



12 - 15 NOVEMBER 2018, SEMINYAK, BALI

## TWO BRANDS, ONE UNMISSABLE UN-CONFERENCE: FURTHER EAST ANNOUNCES AN EXCITING COLLABORATION FOR AWAKEN

**Famed for its legendary music events, art installations and commitment to sustainability, the temple of inspiration and creativity that is Potato Head Beach Club will house the inaugural edition of Further East's un-conference, AWAKEN. Prepare for a groundbreaking partnership between two creative, forward-thinking brands that will inspire a 'New Dawn of Thinking' for Asia's luxury travel elite.**

In partnership with Further East, Asia's unique new travel tradeshow, Potato Head Family will host AWAKEN alongside the glorious shores of Seminyak Beach on Monday 12 November. Through a series of intimate sessions and immersive workshops, the un-conference will offer fresh perspectives on cutting-edge topics to punch holes through preconceptions and generate ideas that will redefine the future of luxury travel in Asia.

Renowned as one of Bali's coolest cultural hotspots, Potato Head Beach Club will provide the perfect backdrop for this enlightening day of talks and discussions from industry innovators and thought leaders. As well as being a sanctuary of expression for international musicians and artists, Potato Head Family is also an authentic Indonesian lifestyle brand that works with emerging local talent and supports a range of sustainability initiatives. Their endeavours are driven by a deep passion for conservation and authenticity, which is why AWAKEN will feature Potato Head-curated sessions that focus on these themes.

To round off an unforgettable day of insights and networking, the Beach Club will keep the good vibes flowing with exclusive evening drinks for the Further East community. **Ronald Akili**, serial entrepreneur and founder of Potato Head Family, explains why his distinctive brand of hospitality is the perfect fit for AWAKEN:

*"We're excited to partner with Further East to create a truly global event in Bali which celebrates the best in hospitality and culture across Asia. As official hosts, we look forward to showcasing Potato Head Family's dedication to challenging the status quo by providing good times for our guests while also doing good in our local communities and the world."*

All registered Further East delegates will have access to AWAKEN at Potato Head Beach Club as part of the four-day festival agenda. There will be a limited number of AWAKEN-only passes available for £599 via application.

---

**Further East is Beyond Luxury Media's latest ground-breaking venture dedicated to inbound luxury travel in Asia taking place from 12 -15th November 2018 in Bali, Indonesia.**

---

JOIN US AT THE NEW DAWN OF THINKING. FOR MORE INFORMATION, VISIT [WWW.FURTHEREAST.CO/AWAKEN](http://WWW.FURTHEREAST.CO/AWAKEN)

beyond  
L U X U R Y