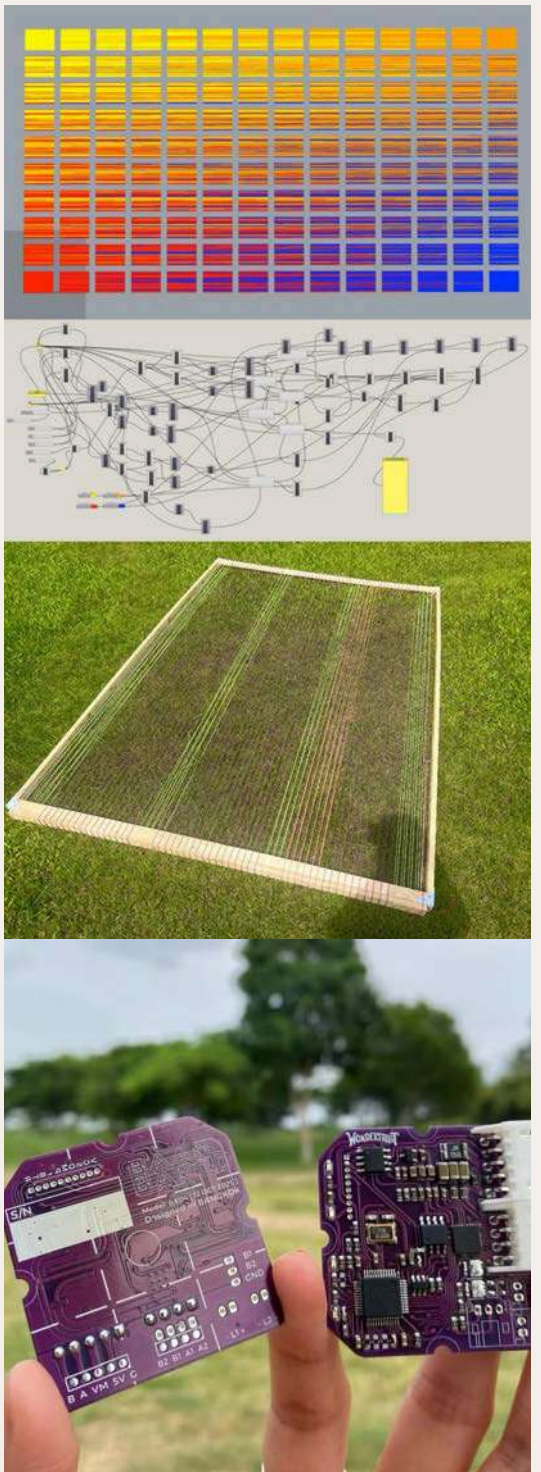
This achievement did not belong to one team alone. Every connecting point mattered, from early vendor meetings and screening processes to on-site operations. Making sure everyone understands the standards and the intention behind setting them is what allows us to improve year after year: to improve our system as a whole.



## Working from The Fields' perimeter

The venues, art installations and utilities come together thanks to teams of builders and craftspeople from Chonburi and around Thailand. Most of what you see in The Fields is made from scratch, where the materials used are also sourced locally—including repurposed timber from across the road.

As both an artistic expression by Wit Pimkanchanapong and a venue designed to evolve with its multi-disciplinary programmes, Baan Bardo was one of the most unique builds. The venue's shifting panels of woven thread, rigged lights and unique dynamic pulley systems all required a bespoke build.



Through the innovation, skill and imagination of all the designers, engineers and workers involved in making Baan Bardo, simple and commonly-found materials were crafted into a kinetic, otherworldly structure.

# What grows on-site becomes part of Wonderfruit

The medicinal plants, wild-growing fruit and herbs are used at the Medicinal Plant Village and in the newly-added Steam Hut by [Ab Rogers Design](#).





Indigo plants stand all year long just beside The Fields Store. Led by [Philip Huang](#) and team, each harvest is a chance to experiment, learn and enrich our knowledge. Indigo plants are processed and fed into vats for fermentation, passing along this ancient dyeing tradition and allowing us to explore the commonality between science and art—and share it with others at Indigo World during Wonderfruit.



# Spaces for human *expression*

Physical spaces are as much a part of the experience as the music, art, food or workshops.

We introduced new and evolved architectural landmarks that brought Wonderers together.

These places embodied how we hope to live within Wonderfruit and beyond.



# Reimagining Living Village for community

Living Village was redesigned by [Design Qua studio](#), expanding its capacity to hold people. With Creature Stage by [Ab Rogers Design](#) at its epicenter, Living Village was always intended to encourage communal listening of live acts, so grassy knolls were landscaped to encourage more seating, while preserving and containing the acoustics. New pathways and pockets opened, making room for people to gather in.



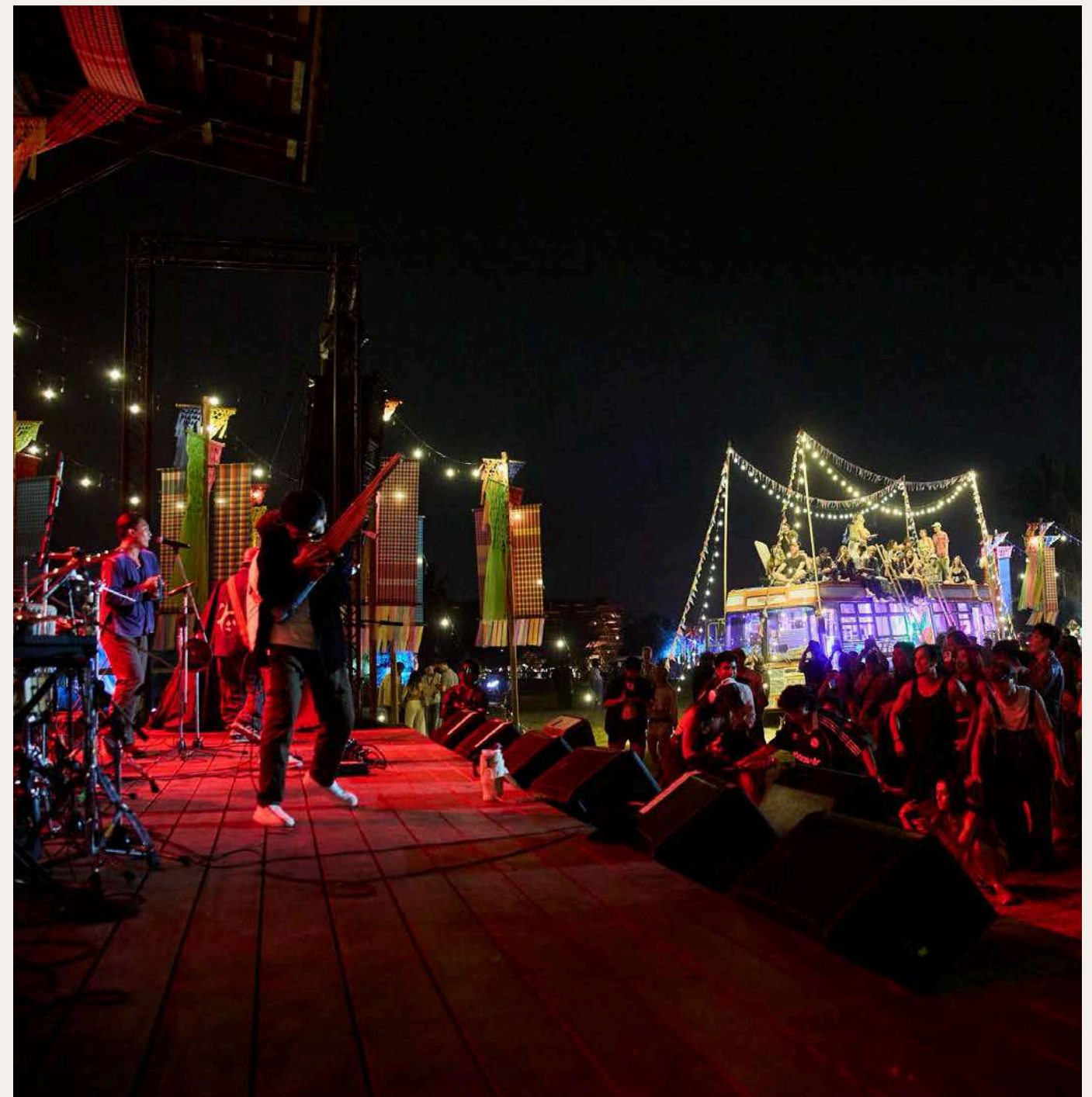


As a result, Living Village saw hundreds more Wonderers than in previous years. People roamed, danced, ate together and lingered in Living Village for longer, not just as a member of the audience but as a community.



# The growing universe of Molam World with Amazing Thailand

Molam World's vibrant village has changed a lot since its inception in 2015. This project began with the now iconic Molam Bus: a moving museum of Northeastern Thailand's rich music culture, curated by the [Jim Thompson Art Center](#). Over the next ten years, it expanded to include a stage on the back of a truck—drawing from the ingenuity of Isaan's rural pop-up concerts and parties.



Through our partnership with [Amazing Thailand](#) with the Tourism Authority of Thailand (TAT), Molam World represented a way to connect people from around the world to Isaan culture, not just as a form of celebration but also as healing through human expression. This was born from a shared idea that wellness can arise from the joy of listening to music with others, just as it might come from drinking herbal tonics.



'Haan' in the dialect of Northeast Thailand is a term for any raised platform, used for a variety of purposes including molam performances. Conceptualized and built by PO-D Architects, Haan Molam draws inspiration from cultural practices and folk social structure, intended not merely for live performances but also adaptable for dining, gallery spaces and more community activities.

Within Molam World's orbit stood the 'Suk Joy' lookout tower by Salt and Pepper Studio, two bars featuring traditional Thai spirits, daily Phi Ta Khon mask-making workshops and a food market with dishes from Thailand and the surrounding region. The area itself stretched all the way from Open Kitchen down to Farm Village and the rice fields, encompassing a brand-new permanent venue: Haan Molam.





# Forest Stage with Defender

Tucked within the depths of Ancestral Forest, a hidden venue beckoned Wonderers down a meandering path through the trees. Wooden benches, soft cushions, a recently expanded bar and dedicated lounge area welcomed a larger audience than years before. These new additions used Siamese Sal "Teng" hardwood, a dense tropical hardwood that would ensure greater resilience against rain, insects and time.

Here, people gathered to experience music that tested the boundaries of sound and art, exploring the overlap of humans and nature.

First introduced in 2023, Forest Stage with Defender expanded in 2025 from its original shape by Jiro Endo, once built with dead trees salvaged from the site.



# Debuting the theater of Baan Bardo

Perched on the higher grounds of The Fields was a kinetic, multi-disciplinary venue to house various philosophies.

Baan Bardo was the realization of a ten-year long investigation into consciousness, awareness, ritual and Buddhist teachings, compounding questions about how people gather and celebrate. With illuminated, shifting panels that can be lowered or raised to limit or create space, the venue was an experiment in how a single place could host multiple types of activities.



The venue flowed with the rhythms of the day. In the afternoon, the maze drew people closer during ceremonies curated by Buddhist art collective Dhyana. As night fell, Baan Bardo opened up, allowing crowds to spill into the surrounding areas during DJ sets from music discovery platform ROVR, or throughout diverse forms of sound and music like Open Reel Ensemble, 64ksana and Daniel Brandt's live A/V cinema experience.

# Continued and evolving Social Interventions

Introduced by Ab Rogers and collaborating artists in 2024 to encourage rest and spontaneous social interaction, these pop-up installations became more intertwined with the area. Programming connected the spaces to the surrounding environments and activities, including sound installations from Sonic Minds.

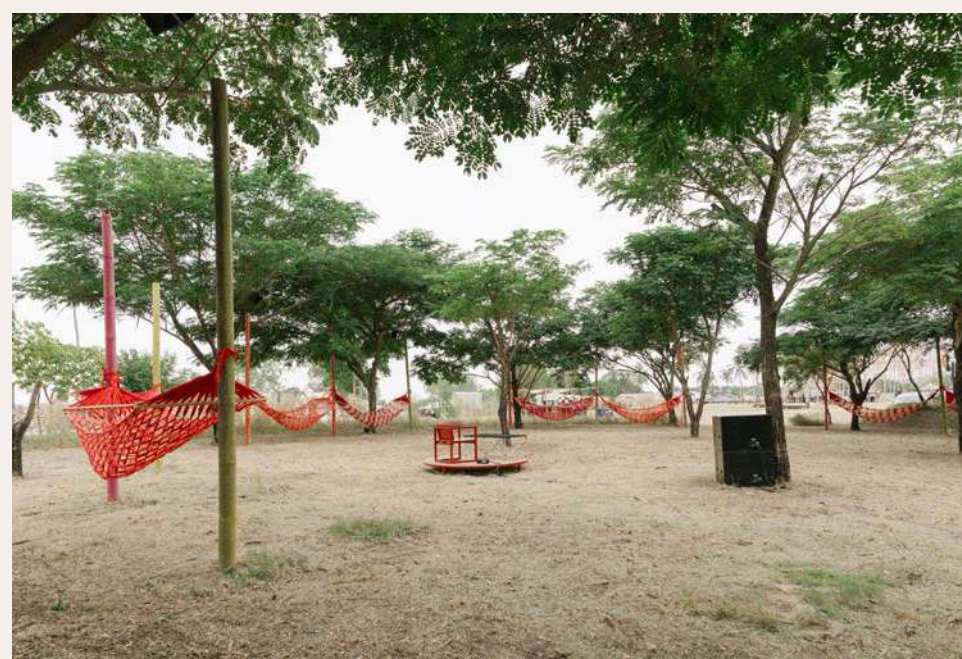
Acacia Cafe



Open Field



Kissing Benches



Our Parkland

Our Parkland welcomed Wonderers in to rest, relax and socialize to uplifting, upbeat music. People napped in the hammocks, lounged on the ground, cradled in the safety of the surrounding Chamchuri trees.

