

WONDERFRUIT

IMPACT REPORT 2022

An exploration into the impact of
Wonderfruit twenty twenty two.

Exploring wonder through art, music, culture and nature.

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From the founder



“I am recognizing that to be vulnerable through this lens is to grow and engage with it. And it’s in these moments that life expands.”

Since the last time we gathered, it feels like we have left behind a different world. The pandemic gave us the opportunity to pause for a long moment, think back at where we had started, and look ahead more clearly to where we want to go.

While life ahead is unknown, I am recognizing that to be vulnerable through this lens is to grow and engage with it. To focus on the things that matter. And it’s in these moments that life expands.

Culture has shaped me for as long as I can remember, from the music I listen to, the art I connect with, to the flavors and forms I love.

Since our inception, we have always been exploring how we can live more closely with nature. Through it, I realized the significant connection with our minds, and the intersection of the external and internal worlds we all live in.

This year, we will examine this relationship more closely and lean even more on culture as a catalyst for growth.

Still with so much more to come, Wonderfruit continues to ready itself to welcome everyone back to blur the boundaries between worlds. A creative exploration of culture and human rituals.

PRANITAN 'PETE'
PHORNPRAPHA

DEFINING IMPACT

Holding ourselves accountable

01

The business of events and festivals often comes with an impact on the environment. As Wonderfruit crosses and integrates multiple pillars and disciplines, we are aware of the effects of our work and revelry.

So we endeavor to look at impact more holistically; we don't just look for ways to reduce the footprint we leave behind. Instead, we look for ways to connect with ourselves and grow alongside our land, deepening our relationship with mind and nature.

And this doesn't just mean coming in carbon negative; this process starts with transferring knowledge within our community, selecting materials to build with, employing certain techniques to create and even how we program content. The dialogue and knowledge along the way restarts the circularity, becoming the intersection of impact between physical, mindful and environmental sustainability.



Imovate. These are our aspirational concepts and big swings. We use these to challenge ourselves and create more than things people can see or touch. This is where we push the intersection of culture, nature and mind.

Develop. Not yet a standard, these initiatives are exploratory and tested through our own programs and on our own land. These are unique to Wonderfruit; our goal is to experiment with them to learn more until they become standard practice.

Encourage. These are practices and initiatives that have become a minimum requirement for Wonderfruit. These are used to encourage and educate our community to adopt a similar mindset and learn more about circularity along the way.



ETHOS

*At Wonderfruit, culture is
the catalyst for growth.*

We engage the curious through the intersections of art and culture to encourage, develop and innovate meaningful relationships with ourselves and with nature.

Produced by Thailand-based Scratch First, Wonderfruit has seen seven iterations of its annual four-day celebration of art, music, food and ideas in The Fields. As a cultural platform, Wonderfruit creates opportunity for diverse communities in an environment where innovation, creativity and social impact go hand in hand.



Wonderfruit welcomes visitors from around the world to share in experiences from world-class live music acts and DJs, perspective-shifting talks and workshops, tantalizing tastes by award-winning chefs, family-friendly activities, holistic wellness journeys, sustainable architecture and immersive art installations.



EVOLUTION OF WONDER

Beyond The Fields



Our commitments to sustainable development and the promotion of sustainable living and social responsibility principles have remained the same since the festival was first launched by founders Pranitan Phornprapha and Montonn Jira in 2014.

As we move into 2023, these commitments will extend beyond the festival and evolve further into a continuous year-round cultural platform.



During this evolution, we will continue to see wonder as a continuous relationship between curious minds and the nature that surrounds them. With a focus on growth and the evolution of culture, we experiment to engage and impact communities.

Transitioning from content-led events to a year-round cultural organization, we plan to foster purposeful collaborations that are fluid in their approach yet authentic in their expression. Our vision is to develop a space for creators, partners and our community to explore and deepen their connection between mind and nature.



Live. Love. Wonder.

WONDERFRUIT

15–18 December 2022

- The Fields of Siam Country Club, a 300 rai (48 hectares) plot of land near Pattaya, Thailand
- 5 days, 4 nights, 24 hours per day
- 99 hours of continuous programming
- 25,000+ Wonderers from 135 countries

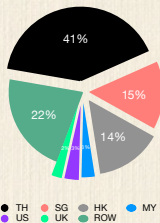
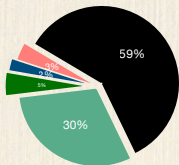
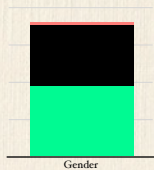
STATS FROM WF22

The Wonderers

 TOTAL ATTENDEES
WF22

25,152

(UNIQUE)

 ATTENDEES BY COUNTRY
(RESIDENCE)

 ATTENDEES BY AGE
(RANGES)

 ATTENDEE
GENDER RATIO


● Below 18 ● 18-23 ● 24-34
● 35-45 ● 46+

■ Male ■ Female ■ Other





SUSTAINABILITY TARGETS

Impact goals



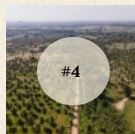
Divert 100% of waste from landfills



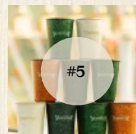
Replace all water packaging with aluminum cans



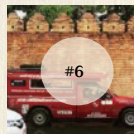
Source locally and sustainably



Plant 20,000 trees on-site



Expand the range of Wonder Cups



Reduce transportation carbon emissions

Divert 100% of waste from landfills

#1

ACHIEVED

An event of our size and caliber naturally comes with an impact on the planet. Our goal is to minimize this impact wherever we can. To reduce our footprint, we endeavored to send zero trash to landfills, meaning all on-site waste was diverted to be either recycled or repurposed in external facilities.

Food waste and containers were composted on-site and all recyclables were sent offsite to be recycled. Biohazard waste like toilet paper and face masks were properly treated at a medical-grade incinerator.

Replace all water packaging with aluminum cans

#2

ACHIEVED

Some items are more easily recycled than others and can be recycled again and again. To further enhance our percentage of recycling content from our waste, we have pivoted to using aluminum cans from Greenery as a vessel for purchasable drinking water.

We did this to ensure that materials were being recycled back into raw materials at the correct facilities. We also believe that aluminum cans exemplify our approach to circularity: not only do they become new cans in their second life, but we'll also give back to the community any money we get from returning the resource.

Source locally and sustainably

#3

ACHIEVED

The carbon footprint of travel doesn't just apply to guests; the distance that food and materials travel to get to the site also has an impact on emissions. This year, we looked inwards more than ever before and, where we could, we promoted the use of locally sourced and sustainable ingredients and products.

We worked with farmers who grow food in innovative ways located not far from us, and we sourced materials for our builds from communities close to us. Not only does this reduce the carbon footprint of the raw materials, but it also supports the local economy and trade.

Plant 20,000 trees on-site

#4

ACHIEVED

Wonderfruit takes place in the last remaining area of primary forest in the district. Now protected, it was once a vast wilderness. This year, we planted 20,000 trees to rewild our land and replenish its flora and fauna. The aim for this forest is for it to become home to an abundance of functional and medicinal species and cultural experiences.

The project is a collaboration with SUGi, a conservation organization dedicated to increasing biodiversity through native plant rewilding projects and a local forest planting team from Baansorn Onson. The core concept of this initiative is to create an area where people and nature can coexist harmoniously.

Expand the range of Wonder Cups

#5

ACHIEVED

Single-use cups contribute to a huge amount of waste, even compostable and biodegradable ones generate waste. To strengthen our commitment to being a zero-waste event, we don't allow single-use cups of any kind in The Fields.

Wonderers are welcome to bring their own cups made from stainless steel, enamel or hard plastic. This year, we expanded our range of Wonder Cups to include a version that is made with coconut husk produced locally by Sonite, giving this waste a second life. This adds to previous collections made from steel and rice husk.

Reduce transportation carbon emissions

#6

ACHIEVED

Wonderers come from all around the world, which generates a lot of emissions from travel. Every year we offset the carbon footprint from our operations and our guests attending Wonderfruit to ensure that we are a carbon-neutral event. The funds raised are donated to Mae Fah Luang Foundation under Royal Patronage (MFLF) for forest maintenance purposes at Doi Tung.

To understand what emissions from travel are, we developed a carbon calculator for Wonderers to offset their travel, presented by Bangkok Bank in 2022.

ADDITIONAL ACHIEVEMENTS

- Reduced non-recyclable waste sent to cement kilns by 23%
- 100% of organic waste was composted and recycling waste was sent to recycling facilities
- Complete adoption by vendors of our compostable or reusable containers policy

ENCOURAGE

We encourage.