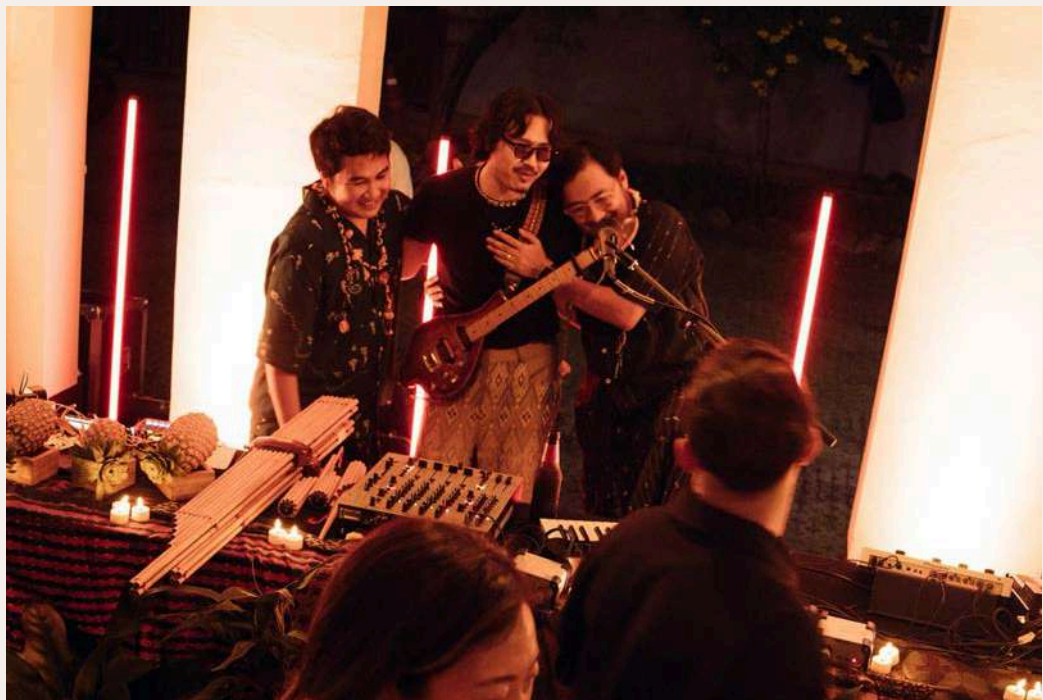
# Learning to *listen* carefully

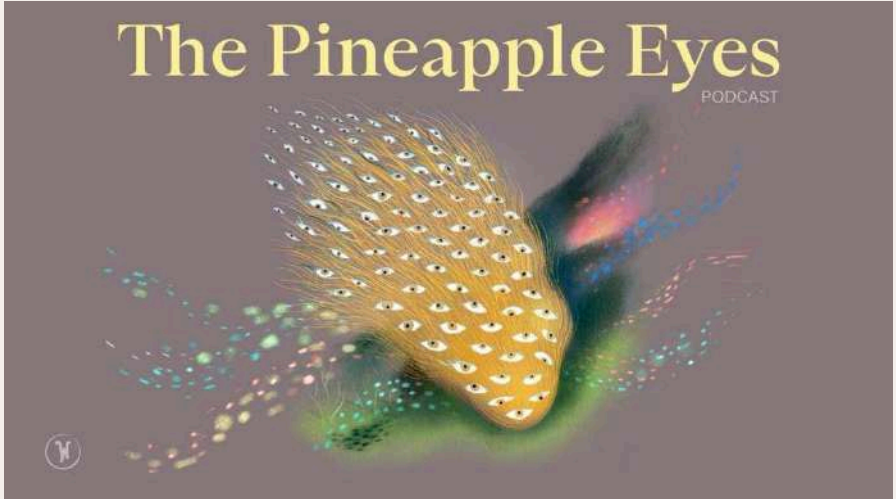


For the past ten years we have tried to create opportunities for people to discover music they may not have known existed, to hear sounds that redefine the world around us, to connect beyond borders, languages or planes of existence.



In October 2025, we invited our community to Bangkok 1899, a cultural and civic hub in Nang Loeng. The evening began with a guided meditation by Indonesian electronic duo Bottlesmoker, who used living plants and their own combined bioelectrical signals as instruments to create a calming soundscape. At night, we were treated to a debut live performance of a collaborative EP by Bottlesmoker x Tontrakul, bridging Indonesian and Thai instruments like the phin, khaen, dogdog lojor and karinding.





Our official podcast series, [The Pineapple Eyes Podcast](#), launched its first episode on 22 September, 2025. Each week, we listened to many viewpoints and perspectives through intimate interviews with Wonderfruit’s community, including Yumiko Morioka, [NOTEP](#), [Vincent Moon](#), [MSCTY Studio](#) and other collaborators.

[Listen to the podcast](#)





# Coalescing a constellation of Sonic Minds activations

Sonic Minds is a collaborative project with MSCTY Studio and an extended community of musicians, artists, scientists and spiritual practitioners within and beyond Wonderfruit. Each installation, experience and performance seeks out new links between imagination, sound and well-being.

In July, a Sonic Minds project was brought to the Reethaus at Flussbad—a campus developed by our friends at Slowness to enable collaboration and innovation across disciplines toward the reimagining of human potential, in Berlin, Germany. A spatialized listening session of AIR in Resort. Captured at Enfold in 2024 reimagined A · I · R (Air In Resort) by pioneer of Japanese “environmental music” Hiroshi Yoshimura, adding field recordings from Thailand and vocals by TA2MI, the musical project of Japanese Buddhist monk Akinobu Tasumi and British artist Scanner.



This event served as a prologue to explorations we’d make together in 2025. The first of Sonic Minds’ projects began with Japanese ambient music composer Yumiko Morioka and James Greer of MSCTY Studio. Together, they created a work inspired by time, memory and scent, combining piano and samplings of natural sounds. Titled ‘Music for Rest Rooms’, it was performed first to an intimate audience at FieldChapters, Wonderfruit’s first inaugural residency. This was later performed to a larger audience at Baan Trok Tua Ngok in Bangkok.





Alongside 'Music for Rest Rooms,' more activations appeared throughout The Fields, both as installations and performances. Each sought to recontextualize spaces and their social contexts through sound.



The Bridge To Wonderness / The Bridge From Wonderness was a playful sound installation at the smaller, wooden bridge to Wonderness. Featuring Midori Takada mixed with the site's field recordings, how you heard the piece shifted depending on which side of the bridge you walked from. Anyone seated at Kissing Benches were teased with sensual whispers, while Our Parkland featured sound elements and musical contributions from Mark de Clive Lowe intended to intrigue and attract any nearby wandering Wonderer.

Pieces sounded at venues between performances. Baan Bardo echoed with a sound work drawing from readings of the Tibetan Book of the Dead by Dhyana's Harry Einhorn, as well as samples from temples and passing trains. Synth Pop City Bangkok created a cityscape sound in SOT, replacing circadian rhythms of birdsong with sounds of industry, commerce and traffic noise.





Sonic Minds also introduced different headphone-based experiences, including Commune in the Ancestral Forest. Wonderers could wander and sit in the forest as they listened to the sounds of the leaves, birds, insects and the voice of the Mother Tree, performed by NOTEP.

# Listening to indigenous voices with Embrace: Voices Above and Below

In Embrace, a sound installation by Hear & Found captured the songs and words of the Karen, Hmong and Moklen people. The rammed-earth pavilion served as a place to amplify the traditions of Thailand's indigenous communities.

Here, Wonderers were invited to a sound ecology workshop. Using high-end microphones, they listened mindfully to the non-human voices found in The Fields. Hear & Found also led a workshop of dance and music from the Pwo Karen, sharing a way of celebrating and expressing gratitude to the world around us.



The indigenous community's relationship with the environment is deeply auditory. Soundscapes serve as indicators of time, seasons and ecological health—connecting daily survival with cultural transmission. Whether through songs that mimic extinct wildlife or the ability to 'hear' the sea and the forest, these sounds represent a profound connection to the land. For us at Hear & Found, these recordings are proof of biodiversity and a reflection of the indigenous commitment to protecting their ancestral homes.

— **Sirasar Boonma,**  
Co-Founder, Hear & Found



## Music discovery with ROVR

A first-time collaboration with music discovery platform [ROVR](#) brought crate-diggers and curators to The Fields. This project was birthed from a joined ethos of encouraging curiosity towards new music, avoiding headliner culture and algorithmic recommendations.

Leading up to December, curators from Wonderfruit featured on ROVR radio, including Maft Sai, Ouissam, Phuong Le, Dhyana and Sonic Minds' Nick Luscombe.

During Wonderfruit, [ROVR](#) set up a pirate radio station in the metal hangar of Neramit. Artists, DJs and selectors shifted the energy to match the time of day. We also worked together to stream recordings, directly from The Fields on the ROVR app, so that those unable to join us in 2025 could still share in part of the celebration.

Neramit: Architecture by [Boonserm Premthada](#);  
Interior design by [Ab Rogers Design](#)

# Making space for Wonderers to rethink and rediscover what music means



In curating the music of Wonderfruit, we searched for acts that made us feel a sense of wonder, with the hopes that someone else gets the joy of discovering it for the first time themselves, too. On the subterranean dancefloor of The Quarry, artists like [Objekt](#), [Polygonia](#), [DOTT](#) and [AAGUU](#) played raw, edgy and experimental electronic music beneath interdimensional wormholes.

The Quarry: SOIHOUSE x AUTOSAVE



Diverse artists brought vibrancy to venues with live renditions of old traditions. Sufi artists Caravana mesmerized hundreds of Wonderers with a folk music tradition from western Rajasthan, while Mevlevi Sema gave a whirling dervish performance—a ritual dance originating in Turkey.

Minyo Crusaders re-ignited minyō songs originally sung by Japanese fishermen, coal miners and sumo wrestlers hundreds of years ago, reworking them with Latin, Caribbean and Asian rhythms. Meanwhile, at Enfold, Sound of Jing brought together acclaimed guzheng master and soloist Chang Jing and flutist Zhang Di, blending classical Chinese art with modern imagination.





Some performances softened the borders between genres, blending performance, experimentation and music. The Vegetable Orchestra made instruments from unlikely mediums such as pumpkins and carrots, producing sounds both familiar and wonderfully peculiar. At Forest Stage with Defender, Keigo Tanaka transformed bio-electric signals from plants into sound, while creating cymatic visuals from movements on water, while Inna performed flow dance art.





Bangkok-based instrumental rock band JPBS delivered an explosive live performance on Creature Stage with longtime collaborator DuckUnit. Wonderfruit has been a part of JPBS's evolution since the early days of the band, providing a space for experimentation as they grew and evolved into a full audio-visual experience.

Photo credit: Kanrapee Chokpaiboon



Across The Fields, local underground artists found a platform to share their music with Wonderers and with internationally-acclaimed musicians. Intermission, our annual launchpad for Thai-based unsigned talent returned, featuring six selected artists: Atiya x Soulberry, Kosum Boy, Moondivve, sunofkidsune, Synthderellar and wiirs.

Leading up to their debut performance at Ziggurat with Singha, each group received one-on-one mentorship with renowned producer Howie B. Intermission artists also received studio time and support from Siam Music Yamaha—including a post-Wonderfruit performance at Y-DACC with full creative control.



# Molam as a language of cultural exchange

Looking back at the past decade, molam music has echoed in Wonderfruit since the very first edition. This centuries-old music tradition found a permanent home in Molam World with [Amazing Thailand](#), even expanding its reach to Solar Village for the very first time. [Paradise Bangkok Molam International Band](#) welcomed dawn at this iconic venue, expanding what sunrise celebrations and gatherings might look like.



Molam World presented the music from Northeast Thailand and the surrounding Mekhong region, alongside music from various diasporas around the world—each with an instrument unique to their music traditions with a sound that defines the genre, bound deeply to history and identity.



Similarly, molam music has become a way for artists to communicate with other world and root musicians. Legends from Thai folk music like Luk Thung queen Yenjit Porntawi and the “Master of Modern Lam Plearn” Rungfa Kulachai could be seen on the same stage as renowned Balochi Benju artist, Ustad Noor Bakhsh.

# Exploring new ways of *thought* and *wisdom*

Wellness and daytime explorations grew within Wonderness and beyond, as practitioners gathered to share knowledge, contemporary ceremonies and traditional rituals.





## Activating the *Torus Heart* of Wonderness

Wonderness, the heart of Wonderfruit, expressed itself this year as a Torus Field flowing throughout The Fields. This continuous loop of energy reflects a pattern found across nature, from the living world to human experience and the cosmos within.

To welcome the Wonder community into this shared field, the Wonderness Torus Field Heart Activation Ceremony brought together those drawn to Axis Mundi, a sixteen-pointed star-shaped structure at the center of The Fields, which became the heart of the torus and the source of its magnetic field.



From that moment, rituals and ceremonies began to unfold, with workshops flowing within the same current of energy. From sunrise to sunset, Wonderers engaged in yoga practices, meditation sessions, and embodied expressions of dance and movement.



Whether arriving at The Fields for the first time or returning again, everyone was invited to explore the meeting point of science and spirituality while reconnecting with one another and with their own inner awareness.

Chakra Alignment with Raga, Dhrupad and Bhakti Yoga, guided by Natasha, brought together yoga and Indian musical traditions to harmonize the soul, mind, body and breath. Thai Fit Studio led a procession through Wonderness in a Soul Retrieval Ceremony (Baisri Su Kwan). With support from the Department of Cultural Promotion (DCP) under the Thai Ministry of Culture (MOC), the ceremony revitalized Thai-Isaan healing traditions and cultural heritage, inviting those present to dance and take part in the celebratory ritual.

To mark the end of another cycle, a closing gathering brought Wonderers together to offer gentle gratitude to the land and to one another, before releasing the moment and moving forward with lightness and clarity.



TeaRoom and Ochill Art Collective brought tea smoking to The Fields—a reimagining of ancient Japanese tea traditions. This ritual of impermanent perfection found a semi-permanent home within 'Microtopia.' Within soft walls of indigo cloth panels, on a raised wooden platform beneath the shade of a tree, a temporary sanctum welcomed guests into the calm of a pop-up Japanese ceremonial tea room.

## Micro-universes formed by ritual

A new ceremonial gathering space, the Alchemy Circle, invited Wonderers to explore mystery, symbolic language, oracles and the art of divination together.



# Connecting with traditional Thai wisdom

The Medicinal Plant Village, in collaboration with the Department of Cultural Promotion (DCP), introduced new ways for Wonderers to connect with ancient medicinal knowledge and Thai botany. This expanded programming was made possible with the support of the DCP under the Ministry of Culture (MOC), helping us make a meaningful transition towards becoming a year-round cultural platform.



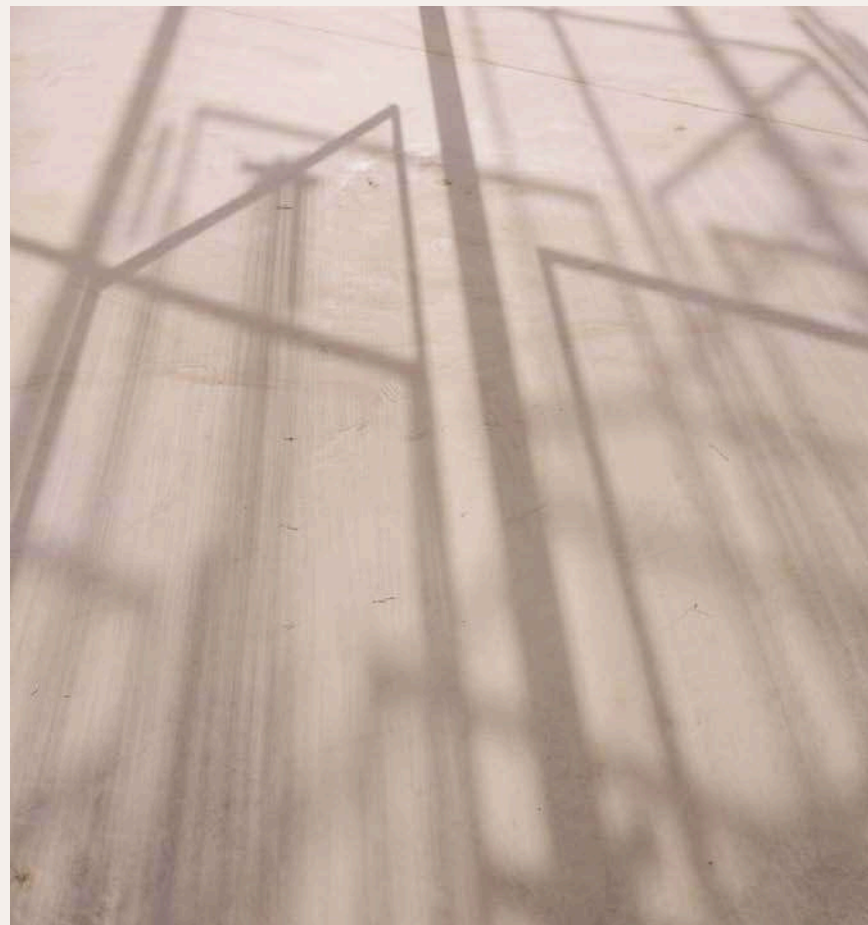


Hosted in six huts at the edge of the Ancestral Forest, the Medicinal Plant Village with DCP offered a wide range of hands-on activities, with workshops weaving through the flourishing Medicinal Plant Garden. Practitioners guided participants in making their own herbal balm, shared folk stories, and led a botanical drawing class. Traditional Thai medicine doctors were also present, offering consultations based on each person's elemental constitution (Táat Chao Ruean), drawing from classical Thai healing knowledge. Tok Sen by [Sripai](#) eased muscle aches, tense tendons and other ailments through a centuries-old massage tradition from Thailand's Lanna region.

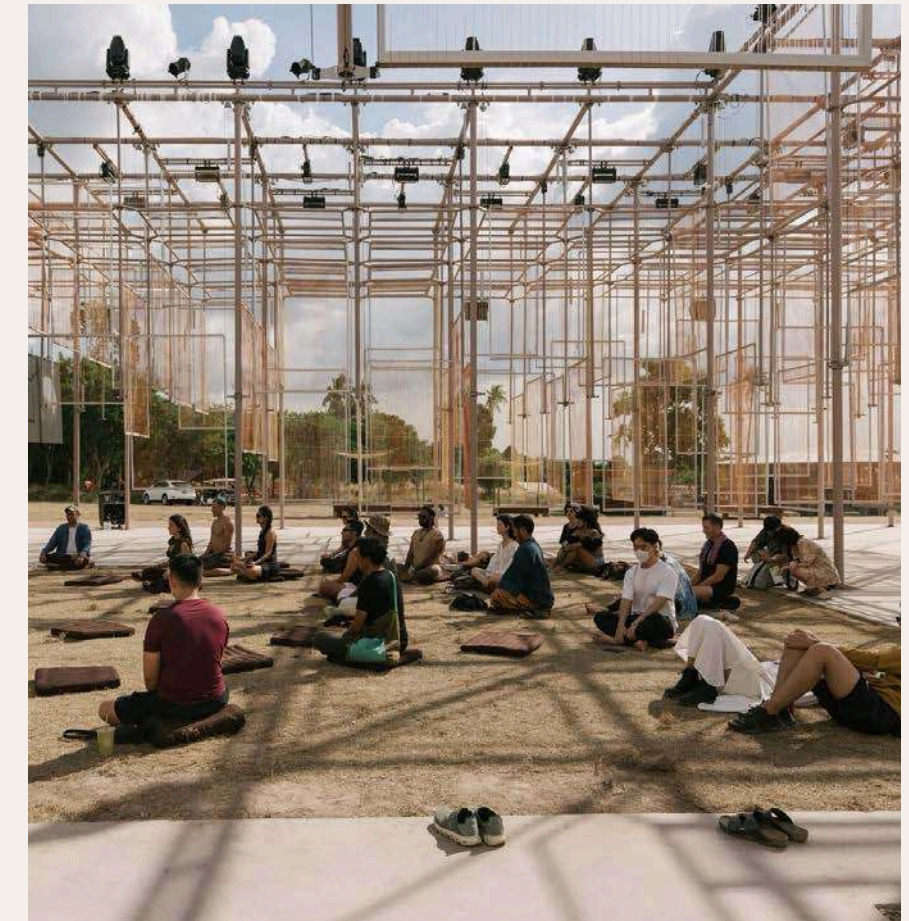
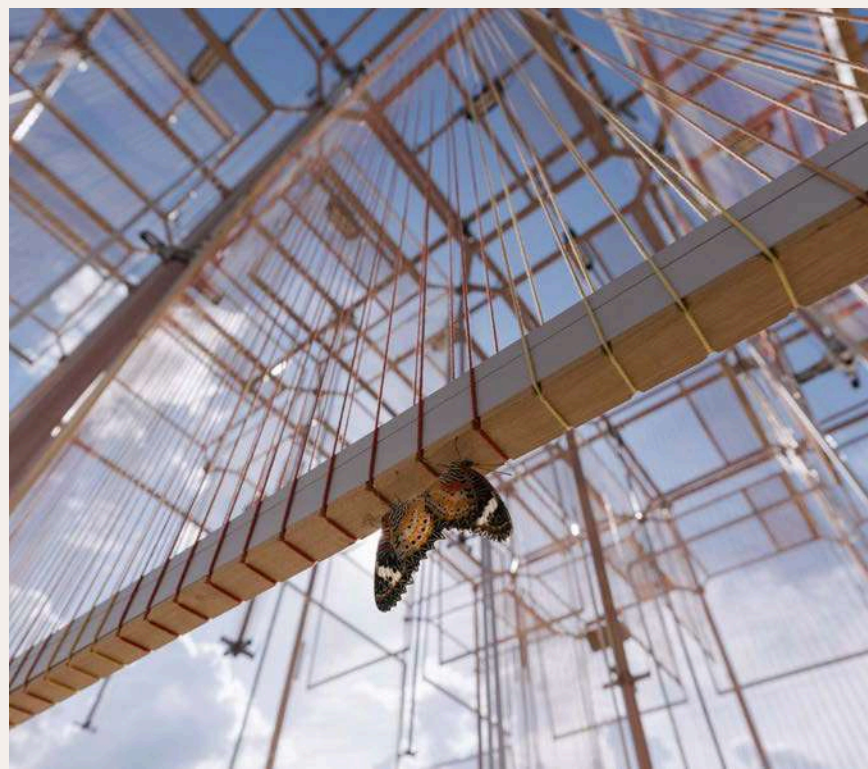
Beyond the Medicinal Plant Village, weary Wonderers could find restorative massages by professional therapists in the Thai Massage Hut. For the first time, we also introduced the option to receive holistic care and traditional remedies at all seven medical stations—mainly for mild cases and non-urgent symptoms.

# Dhyana presented a mandala of senses in Baan Bardo

Created by Black Turtle researchers and multi-disciplinary artists, Dhyana offered pathways to connect with Buddhist philosophy and a practice of presence and mindfulness. These unfolded within Baan Bardo's kinetic maze not only through spiritual practice, but also through avant-garde expressions and experimental music.



Dhyana's intention has always been to open unexpected doors to awareness, stillness and meditation. Through its concept, 'Echo', Dhyana's collective offered reflection and contemplation in programming inspired by the senses.



Ceremonies, performances and workshops sought connections to Mind through spiritual wisdom, practices and sacred art. Bardo Illumina by Clear Light Rave explored death and the celebration of life through an act merging drag, live vocals, DJs and ceremony. Masters shared their art forms as sacred offerings, including Charya Nritya Nepali temple dance by Punya Sagara and Fawn Meung, the devotional dance of the Lanna region in Thailand, performed by Khampa.



Some expressions mapped the overlap of music, poetry and prayer, while others explored storytelling and mythologies as a connection to the self. As part of her explorations of the boundaries of gender, [Betty Apple](#) led a meditation session with vocalizations, movement and electronic music inspired by the depths of the ocean and mermaids.

# Future cosmologies at Unconditional Space

The sunken theater of Unconditional Space was designed by [Ab Rogers Design](#) as a communal space to share and exchange. Wonderers gathered here daily for conversations, ceremonies, rituals and workshops led by practitioners from the region and beyond.



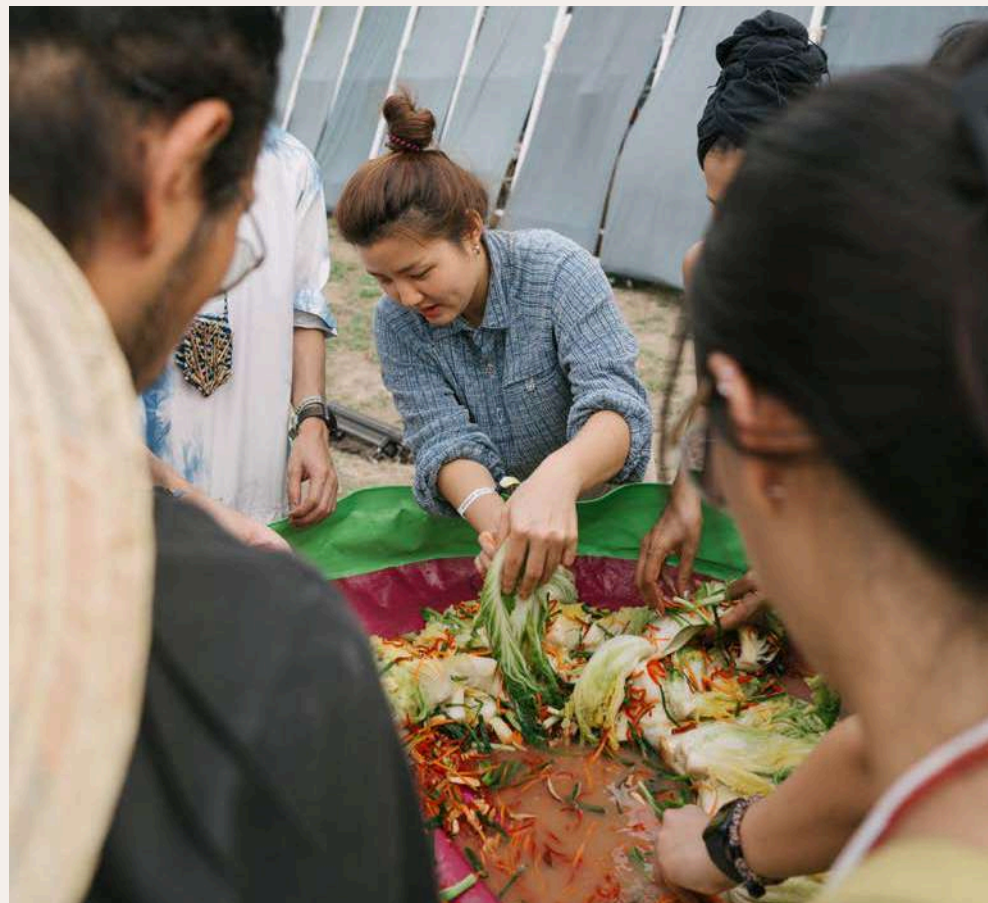
Curated by Hong Kong-based [Aaditya Sathish](#), the multi-disciplinary program focused on imagining and perhaps building a future world that we can inhabit together. We discovered histories, myths and projections, both personal and from the collective. Perspectives on the world were processed through performance, including when [Derek Tumala](#) and [Mario Consunji](#) explored nature and ecology through a live sound installation and guided meditation that built on Tumala's research into weather data. Workshops from [Bakudapan](#) reframed our relationship with culinary practices, reviewing our value of domestic work and forging the connection between people, plants and the environment through foraging.

Nearby, Oracle Den explored ways of interpreting the future, encouraging different methods of self-care and self-exploration. Within its rotating walls, Wonderers discovered a range of divination practices and ceremonies from different cultures and creative minds.



# Learning, exchange and ceremony at Indigo World

Indigo World, led by [Philip Huang](#), friends and family, was a place to take part in the communal ritual of feeding the vats and daily dyeing with natural indigo. Folded in between these open sessions were small, mindful periods of learning, exchange and simple ceremony.



Kimjang Kimchi Making with Injin Lauren Kim



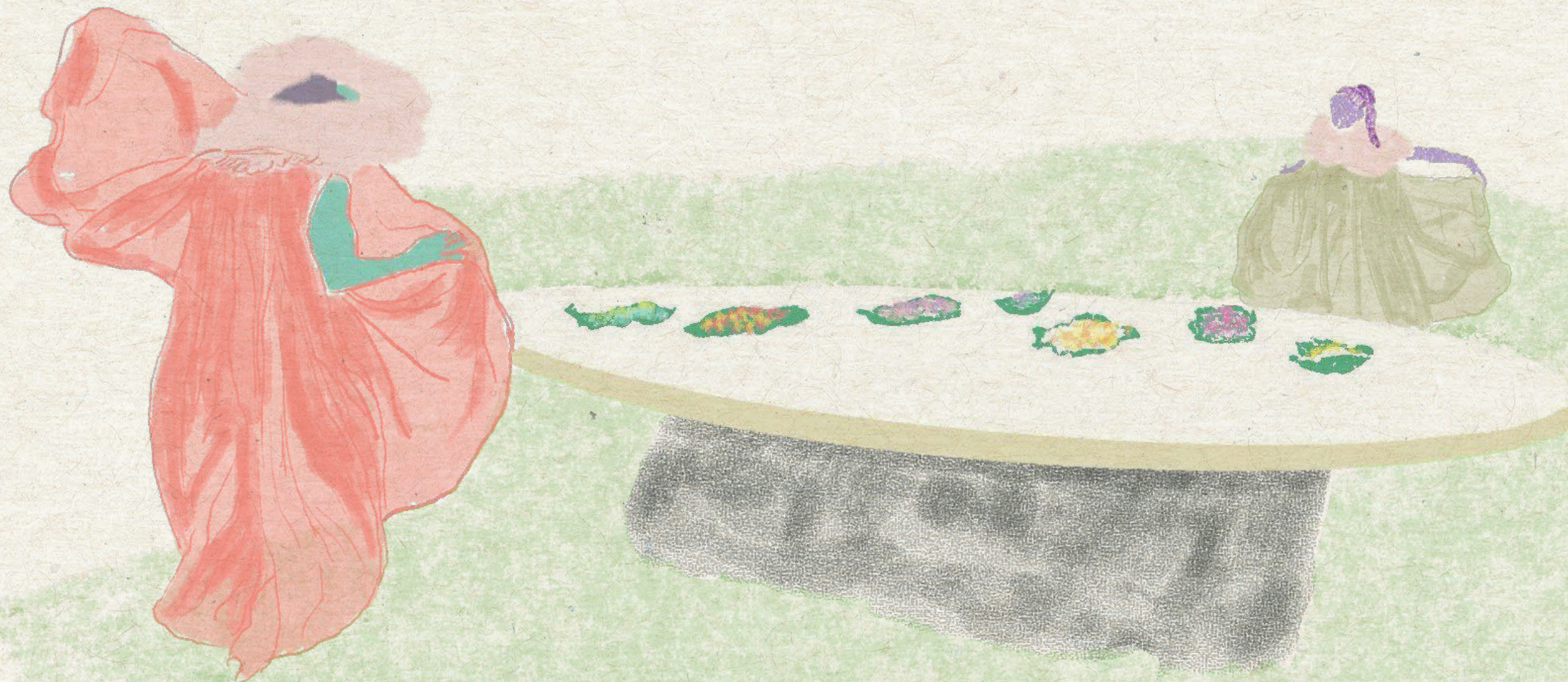
Indigo Tea Ceremony with [Mai Ueda](#)

Artist and tea master [Mai Ueda](#) led a Japanese tea ceremony against the backdrop of 'A LOT OF PEOPLE' by [Rirkrit Tiravanija](#). Thai architect and cultural thinker [Kulapat Yantrasast](#) hosted an open freeform session where participants shared their creative processes through honest conversation. Wonderers gathered to learn about ethical foraging, embroidery as storytelling and even kimchi-making.