These are practices and initiatives that have become a minimum requirement for Wonderfruit. These are used to encourage and educate our community to adopt a similar mindset and learn more about circularity along the way.

WHAT THIS MEANS

We don't just want to share our impact report. We want to tell you more about how we think about and approach sustainability because the more you know, the more you can hold us accountable.

Actually, sustainability is just a minimum requirement. We believe it's a lot more complex than just announcing bans and sharing data. We believe in implementing best practices across all facets of development, from infrastructure to waste management, recycling (everything!), composting and our approach to water.

To do this, we encourage our community to adopt a similar mindset and learn more about circularity along the way.

'Encourage' initiatives at Wonderfruit 2022 are in the following chapters:

Water refill stations: [pg. 27-28](#)

Waste management: [pg. 29-32](#)

Energy and carbon emissions: [pg. 33-34](#)

How we encourage



01

PROUDLY OFFERING FREE WATER

Water refill stations

At Wonderfruit, we provide drinking water stations where attendees can refill their cups or bottles free of charge. Ten water stations are scattered across The Fields for Wonderers to fill their bottles and stay hydrated all day and night. For Wonderers without bottles, water was available in cans by Greenery.

Waste reduction is also achieved, with water stations encouraging guests to bring their own bottles or refillable cups, ultimately reducing the amount of waste from single-use containers.



Water is essential to life and we believe everyone should have access to free water.



02

Waste management

Turning trash into resources

In 2019, we implemented a *zero-landfill policy*. Knowing that we were welcoming 40% more people in 2022, we expanded our efforts to effectively manage waste. Waste collected in The Fields was first separated and then stored at our recycle center before it was transported offsite and treated.

4. WASTE PREVENTION & REDUCTION

To reduce waste in The Fields, we established many new policies and measures for attendees, vendors and staff.

Vendors: We guided vendors by preparing a checklist of guidelines made up of 20 recommended and 22 prohibited items.

Attendees: Guests are encouraged to bring their own cups. In 2022, only 7,195 Wonder Cups were purchased, meaning that out of 25,000 people, 71% brought their own refillable cups.

1. COLLECTION

Cleaners and collectors work around the clock at Wonderfruit to keep overflow at bay. Waste is placed into six different types of receptacles in The Fields: non-recyclable waste, food waste, drinks, food containers, recyclables and coconuts. Ziggurat with Singha also had an aluminum can return station.

2. SEPARATION

All collected waste was dropped off at a local recycling center, separated and stored into categories of recyclables, organic, non-recyclables and biohazard waste.

3. TREATMENT

Non-recyclable waste: To extend the usability of the waste materials from the event, rather than sending waste to be used as alternative fuels in cement kilns, we transferred certain materials to be made into pellets.

Recyclable waste: Recyclables were transported to facilities, and that included glass bottles, aluminum cans, cardboard boxes and used cooking oils.

Organic waste: Things like coconuts, food containers, food utensils and food waste were composted on-site and used to nourish our land.

5. TRASH CANS

There were five types of trash cans in The Fields: drinks, food waste, food containers, recyclable and non-recyclable. There was also a coconuts trash can specially designed to gamify the experience for Wonderers.



Wonder fact: every trash can is decorated to match its contents.



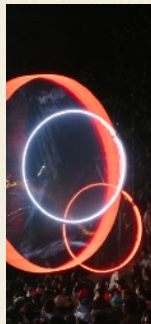
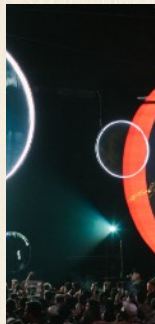
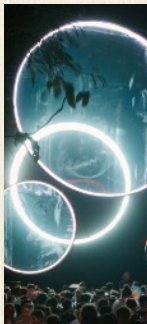
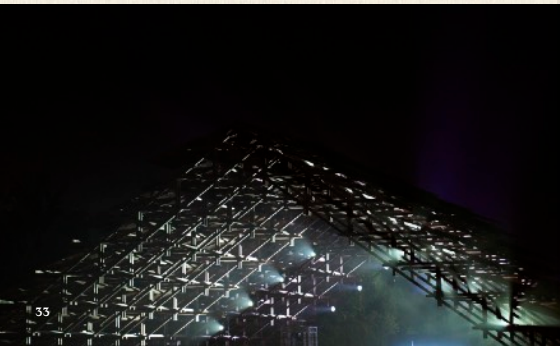
More people means more waste.