# Stories to eat

Food in The Fields is as much an expression of culture and human experience as art or music. To us, it is the result of community, inheritance, ecology and innovation. We try to honor it in these forms all throughout Wonderfruit.





## Food as a medium to share perspectives

In a newly-relocated Wonder Kitchen, chefs presented different interpretations and experimentations of what a meal or a feast might mean. Diners were transported with a headphone-based immersive experience in Taste Sound, enjoying Mediterranean-Thai fusion comfort food made by Electric Sheep's chef duo as the bioelectrical signals from ingredients were turned into a symphony by Modern Biology.

Courses served as dialogues between chefs. Chef Chalee of Wana Yook, Samrub Samrub Thai's Chef Prin and Soma's Chef Num created a menu through a simple game: one chef chooses a protein, one the cooking method and the last selects a binding ingredient. Fuori Posto reunited old friends who trained and worked in a Michelin-acclaimed kitchen together, creating dishes that drew from both the Italian Riviera and Thai coastlines.



Food was also a medium to share the traditions of indigenous tribes. A lunch prepared by eight students from the Hospitality and Catering Training Center (HCTC) at Mae Sot invited Wonderers to partake in Karen food culture, tasting the same recipes passed down from elders to children. These selected HCTC students came to Chonburi all the way from villages along the Thai-Myanmar border to represent their communities at the same culinary stage as international chefs.



In the Ancestral Forest, Hear & Found co-programmed workshops hosted by the Akha people from Chiang Rai, as well as the coastal Moklen Tubpla community, sharing their custodial relationship with nature. Supported by the Princess Maha Chakri Sirindhorn Anthropology Center, these sessions highlighted how each culture lives, protects and creates with their local biome and the food sources it provides.



## Sharing flavors from the region

55%

of vendors offered classic or contemporary Thai food and beverages



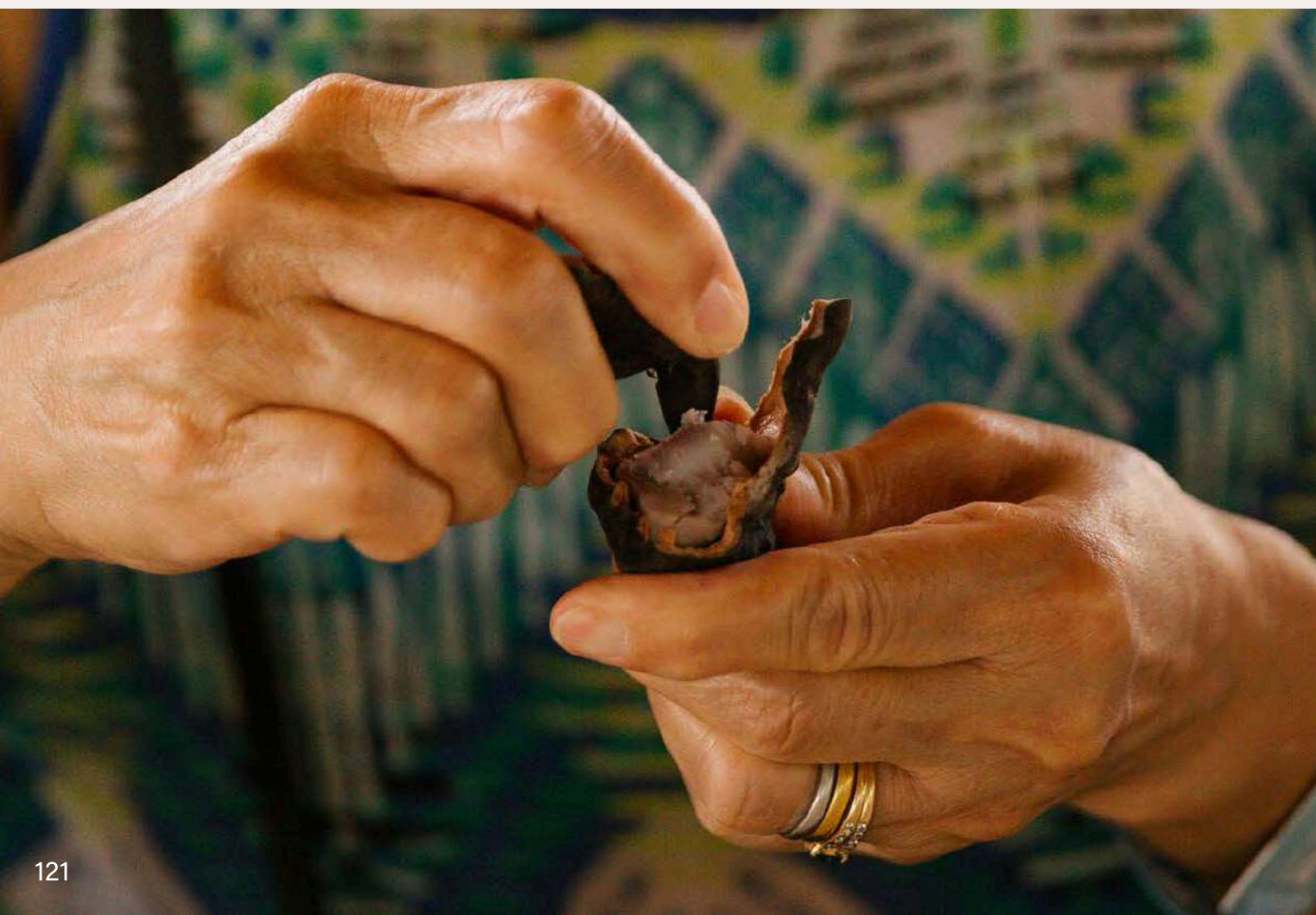
Sala Bar celebrated Thailand's spirit-making traditions with a menu almost only with local beverages, including liquors from Phuket, Sakhon Nakhon, Chonburi, Lampun and Suphan Buri, gins from Sakon Nakhon and Phuket, lao khao from Phrae, Chiang Mai and Sakhon Nakhon, sato from Amnat Charoen and fruit wines from Trat.



Designed by [Boonserm Premthada](#), Open Kitchen's two floors hosted a women-led culinary ecosystem. On the second floor, Ma's Kitchen by [Lady GooGoo](#) offered authentic home cooking shaped by her Anglo-Burmese heritage.



Meanwhile, on the ground floor of Open Kitchen, Life's Market with Pa Chan reinvented its layout to feature specific zones for each of Thailand's five regions. Each section showcased the products, specialities and special cultural elements rooted in the region's local agriculture and climate. To support these, in collaboration with Pa Chan, Lady GooGoo and Tiger from Onson Spirits, we organized 15 unique workshops, ranging from local spirit tastings and cooking classes, to heirloom seeds conservation.



# Connecting to Thai farming communities with Tinniyom

Beside the rice fields, the Tinniyom Group set up a small village of stalls, with a small band entertaining anyone who stopped by. Here, the collective served local food and drink, made from local produce planted by the next generation of Thai farmers who are returning to traditional agricultural practices, preserving their inherited culture alongside the land they work with. Alongside local favorites, the collective also served beer made from fruit waste from jackfruit and mango.

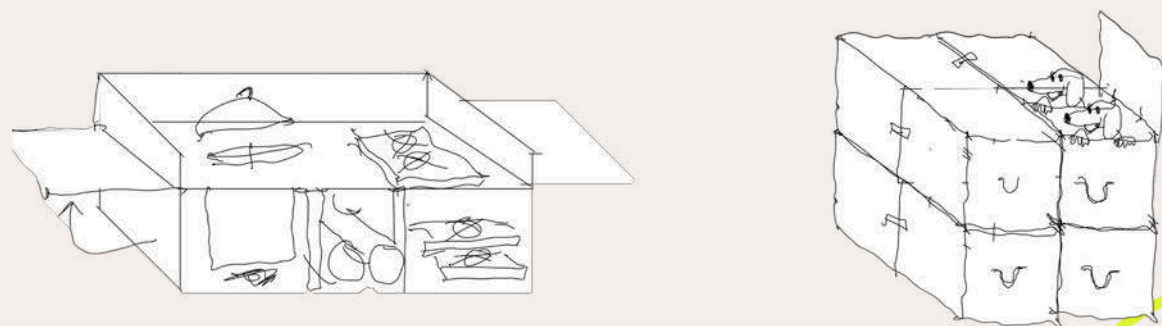
Tinniyom Group did not just provide nourishment to Wonderers in Molam World—they also provided all the coconuts in The Fields. Planted in brackish water and harvested whole only when sweetest, Tinniyom's coconuts kept Wonderers hydrated all throughout Wonderfruit.





# Launching the roving prototype of

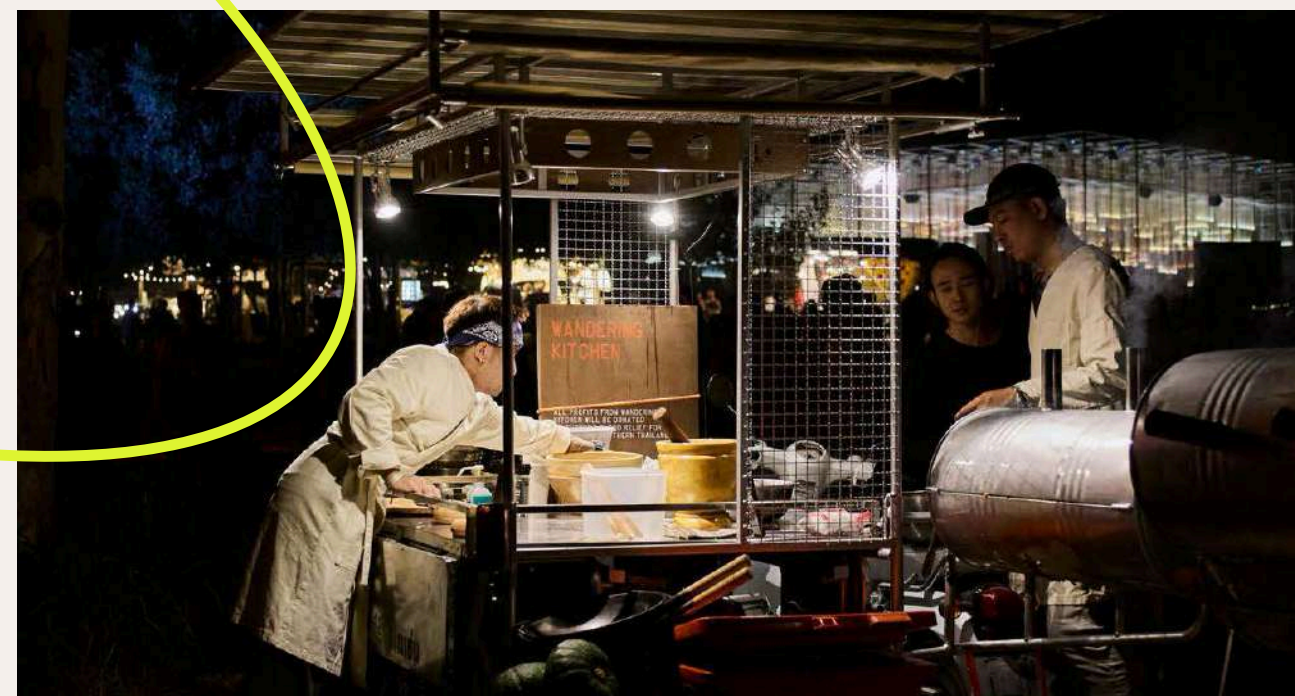
# WANDERING KITCHEN



Born from a shared encounter between chef-artist Antto Melasniemi and Lynn Visudharomn at Indigo World, Wandering Kitchen made its debut in The Fields in 2025. The roving culinary platform was co-developed with Kitschen for cooking, gathering and improvisation.

Designed and built by Lert Department, its modular system drew from street-vendor ingenuity and practical resourcefulness. Wandering Kitchen first landed in the Ancestral Forest, launching 'Gathering Tables Wonderfruit,' a brand-new art installation by Pinaree Sanpitak, with a standing dinner of shared plates.

Wandering Kitchen and Antto reappeared at the very first molam sunrise performance at Solar Village, offering a wholesome dew-point breakfast, then again on Sunday late night at Our Parkland for a Renegade Cooking Party.



# Living through the *arts*

Throughout The Fields, art in all its forms encouraged participation and presence. Each expression nudges us to engage and interact with the installations and performances, with each other and with the natural world around us.





'Contour Distort' by Tawatchai Puntusawadi traced abstract shadows of the body



'The Grower' by Dusadee Huntrakul hosts insects and small creatures year-round



'Clay Meditation' by Kitti Sangkaew began as a pottery workshop in 2022





'Forest Stories' by SUGi shared scientific tales told by plants in the Ancestral Forest



Nature becomes a collaborator in 'Island' by Ruangsak Anuwatwimon



Wonderers gather beneath the creatures of 'Singing in My Mind' by Satit Raksasri



# Micro-universes of calm and play

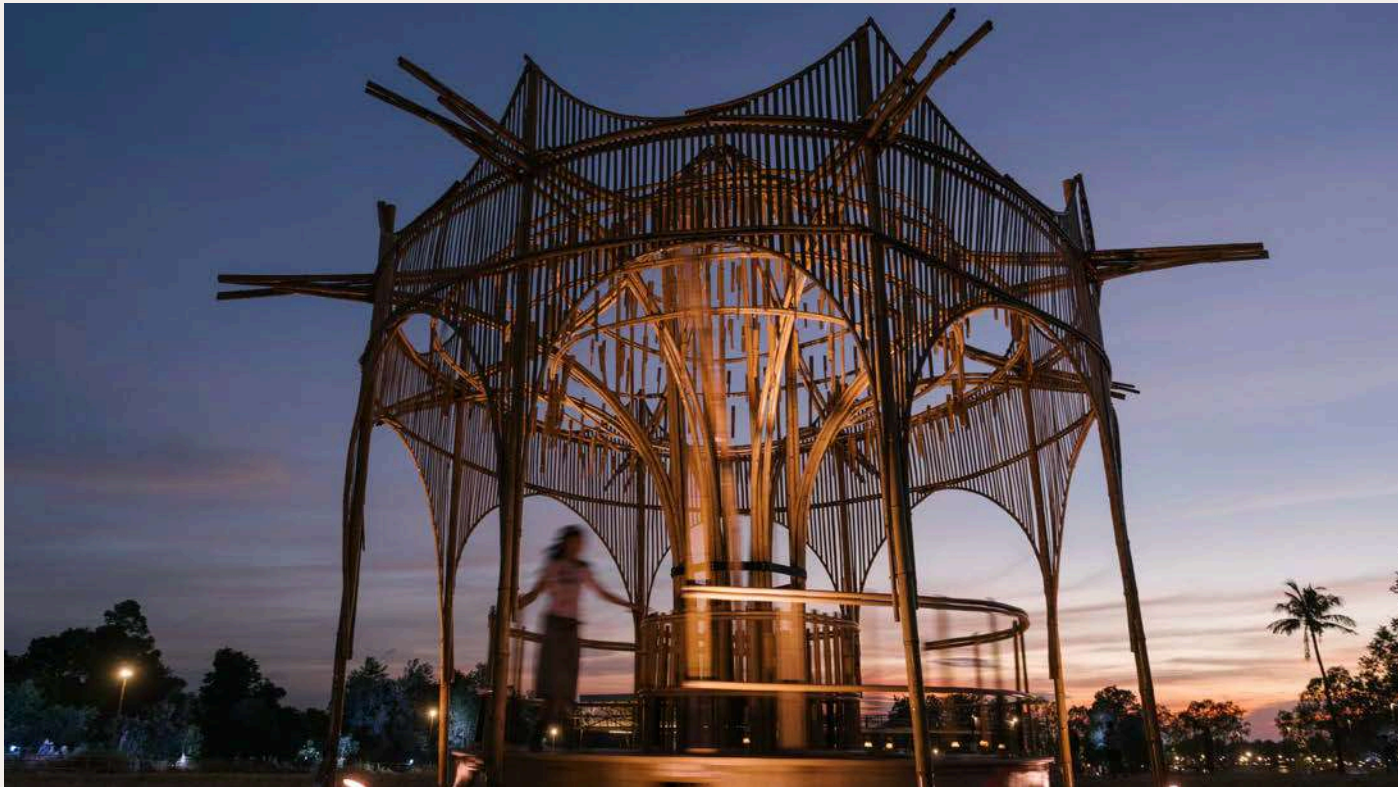


Artists wove pocket worlds from their environment. For ADRUNNOGNT's return to The Fields, their annual listening experience found a physical home in 'Awaken Amnesia Mole,' a woven nest of tree logs, bamboo and 64 speakers. Further afield, some Wonderers discovered a secret portal into a forest hollow, where Hiraki Sawa's 'Vessels' revealed a video gallery of "future memories".

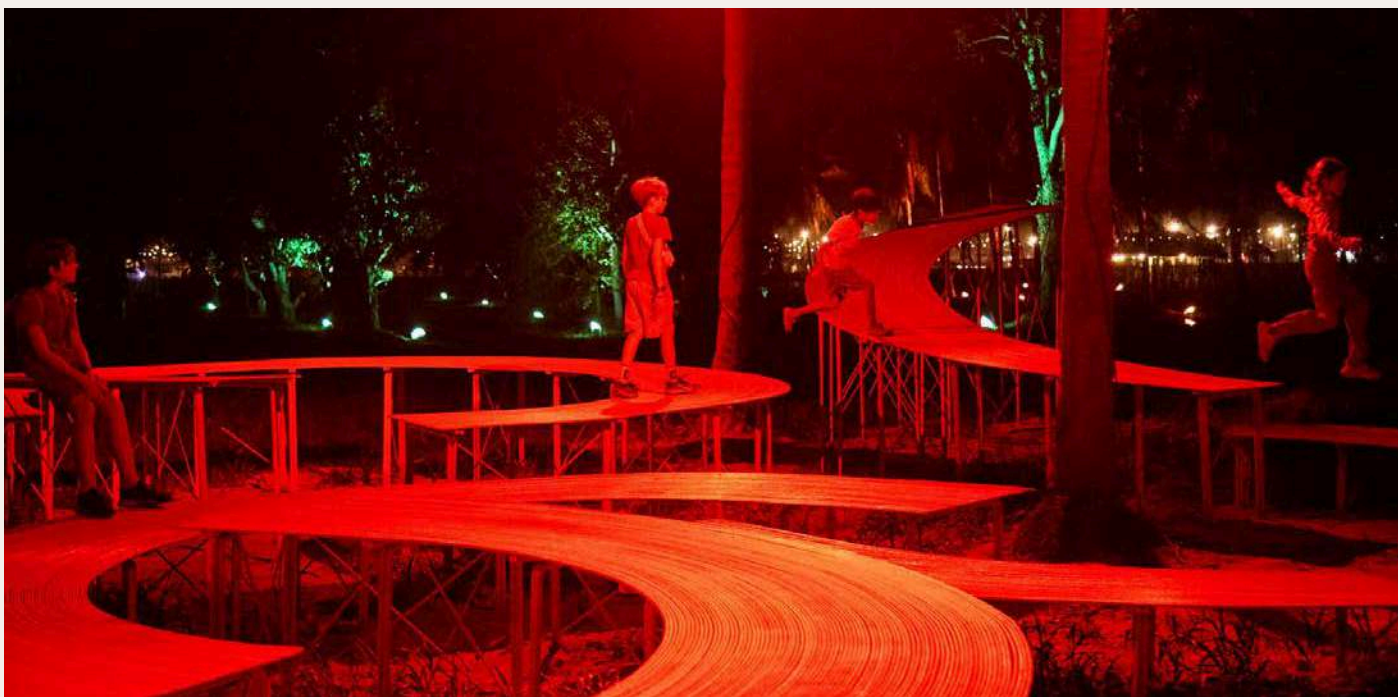
Art installations invited us into their spaces, playing host to performances, activities and practices, or sometimes merely providing a space for humans to exist together. 'Microtopia' by TeaRoom Art Collective reimaged an ancient ceremony through tea smoking sessions within folds of billowing fabric, recreating for a moment the calm interiors where these rituals often take place in tea rooms around Japan.



Meanwhile, 'BamBoom!' by [Bamboo Studio Thammasat](#) coaxed curious Wonderers onto the hand-built carousel, rewarding them with a moment of joyful, nostalgic play.



Stepping onto an installation could lead to (quite literally) a different vantage point of the land, whether that was from within the reflective interiors of 'Mindfulness Amidst Changes' by [Sanitas Studio](#), or from the undulating curves of 'The Walk' by [Boonserm Premthada](#).



Other works operated with the multi-faceted nature of daily life. 'What Remains is Eaten' by Pickle Collective created domed structures inspired by traditional food covers. Part sculpture, part performance, part culinary adventure, the larger of these domes served as shelters, where Wonderers could enter and sit inside surrounded by the drying fruit candy. 'Light Hive' served as both architectural landmark and home to a human-scale camera obscura and photography studio by RGB and [RedLight Lab](#).



# Performances that connect us to each other and the land

As we opened our gates to the first Wonderers, [BEX Planet](#) performers greeted first arrivals with SWANG WAVE. This roaming bio-physical ritual was inspired by the cosmic rhythms that link our bodies, the land and the wider universe, drawing both from ancient Thai wisdom and contemporary disciplines.



SWANG WAVE by [BEX Planet](#)

Phi Ta Khon: The Spirit of Dansai by Tamnarn Loei

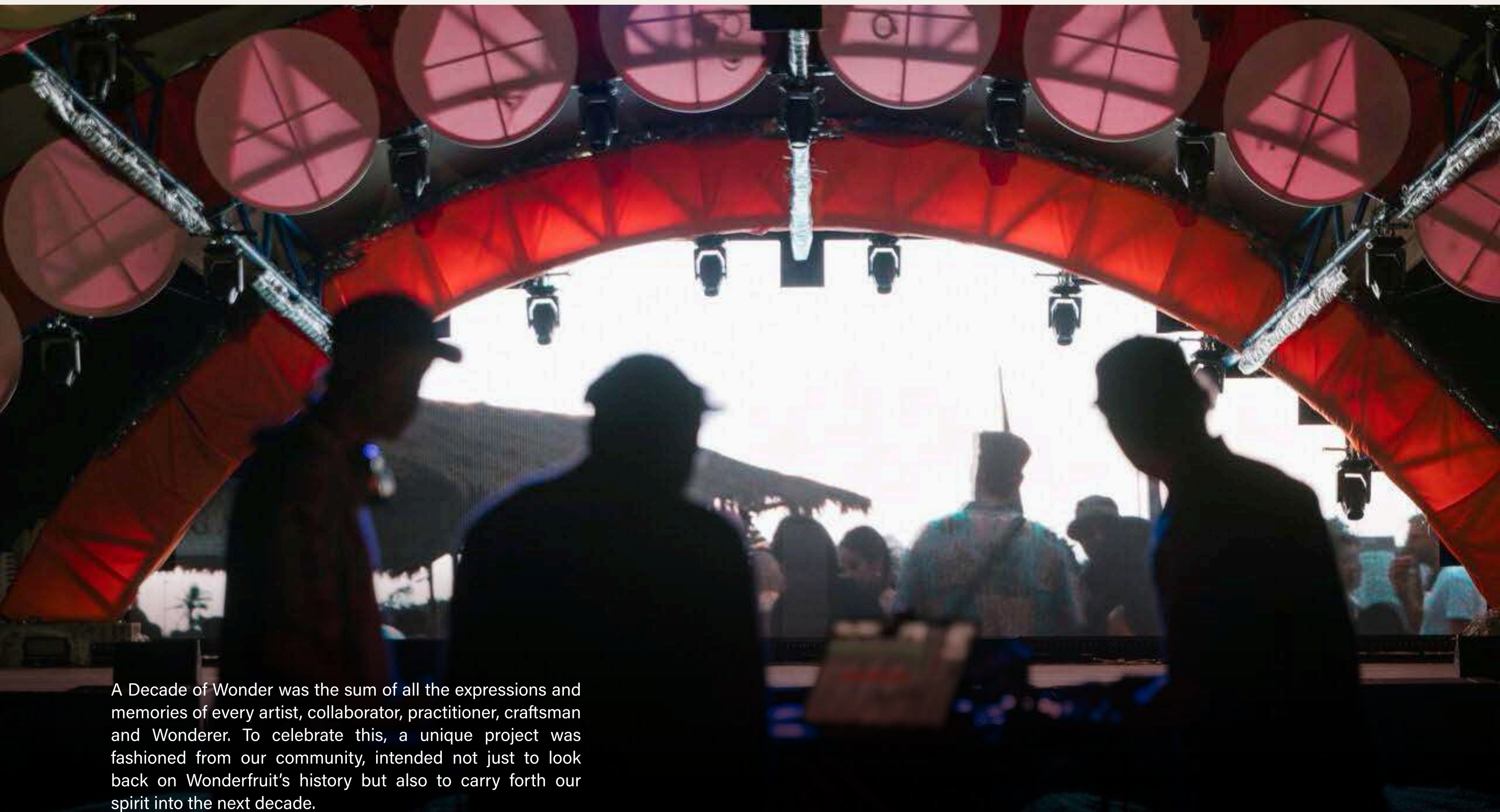


Those who drifted into The Fields with SWANG WAVE were led to Living Village, where a theatrical opening act unfolded upon Creature Stage. Japanese vocal performer [Hatis Noit](#) and visual artist [Orly Anan](#) presented Liquid Dialogues. As Hatis Noit's haunting voice enchanted the audience, local dancers and circus performers in abstract, symbolic costumes moved from the stage into the crowd.

Art performances, beyond unilateral presentations, were open invitations to engage. The Phi Ta Khon dance collected people on its joyful, musical way to Molam Village, sharing the communal spirit of this mystical, celebratory tradition.

What was shared encouraged more than 140 people to join in Phi Ta Khon mask-making workshops over the weekend. This unique Thai tradition was shared with the support of [Amazing Thailand](#) by artist collective Tamnarn Loei, founded by Lak Ekalaek Hasingthong and the villagers from Baan Nam Phu, Dan Sai district.

# Choomchon Constellation: Moment of Wonder



A Decade of Wonder was the sum of all the expressions and memories of every artist, collaborator, practitioner, craftsman and Wonderer. To celebrate this, a unique project was fashioned from our community, intended not just to look back on Wonderfruit's history but also to carry forth our spirit into the next decade.



Captured from Vincent Moon's footage taken during Wonderfruit 2025

SWANG WAVE by BEX Planet circumnavigated The Fields, leading the energy to Living Village. There, Vincent Moon began his improvisational Live Cinéma, conducting with a selection of recorded moments gathered spontaneously in the days before. His mixing melted into a Sonic Minds live act, featuring NOTEP as the voice of the Mother Tree alongside the many voices collected.

In November 2025, we sent out an open call for all Wonderers to submit a voice recording defining what wonder means to them. Their voices were interwoven into the audio-visual performance at Creature Stage on the last evening, to commemorate the past ten years.



# The arts as a cosmos of human expressions

Unconditional Space arts programme explored a different way forward amidst daily imbalances of power and ecological disasters. We were invited to speculate, divine and imagine a future filled with new worlds, structures and stories.

Unconditional Space was where encounter and curiosity would come together; the space is as much about the ever-curious and open community that Wonderfruit has built over the last decade as it is about the programmes.

Here, in the region, there are so many ways to think about the present, past, and, importantly, to figure the future. There is so much room for sharing and worlding together. The practitioners in the programme and the programme itself were oriented toward the kind of generosity that is required to inhabit vastly different narrative structures.

— **Aaditya Sathish,**  
Programme Curator, Unconditional Space

Min-jia shared her art practice of remixing cultures, leading a puppet-making workshop that blended traditional Shaanxi Huaxian puppetry with contemporary storytelling and creating methods.



'The Right to Do Nothing' performance investigated a life often underrepresented. Riar Rizaldi's audio play followed an Indonesian migrant domestic worker's surreal journey into an ultra-terrestrial realm. Yujin Lee led a ritual performance 'Spiral Dancing of Snake Goddess,' based on a local myth from Jeju island and the artist's own experience of ecological and spiritual relationship with nature.





International short films curated by [Hay Wu](#) and [Aaditya Sathish](#) explored the themes of Futures: Collective, Ecological, Speculative and Wonder. Poetic, raw, funny, serious and narrative-driven, they posed cinema as a space where our blurry futures begin to take shape and bring to light new possible ways of life.