To ensure that our waste management systems weren't overwhelmed, we kept operations going 24/7 this year.

The total amount of waste collected in 2022 was 49 tons compared to 36 tons in 2019.

- The switch to aluminum cans for drinking water created almost 1 ton of additional waste
- Data from the amount of toilet paper used on-site helped calculate the volume of biohazard waste from the event, coming in at a total of 2.9 tons

Energy & carbon emissions in The Fields



ENERGY CONSUMPTION

As a large event, we know we consume a lot of resources to power The Fields. We are always looking for ways to improve energy efficiency as a way to reduce our emissions.

Measures to achieve this included installing solar lighting, using energy-efficient LED lights, placing generators strategically across The Fields and planning downtime for the generators.

CARBON EMISSIONS

It's important to us to not just offset emissions, but look for ways to reduce emissions during the planning stages.

This year, we focused a lot on data to better understand our carbon footprint so we could both design and build in ways that use less energy.

CARBON OFFSETTING

When we have to, we offset our emissions by buying carbon credits from projects verified by the Thailand Greenhouse Gas Management Organization (TGO). This year we bought 3,000 t-CO₂e credits from Mitphol, a major sugar producer in Thailand that uses sugarcane waste as feedstock for their boilers.

DE VE LO P

We develop.

Not yet a standard, these initiatives are exploratory and tested through our own programs and on our own land. These are unique to Wonderfruit; our goal is to use them to learn more until they become standard practice.



WHAT THIS MEANS

We are fortunate to own our land, which gives us the luxury of designing with longevity in mind. We introduce more permanent structures each year and build them using resources close to us.

We create long-lasting solutions to environmental problems, from drinking water to toilets to the ingredients in our food. The initiatives that unfold on our land are unique to us and inform how we work with our community. We also look inwards, and by removing the unnecessary, these limitations spur innovative curiosity—this is how we develop.



'Develop' initiatives at Wonderfruit 2022 are in the following chapters:

Buils [pg. 39-44](#)
 Chefs [pg. 45-46](#)
 Merch [pg. 47-48](#)
 Talks [pg. 49-50](#)
 Food Vendors [pg. 51-52](#)
 Family [pg. 53-54](#)
 Wellness [pg. 55-56](#)

How we develop

*Our relationship
with builders
explores the art of
natural
materiality.*



01

BUILDS

Exploring the art of natural materiality

In our planning, we always consider the impact that materials will have on the environment. We source natural materials and reuse and repurpose existing ones to extend their lifecycle beyond one year. Most of our materials are natural, like bamboo, plywood, timber or second-hand resources purchased from recycling companies.

CHALLENGES

Low-impact materials are often hard to source or are limited in availability. Natural materials also have a shorter life cycle than synthetic ones as they can biodegrade over the years or be eaten by termites.





Re-using

Open Kitchen reuses existing materials, giving second life to 30-year-old hardwood timber discarded from a nearby tobacco factory.

The Moonlight Lounge was decorated with Sangsom glass bottles and then returned to be used for other events by the company.



materials



Ziggurat's bar area was built using oriented strand board (OSB) and empty Singha beer bottles, which were returned to the contractor and sent to local recyclers.

NATURAL MATERIALS



The Quarry is made of timber, including its parquet floor.



Food vendor stalls are built of bamboo and wood sourced from local communities.



Forbidden Fruit is housed under a tapestry made of wood and hand-woven prayer mats from Narathiwat province in Southern Thailand.



Reducing the usage of materials during construction on permanent structures. For example, when building toilets, we utilized a homemade formula developed in-house that uses less concrete.



02

CHEF EXPERIENCES

Cooking with chefs whose kitchens embrace sustainability

Dining experiences at Wonderfruit are a unique opportunity to explore culture through food in a way that puts sustainability and local traditions on the plates of our community. Each chef is chosen not for their celebrity status but for their values around sustainable sourcing and responsible consumption.

In 2022, over 755 meals were eaten across our ticketed dining experiences in The Fields. And as the event grows, so do our kitchens, showing our community that food served in quantity can be as sustainable as it is delicious and grand.

THE FOOD TRUST @THEATRE OF FEASTS

The concept minimized negative societal and environmental impacts by using locally sourced ingredients and adapting cooking methods, service style and waste management.