# 03 Insights from The Fields

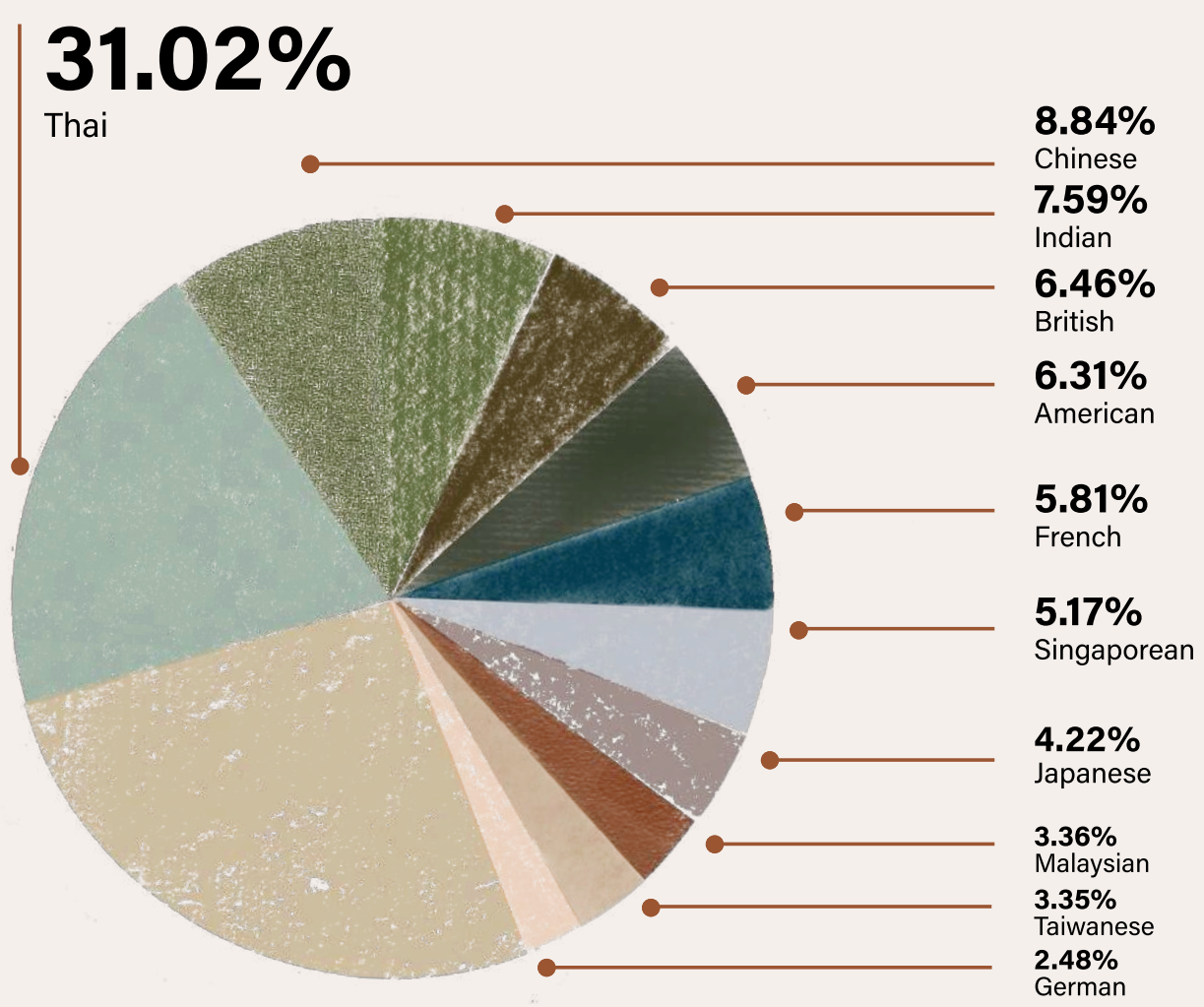
Here is a snapshot of the people who make Wonderfruit happen, from the musical artists to the people who care for the land, to the thousands of Wonderers.



# 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.

## NATIONALITY



Living in **141 countries**, from **124 nationalities**



**28,000**  
wonderers

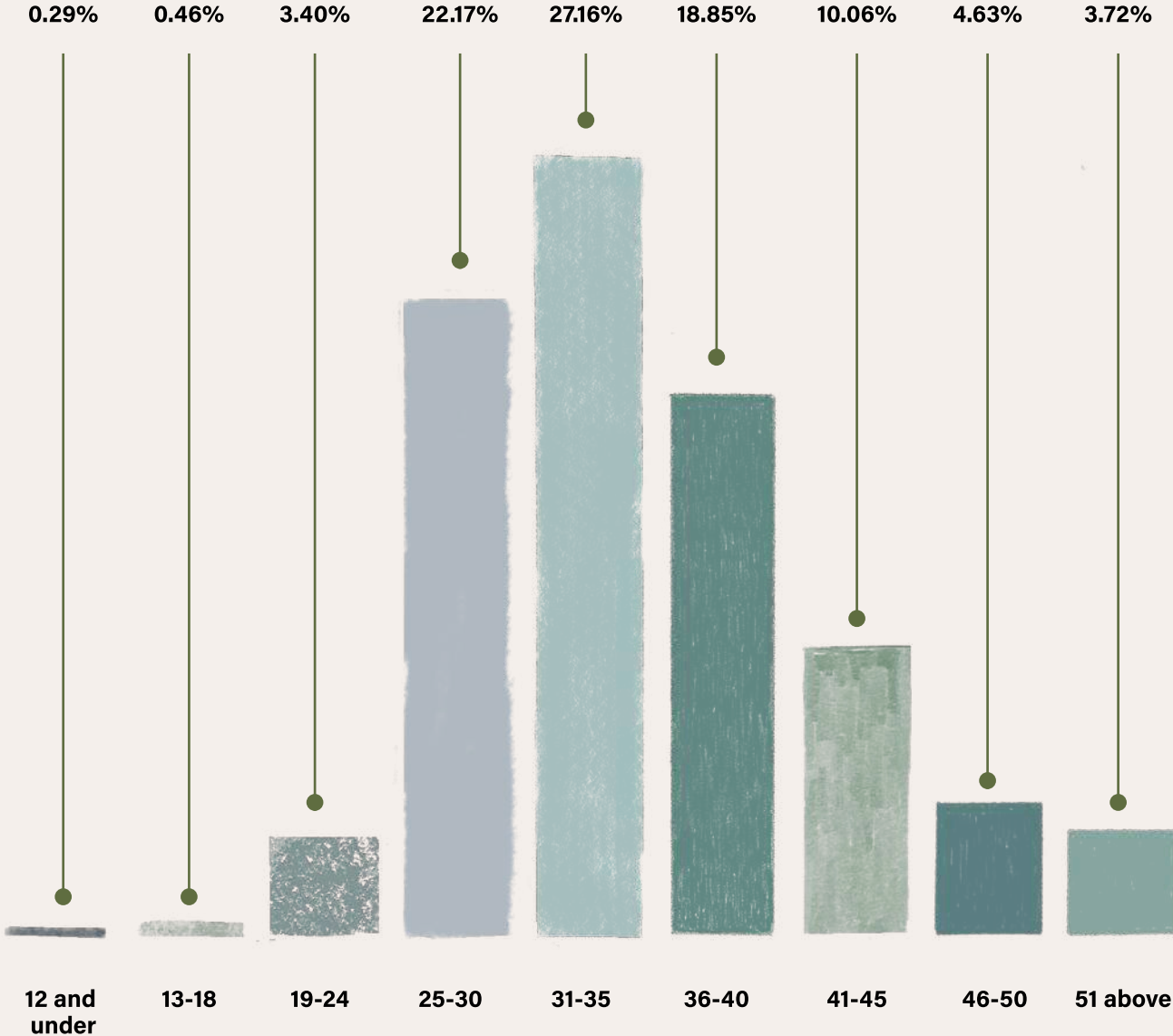
**124**  
nationalities



# A closer look at demographics

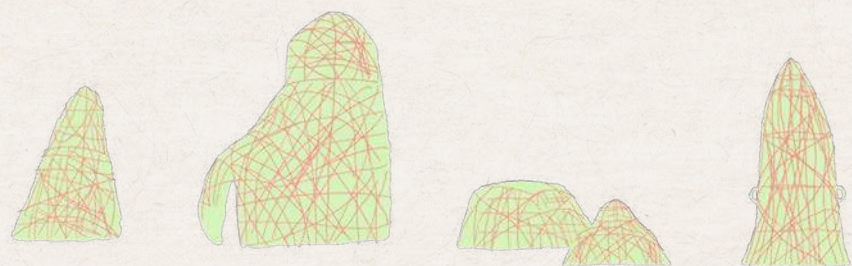
Wonderfruit attracts a thoughtful and diverse audience seeking meaningful experiences and holistic connections rather than traditional festival indulgence.

### AGE RANGE





# Insights from The Fields



300+

artists and studios from 24 countries



40

venues

84

wellness practitioners leading 156 activities



110

food vendors from 18 Thai provinces + 3 countries



28

art installations



320

musical acts from 45 countries

75

designers and contractors



5,000

people make Wonderfruit happen



# 04 Enriching Communities

Community to us is a word which goes beyond the people who attend Wonderfruit or the people who collaborate and co-create this event with us. It extends past The Fields, to all the people impacted directly and indirectly.

Our community includes people that never attend Wonderfruit at all, but are nevertheless integral to its existence, from the police and government, to the engineers and local municipalities that provide us electricity and water. We invest in this community to strengthen it and ensure everyone in this human network supports each other.

To support those in need, we donated 3,650 cans of soft drinks to Scholars of Sustenance Thailand (SOS Thailand), a food rescue and environmental foundation.

We invest in job creation during the event and throughout the year, hiring from within the surrounding communities to sustain Back of House teams.

**16 Fieldkeepers, 7 Field Team  
and 4 Security year round**



Fieldkeepers are a dedicated team of around 200 people entrusted with keeping The Fields clean and safe. During the low season, this number of Fieldkeepers is considerably less, making up a team of 27 people who look after food, farming and maintenance year round.

# Providing opportunities to learn

Over the years, we have made it part of our central ethos to work with educational institutions to offer training and development—especially for Thai students. This year, 207 students from Dusit Thani College worked across bars and dining venues in The Fields. We also piloted a Wonderfruit-specific training course for all students working at bars and will issue a work certificate for each student, so they can use this experience to launch their future careers.



Anyone who climbed, spun or rested within 'BamBoom!' has been a part of a final project for students from Thammasat University's architectural department. Students designed, pitched and hand-built the bamboo carousel under joint masterclass supervision from Wonderfruit, Giant Grass design studio and university faculty.

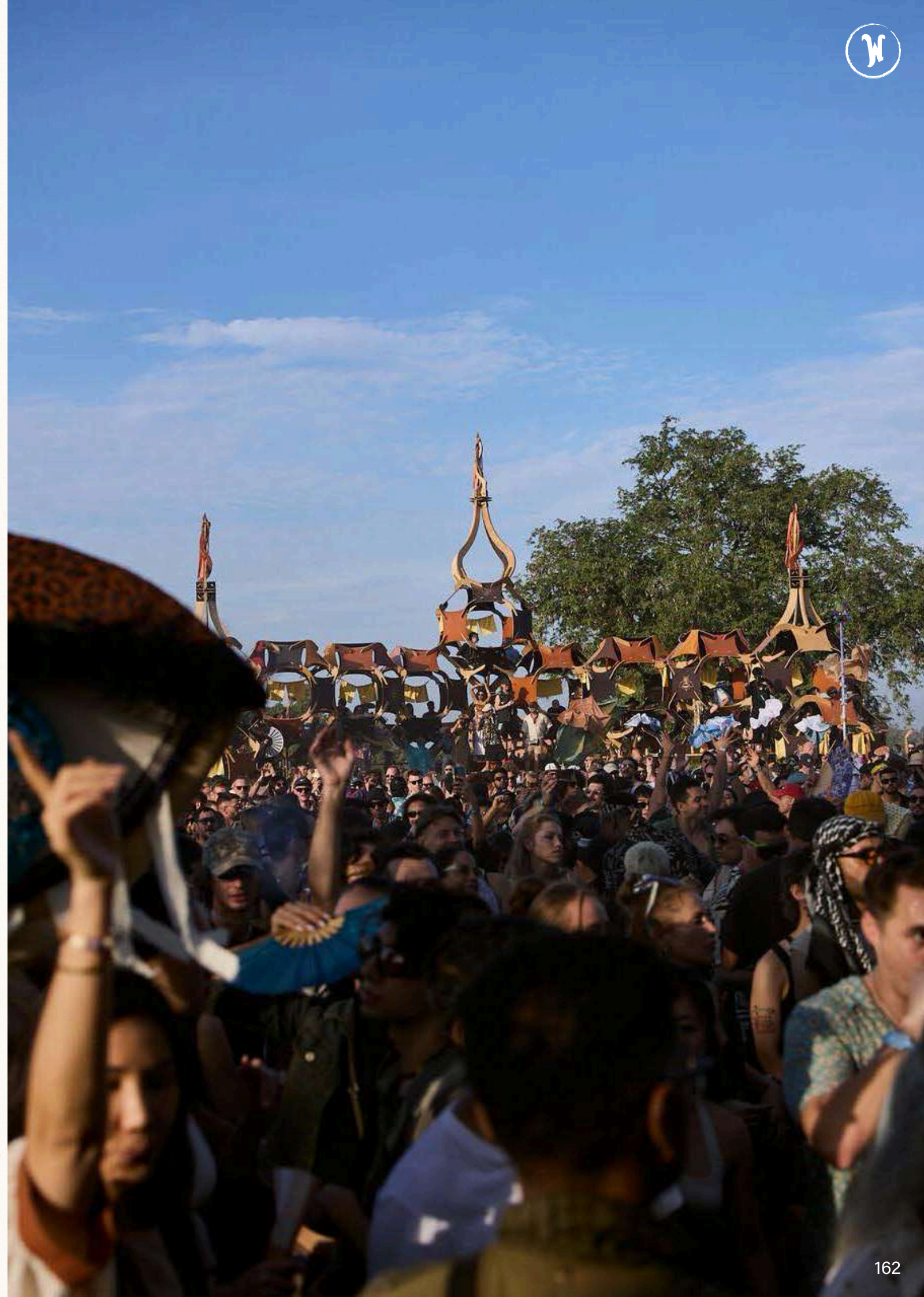
# Planning for a collective future

To design for durability, we must also care and invest in the people who form the next decade.

Earlier in 2025, we initiated the Patrons Program, inviting the closest members of our community to become a part of building and maintaining this space for spirited creativity. Those who contributed this year formed the very first season of Patrons, joining us at the very first inaugural residency FieldChapters alongside the people who make Wonderfruit and a community of collaborators.

We also worked to increase accessibility, opening up The Fields to more people by launching Program Passes. These included the Intro Pass—a single-entry ticket type for those who had never been to Wonderfruit before (or had not joined since 2022) providing a 24-hour window of exploration and discovery. And for newly-minted grads, university students and anyone aged 20–24, we introduced the highly subsidized five-day Youth Pass.

These two types of tickets were the first kind that required applications—and we read every single submission. We were greatly humbled not just by the outpouring enthusiasm and interest for people who had never attended Wonderfruit, but also the young adults who had come with their parents in past years and were now returning on their own.





Wonderfruit has always been about families and nurturing curiosity in young minds. This year, we also introduced Family Passes, which allowed Wonderers travelling with young ones to book tickets for everyone in one place with an added discount.



Once through gates, several family-friendly activities could be found in every corner of The Fields—even an afternoon party with face-painting, bubbles and kid-friendly tunes at Little Wonder Jam. Little Wonder Workshops by Get Growing invited families into the Ancestral Forest for crafts and play. Nearby, the Natural Playground wound around clusters of trees, encouraging kids to climb, swing and foray deeper into the forest. Activities like a children’s yoga class and a pizza-making workshop for kids opened doorways of playful exploration.





# 05 Staying in The Fields

The feedback from Wonderers who stayed in The Fields in 2024 informed the decisions we made in 2025 to improve the overall experience. We brought a shaded open shelter into the General Camping area, where people could take shelter from the midday tropical sun.



# Slow Wonder: Refined stillness set in The Fields

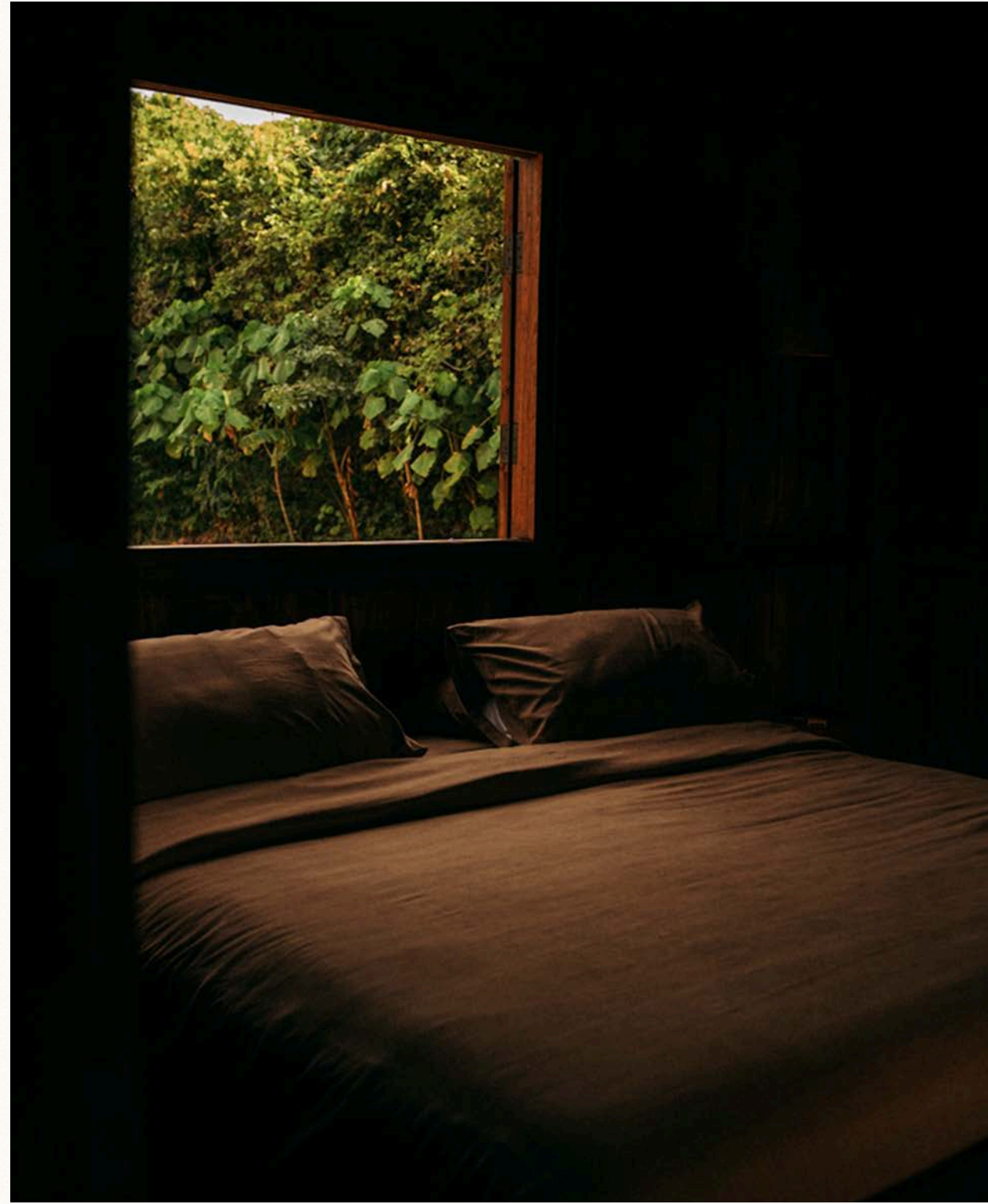
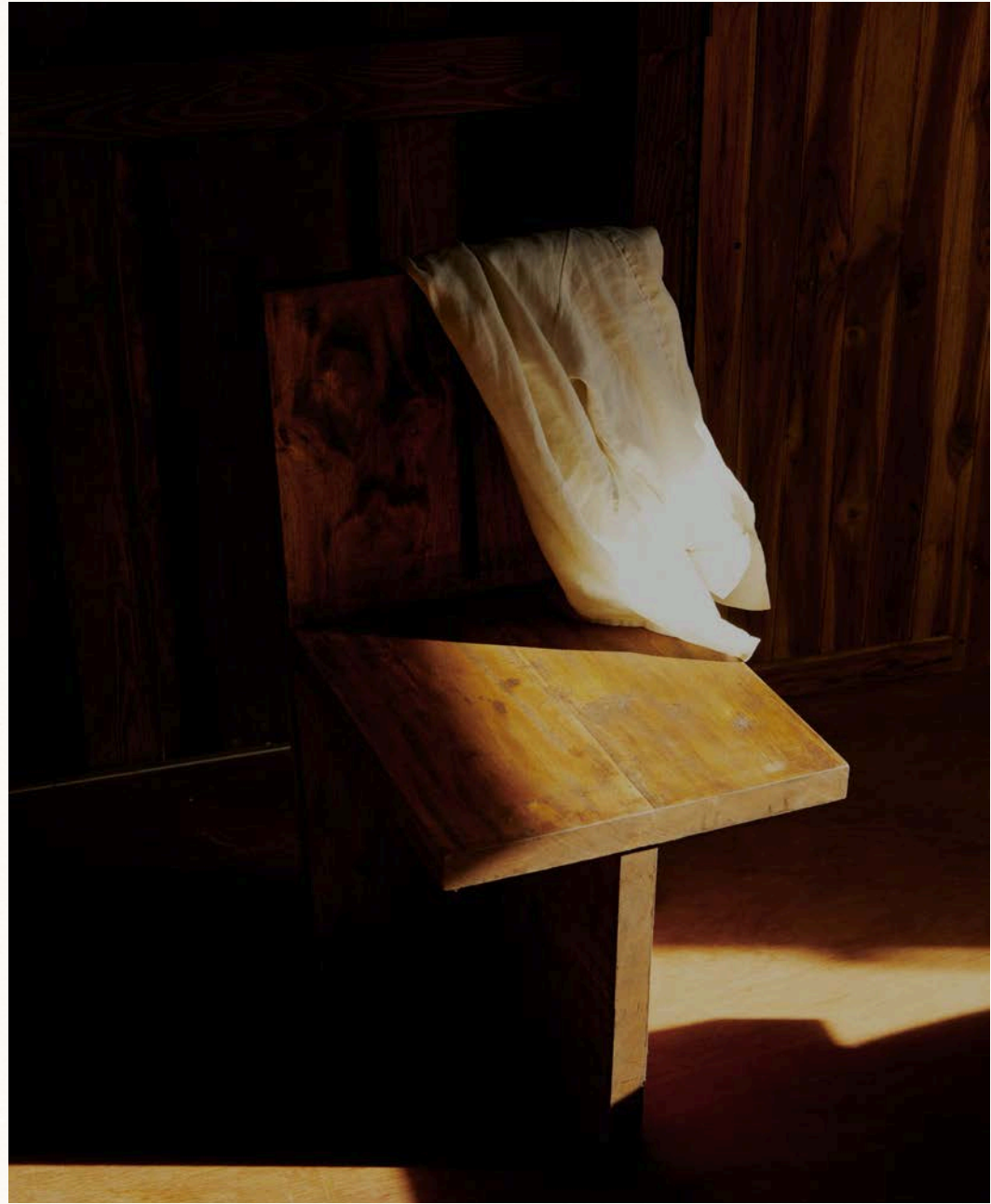
Slow Wonder is a collaboration with experiential hospitality collective Slowness. Spurred by a common understanding that the way people come together to celebrate is changing, Slow Wonder expresses a collective vision to explore a slower kind of wonder through the cultivation of arts, crops and inner gardens in The Fields.

Slow Wonder Cabins pared back living to the essentials to keep focus on what counts—connection with nature, self and others. Honest materials and simple lines took cues from traditional Thai countryside architecture, setting the tone for rest and reconnection within a simple and considered set of comforts.

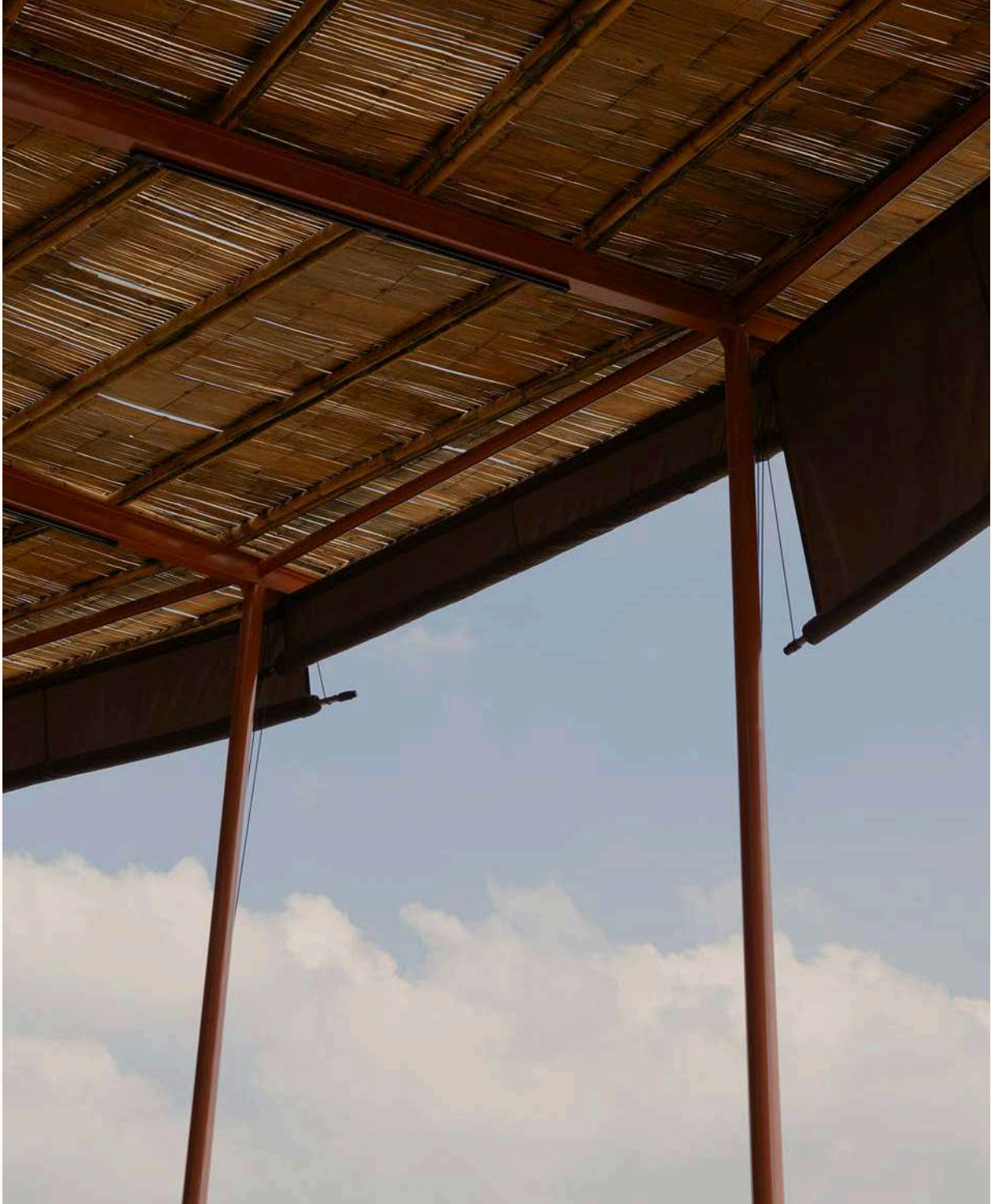




Each of the 26 cabins offered a generous 27 sqm of indoor space, a wraparound veranda that drew The Fields close and a private ensuite with a revitalising cold-water shower. Luxuries sit where they count: discreet Daikin air conditioning for fresh circulation, a cloud-soft Omazz mattress and organic linen.



Slow Wonder is nestled within a lush village landscape, with winding pathways leading to a beach and the Jungle House, an open-air clubhouse restaurant by Ab Rogers Design.



As Slow Wonder's focal point for spirited gathering and mindful nourishment, Jungle House brought together diverse culinary expressions and rituals of refreshment to spark new combinations, conversations and possibilities. Rustic Roman trattoria Appia served comforting Italian home-cooking classics, while socially-minded cocktail counter Bar Na, created by Na Project, provided drinks all day.

On the water's edge beside Jungle House, the beach opens a generous environment for unhurried moments of repose and connection overlooking the lagoon. The Beach Bar extended Jungle House's hospitality to the water's edge, gathering momentum at sunset with laid-back DJ sets as the day slipped into night.



# Improving the experience of staying on-site

In Boutique Camping, we listened to guests' requests and increased the number of Pavillion Tents to a total of 206. Protected by a palm-leaf thatched roof, these tents allowed the air-conditioning to work more efficiently and keep Boutique Campers up to 4°C cooler.



We also added 7 Shared Tents so that solo travellers could opt for something a little more luxurious than setting up their own tent in General Camping—and far more convenient than finding their own way to and from a hotel in Pattaya.



To introduce another way for Boutique Campers to get moving and connect to each other, a pop-up padel court was set up overlooking the swimming lake. Not only could Boutique Campers enjoy casual games and classes from Pad Thai Padel, but the padel court also hosted other forms of mindful movement like yoga and breathwork.





# The first edition of FieldChapters

The very first FieldChapters residency began with Chapter One: Frequencies, Energy and Vibrations, taking place from 29–31 August 2025. This inaugural, private gathering in The Fields was inspired by the deep undercurrent that runs within Wonderfruit.

A small group of people were invited to The Fields to explore the intersections of mind, nature, nourishment, culture and art, expressed in different ways by our resident collaborators. FieldChapters was also a chance to experience The Fields in another context, as it grew lush and green with life during the rainy season.



Guests toured The Fields, listened to talks from spiritual leaders, joined in intimate rituals, dinners and musical performances including from Sonic Minds, Yumiko Morioka and NOTEP. They learned more about the healing power of plants in Thai traditional medicine, got their hands dirty with a clay workshop with sculptor Dusadee Huntrakul, as well as a live improvised performance of Vincent Moon's Live Cinéma.



Many projects explored in this first chapter grew into expressions performed at Wonderfruit, including the many Sonic Minds activations appearing throughout The Fields. Wandering Kitchen was in part inspired by feasts cooked and shared beneath the stars, while Vincent Moon eventually became a part of Choomchon Constellation: Moment of Wonder.



# 06 Partners & Collaborations

The tenth edition of Wonderfruit saw first-time collaborations, Decade-inspired merch and the evolution of long-time partnerships.



## Commemorating a Decade of Wonder

To celebrate ten years of Wonderfruit, we thoughtfully selected ten brands to work with—both from our community and with new ethos-aligned collaborators. Our joint purpose was to create mementos that were useful in The Fields, while capturing a piece of wonder that everyone could take home to enjoy 365 days a year.

Souvenirs made just for this year included special-edition stickers, caps, journals, Pakaoma-patterned bags and upcycled T-shirts by moreloop. For little Wonderers, we introduced children's sizes of Fieldkeeper t-shirts for the first time. This year's Decade-edition Wondercup, our answer to removing single-use plastic from The Fields, also came with optional sets of lids and bamboo straws.



Collaborations opened up Wonderfruit to audiences beyond The Fields.

From a shared spirit of curiosity, Topologie joined us in making a special series of Bottle Sacoche bags, cupholders and phonestraps holders in vibrant new colorways. KINTO released bottles and tumblers in elemental colors, featuring official Decade of Wonder artwork. In addition to welcoming Boutique Camping guests with welcome scent experiences, Thai wellness brand PAÑPURI created a room spray and a pillow mist inspired by moments in The Fields.