But the real spirit of this feast was beyond the plate: every dish was presented by minority farmers who brought the culinary traditions of their tribes to the table at Wonderfruit.

FROM PADDY TO PLATE @WONDER KITCHEN

This experience looked beyond rice as a side dish and explored all things related to rice: from the many stages of the grain to rice bran, straw and husk, and even the animals that live in the rice paddies it grows in—leaving no waste behind.

GULF TO GOURMET @WONDER KITCHEN

This ocean-to-plate Wonder Feast reduced carbon emissions by omitting the transportation of raw materials usually coming from the south of Thailand.

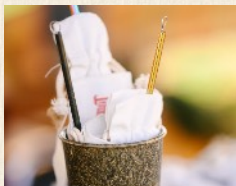
It served up local, fresh and seasonal seafood sourced just a few miles away on the Chonburi coastline—a coastal dining experience straight from the sea to The Fields.

MERCH

Designing thoughtful pieces with the planet in mind

We like to wear our ethos on our hats from time to time and have developed a line of merchandise that is available to our community to do the same.

Each item has been carefully selected to promote sustainable living and reflects our ethos to source sustainable materials and promote re-usability.



ALUMINUM STRAWS

We barely use straws at all, but when we do, we've long ditched plastic. By providing a re-usability option, we encourage attendees to reduce the number of single-use straws in landfills.

WONDER CUP

We've banned single-use cups at Wonderfruit, this is important to us because even compostable cups create waste, and this policy not only lowers the resources needed to treat the waste, it develops a mindset in our community to consider how their food and drinks are packaged.



PORTABLE BAMBOO ASHTRAY

We get it, people smoke—but cigarette butts littered across The Fields create environmental contamination. We pick up what we can but also make portable cigarette pouches made of natural materials available for Wonderers.

04

TALKS

Sharing ideas about the future

Ethos Pavilion is a natural amphitheater designed by Ab Rogers that is made using soil from The Fields and decorated with its natural surroundings. It's the home of Scratch Talks, born in 2015 to give Wonderers a platform to share ideas. The program explores the intersection of culture, nature and the mind through discussions that unpack topics like spirituality, sustainability, empowerment and wellness.



TALKS HIGHLIGHTS

Climate & Entrepreneurship Culture: Radical Catalyst for Change

This talk explored investing in climate adaptation instead of climate mitigation or prevention.

Sustainable Cultivation and the Future of Cannabis

Panelists looked at how to grow cannabis in a regenerative and sustainable way and how nanotechnology is improving not only with growing practices but also with product development.

How to Build Things Well

Together, four distinguished architects broke down what it takes to make something meaningful and sustainable, both environmentally and culturally.

Becoming a Biodiversity Builder

This combination walk and talk explored how SUGi approaches the re-wilding experience, pulling references from both their work worldwide and on the Wonderfruit site.

Making Spirituality Relevant & Meaningful in the Secular & Hyper-partisan World

Dr. Asia shared stories and insights on how colleagues and networks make spirituality relevant and meaningful for people from all walks of life by using these concepts: connectedness, empathy and volunteerism.

FOOD VENDOR HIGHLIGHTS

Meatly

Meatly offered for plant-based variations on classic festival fare like “katsu cheese” and “crispy pork”.

Baba Eatinghouse

A café with vegetarian and vegan options.

Kad Kobua

Thai Craft Chocolate Makers on a quest to promote Thai cacao beans and foster a new culture of Thai chocolate.

Molly Allay

Award-winning, fully plant-based ice cream.

Plantiful

A fun and innovative plant-based kitchen that is nutritious yet delicious.

Sea's Kombucha

Artisanal fizzy fermented teas brewed with natural fruit flavors with organic Assam tea from Chiang Mai.



05

FOOD VENDORS

Championing diversity through food

Wonderfruit 2022 welcomed 90+ vendors from all over Thailand, separated into nine zones across The Fields for Wonderers to enjoy. We encourage all vendors to source ingredients locally and from sustainable sources. Vendors must also add at least one vegan item to their menu. We also provide recommendations for food ingredients and materials screened to support companies working to reduce environmental impact of their production process.



04

FAMILY

Innovation starts with the next generation

Children and young-at-heart play together at Camp Wonder; they learn and grow through hands-on activities that engage the mind. Workshops, performances and entire playgrounds are dedicated to exploring nature.

FAMILY HIGHLIGHTS

Natural Playground by Get Growing

Here, little Wonderers reconnected with nature through games, hands-on activities, design, informative walks and rides.

Seed Bombs, Meditate with Clay, and Natural Tie Dye by Little Fields

Attendees learned about the tools needed for the seed to survive and how to re-seed natural plants in wild areas. Guests also experimented with natural dye colors to create an art piece to take home as a souvenir. Finally, little Wonderers created ceramic products, such as plates, bowls, coasters and jewelry boxes, for themselves or as personalized gifts.

Making Connections by JUMP!

The JUMP! Foundation is a non-profit organization that hosted mindfulness and group activities meant to inspire and bring families and friends closer against the backdrop of nature and beauty.

Big Kids Party by Yamaba • Kids DJ

This event created a space for big kids to dance along to the sounds of Thailand's young emerging DJ superstars, as well as award-winning bands from Yamaba.

My Football Kit by Nendo

In this workshop, every experience also contributes to an experience for someone in a less fortunate area. Participants explored their creativity while making a football and got to enjoy using it afterwards.

WELLNESS HIGHLIGHTS

Workshops at Wonderfruit averaged around 50 guests alongside practitioners that came together as a community to engage in a sustainable lifestyle with a focus on the well-being of mind and body.

Zen Rock Weaving by Sang Does Weave

Welcomed participants to explore Japanese traditional stone wrapping with a strip of natural cane.

Wim Hof Method Fundamental Workshop by Devrim Zahir

saw guests plunge their body into a subzero temperature tub to cool down, sleep better and recover faster.

Eco Print for your Body, Mind and Soul by Kloe

explored the sustainable technique of dying natural fabrics by extracting pigments directly from plants.

Last Quarter Moon Sound Bath by Ali Young

was an hour of total bliss as the cosmic celestial tones of the crystal bowls took Wonderers on a trance-like journey into a deep meditation.

Exploring Nature with Your Five Senses by Pearypie

allowed Wonderers to experience nature through the five senses in a creative way.



05

WELLNESS

Reconnecting & rebalancing our inner selves

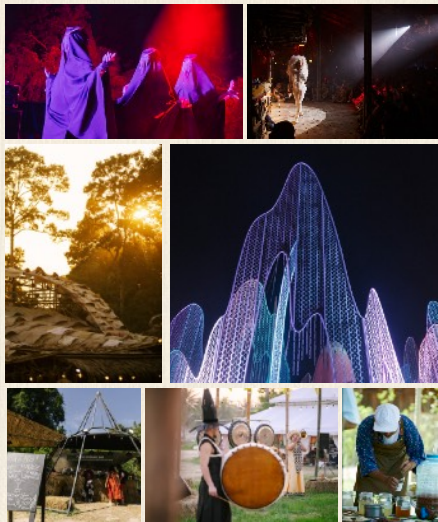
Wellness and lifestyle activities are core components to Wonderfruit and a sustainable society, mostly held at Wonderness. Under the concept of Axis Mundi, Wonderers were invited to realign their own axis in a haven where the atmosphere is serene and peaceful.

At Wonderfruit 2022, there were 54 activities designed to be inclusive and act as a place to revive and rebalance. Here, Wonderers could also browse 71 retail vendors based on sustainable products and lifestyle stores that we hand selected. Wonderers were able to support local businesses working towards integrating sustainability into their products.

IN NO VA TE

We innovate.

These are our aspirational concepts and big swings. We use these to challenge ourselves and create more than things people can see our touch. This is where we push the intersection of culture, nature and mind.



How we innovate

WHAT THIS MEANS

Exploring culture means more than just creating material things that Wonderers can see and touch in The Fields.

By creating new, unique experiences that explore the space between mind and nature, guests leave Wonderfruit and remember the moments long after the event has ended. The permanence of this evolution is how we transfer knowledge to future generations.

'Innovate' initiatives at Wonderfruit 2022 are in the following chapters:

Food Experiences & Workshops [pg. 61-62](#)

Sound & Music [pg. 63-64](#)

Ancestral Forest [pg. 65-68](#)

FOOD EXPERIENCES + WORKSHOPS

Interactive spaces paired with earthen flavors

Our approach to food isn't just about eating it; it's also learning about the ingredients used in the process, the story behind the process and the hard work needed to get food to your plate.