Part of this evolution included the appearance of The Fields Store. Open 24 hours, this was a space for collaborating brands to tell their stories through full displays. Wonderers stopping by also found a listening lounge with a [Gadhouse](#) sound system and a dedicated area for hand-making keepsakes in [Precious Plastic Bangkok](#) workshops.



We drew from existing relationships with curators and creators, like offering limited-edition naturally dyed socks by [Philip Huang](#) Indigo World. With Yellow Fever—whose creative minds put together SOT's uniquely Bangkok urban decor—we released custom denim and embroidered military jackets. With Zudrangma, which is owned by Molam World curator and founding member of Paradise Bangkok Molam International Band [Maft Sai](#), we released audiophile t-shirts and vinyl slipmats.





This year, Amazing Thailand explored the concept “healing is the new luxury” within Molam World—and across The Fields. In an intrinsically Thai interpretation of healing, this wasn’t just presented in medicinal remedies but through celebratory ceremony. Amazing Thailand introduced Tamnarn Loei’s lively Phi Ta Khon performances and mask-making workshops. These practices are a facet of North Thai culture that embody luck, health, music and worship as intertwined and inextricably linked.

## Sharing cultural expressions with Amazing Thailand

Amazing Thailand with the Tourism Authority of Thailand has been a long-time partner of Wonderfruit, echoing our proud existence as a Thai-based event made by Thai people. Over the years, our partnership with Amazing Thailand has enabled us to platform local cultural expressions with an international audience. In turn, The Fields have been a destination for visitors from around the world, aligning with Amazing Thailand’s efforts to make the country a destination of homegrown events for visitors.



The Tourism Authority of Thailand's (TAT) intention in collaborating with Wonderfruit in 2025 was to showcase Thailand not only as a leisure destination but also a hub for art, music, wellness, gastronomy and sustainability-driven initiatives.

The collaboration involved dedicated resource allocation from both TAT and Wonderfruit, joint planning sessions and ongoing evaluation processes to ensure sustainable, impactful outcomes that attract high-quality international travelers, promote longer stays and encourage deeper engagement with local communities and creative industries. This partnership reflects a shared vision of positioning Thailand as a forward-thinking destination that balances tourism growth with environmental and social responsibility, communicating a commitment to responsible travel and cultural innovation.

In addition, TAT's international marketing concept, "Healing is the New Luxury", is closely aligned with Wonderfruit's ethos and curatorial direction. This campaign reflects a shift in global traveler values—where true luxury is no longer defined by material indulgence, but by meaningful experiences, personal well-being, mindfulness and connection with nature and community, making stakeholders feel part of a global movement that resonates with their own aspirations.

TAT wants Thailand to be known as a place where people find their own definition of luxury through healing experiences and a feeling of being so alive that it becomes unforgettable and lasting. Wonderfruit embodies this philosophy through its focus on sustainability, wellness programs, immersive art, conscious living and environmental responsibility.

By aligning with this movement, Thailand is presented not merely as a destination but as a transformative journey. At this place, visitors can restore balance, reconnect with themselves, and experience a deeper sense of vitality that redefines luxury in a more purposeful, meaningful way, inspiring stakeholders to see their role in this impactful vision and feel motivated to contribute to this shared goal.

**— Ms. Thapanee Kiatphaibool,  
Governor, Tourism Authority of Thailand**





## Platforming Thai expressions with Ziggurat with Singha



Singha has been a partner from the very beginning, driven by equal desires to showcase Thai beer craftsmanship and homegrown musical talent. Ziggurat with Singha has been the culmination of both, offering an open-air beer garden that hosts live acts from local bands and singers. As with previous years, Wonderers found a diverse mix of highly popular Thai artists like SLUR and Singto Numchok, alongside DJs and this year's Intermission artists.

This al-fresco venue was a place to hang out all day with friends, with a free photobooth and daily workshops ranging from Thai boxing classes and fan painting. Ziggurat also introduced mixology classes featuring Singha's sugar-free, more health-conscious soda. Beyond daily activities and performances, Wonderers could also feed used Singha aluminium cans into the Can Crusher to help close the loop—and win a free new can in the process.

## Music, creativity and circularity within Moonlight Lounge with Sangsom

Another legacy partner and purveyor of locally-made rum, [Sangsom](#), returned for a revival of Moonlight Lounge. From our first day of partnership, we have been joined with Sangsom in a shared belief that creativity can more than coexist, but feed into each other.



Inspired by the Thai brand's lunar symbol, the venue drew in revellers with upbeat, high-energy music from dusk to late night. A giant moon hung above the DJ decks, casting its light over an art installation crafted from recycled Sangsom bottles. In a dedicated bar, signature cocktails created especially in honor of a Decade of Wonder were served with [Sangsom's](#) iconic Thai rum.

# Seeking wonder and adventure with Defender

Defender returned as the official vehicle of Wonderfruit for another year, helping our Operations team do the heavy lifting with a rugged all-terrain hybrid vehicle capable of mastering The Fields.

Our relationship evolved this year as we stepped together off the Defender and into the depths of the forest. Brought together by a mutual sense of adventure, we ambitiously sought to reimagine Forest Stage into something that could introduce more Wonderers to its off-the-beaten-path programming. As a result, Forest Stage with Defender saw expanded seating with wooden benches, as well as a lounge and bar—and a more extensive array of boundary-bending artists.



Music-biologist Modern Biology connected diodes to plants and fungi to create improvised music from their bioelectric signals, while mycologist and celebrated author Merlin Sheldrake performed spoken word. In this same space, French group ensemble 0 performed their rendition of Tristan Perich's dynamic composition and Akira∞lkeda wove soundscapes into collected footage of wild dolphins.



Defender's partnership with Wonderfruit feels natural because we share a belief in purposeful exploration, creativity and community. Being present in The Fields allowed us to contribute meaningfully to an environment where people connect with nature, culture and one another; a reflection of what Defender embodies. To be part of the Decade of Wonder was truly special, marking a shared commitment to pushing boundaries and imagining what's possible together.

**— Garth Turnbull,  
Managing Director, JLR Asia Pacific**





## Promoting Thai wisdom with The Department of Cultural Promotion

The transition we made towards being a cultural platform has coincided with support from the Government's cultural arm—the Department of Cultural Promotion (DCP) with the Ministry of Culture. In partnering with us to present the Thai Medicinal Plant Village, the DCP is furthering its efforts to conserve medicinal plant wisdom from different cultures and regions within Thailand.

The DCP also helped bring Thai Fit Studio to Wonderess. During their workshop, Wonderers learned the fluid dance movements used in the ancient Baisri Su Kwan or Soul Retrieval Ceremony. This got people moving in shared joy, while connecting to longstanding mind-body practices of Northeast Thailand. By sharing the power of these traditional practices, we are also tapping into a source of deep local pride.





The Department of Cultural Promotion is tasked with preserving, developing and promoting Thailand's cultural heritage and local wisdom at the international level. Its primary goal is to preserve the roots of Thai identity and to build a strong cultural foundation that supports national stability. This aligns with the objectives of Wonderfruit, which promotes, preserves, creates and develops Thai art, culture and ways of life.

The event helps stimulate the economy, generate income for Thai people, enhance the country's reputation and bring substantial revenue into Thailand. The Department of Cultural Promotion recognizes the benefits of this project and is therefore pleased to have provided budgetary support for its operation.

The Department of Cultural Promotion appreciates the value of implementing "Wellness Activities" at Wonderfruit 2025. These activities focus on holistic health and overall well-being, encompassing physical health, mental wellness, social engagement, and intellectual development. In addition, the Department intends to promote knowledge of Thai herbal medicine and traditional Thai healing practices as a form of "Cultural Capital" for the nation. Therefore, this budgetary support is not merely about organizing activities; it represents an investment in building the economy and strengthening the identity of Thailand's "Wellness Activities" sector in a sustainable way.

Wonderfruit has evolved into a global platform that goes beyond music, serving as a medium for showcasing Thai culture to the world. Through the reinterpretation of contemporary Thai culture, the celebration presents Thai identity in a modern and internationally relevant way—whether through bamboo pavilions built using folk architecture techniques, or through the Molam World area, where the Haan Molam stage brings Northeastern Thai music and culture to an international audience.

The integration of spirituality and wellness further reflects Thailand's holistic traditions, connecting body, mind and spirit through activities such as meditation, traditional Thai healing and sound therapy. Wonderfruit 2025 has played a significant role in promoting Thai arts, culture and way of life to both local and international visitors in a creative and sustainable manner.

**— Yuthika Isarangkun na Ayutthaya,  
Director-General of the Department of Cultural Promotion**

# Fostering new partnerships for a new decade

As we concluded our first decade and stepped into the next, new partnerships blossomed.

We worked with Thai beverage brand Chabaa, partnering directly with them as a leading canned water producer to provide all 57,000 cans of water in The Fields—featuring custom Decade of Wonder-inspired designs. But this partnership was born from a shared mindset to prioritize good taste, good energy and being thoughtful about what we consume and support.





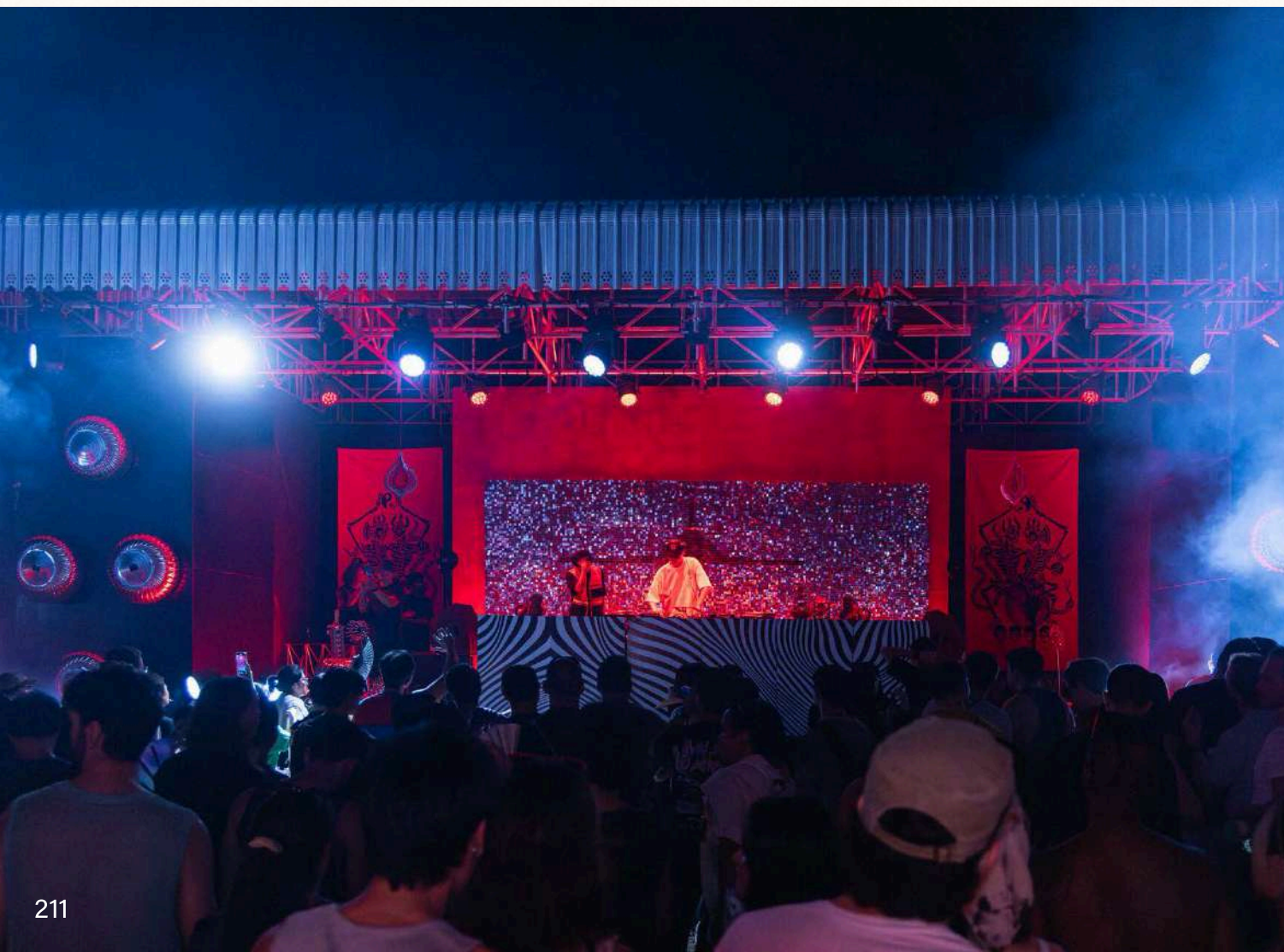
We partnered with Wonderfruit because the community feels genuinely aligned with our brand DNA—not just in demographics, but in mindset. Wonderers value self-expression, conscious choices and experiences with meaning. They are open, present and engage with brands through real moments. That’s also how we build our brand: premium in quality, but approachable and real, with a point of view on well-being and the planet. We saw Wonderfruit as a platform where multiple generations share the same values, and where our brand could feel natural—not forced. If Wonderers remember one thing, we hope it’s that we’re here as a like-minded contributor, bringing quality and intention into the experience.

**— Ms. Lalisara Lertchaikunsatien,  
Marketing Department Manager,  
Chabaa**



Wonderfruit has carved out a real place in the experience of festivals in Thailand. We felt that the energy and the relaxed, social nature of Wonderers matches our brand identity. We want to continue to build on White Claw’s “sessionable-ility” and thought Wonderfruit was the right entrance. We’re excited for the years to come.

— Atikij Sumayao,  
Head of Partnerships and Operations,  
White Claw



We also partnered with White Claw for the very first time. As makers of a ready-to-drink beverage, White Claw was popular with Wonderers all across The Fields, especially at their pop-up bar in SOT, a space created by Yellow Fever for urban sounds, sights and flavors. Designed to slot seamlessly into the venue’s urban-forward vibe, the White Claw bar featured a Super Claw spinning wheel game where cocktail mixes were dictated by chance. To add to the Bangkok-inspired scene of SOT, White Claw also supported a takeover by grassroots DJ collective TukTuk Radio—which drew in impressive crowds during each set.

With Mastercard, we experimented with different roads to Wonderfruit. Mastercard wanted to connect their customers to interesting and meaningful moments in Thailand that couldn't be found anywhere else. In working with us, we introduced unique, completely new Journeys—curated, Priceless Experiences in The Fields—offered exclusively to Mastercard holders. Mastercard holders also had access to a special pre-sale window and a discount during the Final Sale.





# Thank you Partners



DEFENDER



GS BATTERY



SINCE 1966 ita<sup>l</sup>asia



topologie

PAÑPURI

Pad Thai Padel

Chabaa

Good mate

PHUTAWAN

Wine GARAGE



Austrian Embassy Bangkok

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AYA AMBASSY

Bacchus THE FINEST ESPRESSO



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WYNDHAM JOMTIEN PATTAYA



Thank you \_\_\_\_\_ Wonderers



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