Wonderfruit 2022 hosted 13 food-based experiences. Each workshop offered was selected from a unique pool of instructors to help Wonderers better understand the ingredients we consume daily and the varieties and methods used to make a meal.

HIGHLIGHTS

Akha Style Steamed Curry Cooking Workshop by Akha Baan Paa Kbaa Akha, who are hill tribe people that have lived in many places across Asia. Wonderers were welcomed to try Akha-style curry that was steamed-cooked in banana leaves over a bonfire.

Honey Tasting Workshop by Hin Lad Nai invited Wonderers to try wild honey to better understand the complexity of honey's taste, which can be sweet or slightly bitter.

Isan Rice Tasting by Tomogram Studio supported by the Tourism Authority of Thailand (TAT) hosted a rice-tasting workshop aimed at changing the perceptions of rice, appreciating the varieties, diversity, and significations in each own authentic value and hear stories about rice culture.

Terpene Bar by Patom Organic Living was a workshop that combined traditional wisdom and modern methods to create products under organic living.

Rice Water Pickling Workshop by KAEN and by Tourism Authority of Thailand (TAT) taught participants to make their own pickled cabbage, carrots, or any other organic, local vegetables using rice washing water.

Open Kitchen is a new permanent addition to The Fields and is based on the empowerment of women, mothers, aunts and grandmothers who are living scriptures and pillars of their communities in Thailand.



SOUND HIGHLIGHTS

Amnesia Mole

Wondersers were treated to a symphony of natural sounds and vibrations intermixed to create a new language through 16 horn speakers in an installation called Amnesia Mole.

Rueng Loy

Showcased in our freshwater lake, the sounds of whale songs and rapid currents from the deep ocean were captured by Chris Watson to call for greater environmental awareness.

Wild Minds

Wild Minds is a series of guided meditative soundscapes by Howie Bee that looks to unlock the inner qualities of the mind in new ways, to help bridge the gap between our minds and ourselves.

Ancestral Forest

The sound of ancient trees played in the Ancestral Forest to inspire our newly planted saplings.

Embrace

Housed in an earthen structure made by Nanu Youttananakorn, a soundscape produced by Hear & Found, a collective of indigenous communities from around Thailand, connected us with nature.

SOUND + MUSIC

02

A music program informed by nature

Wonderfruit 2022 welcomed 700 artists: 227 international artists and 473 local artists. To reduce the emissions of traveling artists, we made a conscious effort to book local artists where possible and to scout for artists already in Asia or en-route to Australia.

Each stage had dedicated equipment in place and DJs could just bring their devices to plug in, reducing the need for Wonderfruit to move equipment across the site.

SONIC ELEMENTS

Sonic Elements is a cross-continental field recording project produced with MSCTY studio that began when travel was restricted during the pandemic. These collected air, water, wood, earth and metal recordings which were broadcasted throughout the fields from site-specific structures.

03

LAND + NATURE

Ancestral forest: a rewilding project

Together with the rewilding experts at SUGi and a local forest planting team from Baansuan Onson, we've designed a 10 rai (4 acre) forest that will become home to an abundance of functional and medicinal species as well as cultural experiences.

We leaned on local and international wisdom to rewild our land to expand the last remaining area of primary forest in the region. Using the Miyawaki method, which replicates the true forest ancestry as if humans stepped away by only planting native species, we planted 20,000 trees along with our community.

This area is called the Ancestral Forest and will evolve into a space filled with peaceful meditative areas, buildings and art installations that blend into the forest to allow immersion and deepening of the abiding connection between people and nature.



Though only a few feet tall, at Wonderfruit 2022, guests were invited to participate in the growth of the forest by planting trees and exploring integrated experiences built into the interactive sensory forest.

Through workshops, sound installations and experience, a transfer of knowledge will ensure that we grow alongside the saplings.



Khao Khieo

It is a forest that has been preserved since the time of the founding of the country. It is a forest that has been preserved since the time of the founding of the country. It is a forest that has been preserved since the time of the founding of the country.

It is a forest that has been preserved since the time of the founding of the country. It is a forest that has been preserved since the time of the founding of the country.

"To be able to give back to nature is so powerful. I look forward to growing our new forest while bringing Wonderfruit even closer to nature."

Thana, Thailand
Wonderfruit



Thank you, Partners.

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Thank you, Wonderers.

WONDERFRUIT

IMPACT REPORT 2022

An exploration into the impact of
Wonderfruit twenty twenty two.