A JOURNEY IS A MOVEMENT. IT IS THE JUMP TO NEW BEGINNINGS AND THE CHASE FOR UNIMAGINABLE DREAMS. A JOURNEY IS AN EXPERIENCE. A BET. A TAKE OFF. IT’S A NEW PATH WAITING FOR YOU AT THE END OF EVERY CORNER.


A JOURNEY IS A CONNECTION BETWEEN EXPLORERS AND THEIR NEW WORLDS. YES, NEW WORLDS: HUNDREDS OF DIFFERENT UNIVERSES FULL OF PEOPLE, CULTURES, EXPERIENCES, DISCOVERIES, PERSPECTIVES, POSSIBILITIES, COMMUNITIES, PROJECTS, ENCOUNTERS, INSPIRATIONS AND DREAMS WITH THE POWER TO CHANGE THEIR LIVES FOREVER.

WE ARE JOURNEY. WE MAKE THE CONNECTION BETWEEN YOU AND YOUR NEW WORLDS.
We make global connections between entrepreneurs, creatives, innovators and organizations through immersive experiences, disruptive education and local actions around the globe. We are here to shorten distances and bring together the people who will build an inspiring and collaborative future.

FROM HOPING TO BELIEVING. FROM WANTING TO MAKING. FROM ARRIVING TO ENJOYING THE RIDE.
THE MOST INSPIRING CITY IN THE WORLD, NEW YORK IS HOME FOR ALL PEOPLE FROM ALL OVER THE GLOBE. NOT ONLY A PLACE WHERE EMERGING TRENDS CAN BE EASILY SPOTTED, IT IS ALSO A DRIVING FORCE FOR CHANGE AND INNOVATION. IT IS THE MAIN STAGE WHERE THE ZEITGEIST BECOMES TANGIBLE IN BEHAVIOURS, TRENDS, IMAGES, SOUNDS, FLAVOURS AND MORE. THIS IS WHERE THE MAGIC HAPPENS.
**LIVE**

To live in NYC is a unique and transforming experience. In this intensive immersion you’ll feel a taste of the trendsetter, early adopter, paradigm breaking culture that surrounds its corners. By visiting its true local spots we will dive deep into the edges of counterculture from an insider perspective.

**LEARN**

The effervescent Fashion, Arts, Design and Tech cluster has a lot to teach to those who are seeking disruptive experiences and the next big thing. With insider knowledge and curatorship and inspiring exchanges, we will learn during 15 days how the heart of New York City truly beats.

**CONNECT**

We will connect with the creative leaders, entrepreneurs, makers, game changers, purpose-driven organisations that are shaping creativity and worldwide trends. More than tours, we promote high-impact exchanges between entrepreneurs and creative leaders, consolidating a true global network.
IN THIS JOURNEY, A GROUP OF 20+ CREATORS WILL LEARN ABOUT COOLHUNTING AND TREND FORECASTING THROUGH FACILITATED AND HANDS-ON EXPERIENCES. WE WILL MAP OUT THE MOST INTERESTING AND GAME-CHANGING TRENDS IN FASHION, ARTS, DESIGN AND TECHNOLOGY IN REAL LIFE IN THE STREETS OF NYC, WHILE APPLYING THE METHODS AND TOOLS THAT MAKE AN EXPERT COOLHUNTER. THE DATA AND IDEAS WE COLLECT WILL HELP US BUILD A COLLABORATIVE TREND REPORT WHICH WILL LATER BE AVAILABLE TO THE GENERAL PUBLIC, SIGNED BY THE GROUP.

THIS JOURNEY IS A PARTNERSHIP BETWEEN

[ logos here ]
## THE PROGRAM

Adventures to learn and experiment the best of NYC trends

*schedule may be changed without notice, which will not affect the outcome of the experience*

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>OCT 01</th>
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| SEPT 28 | Group arrival  
WeLive Tour  
Journey roadmap & meet-and-greet  
Collective dinner |

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<tr>
<th>DAY 2</th>
<th>OCT 02</th>
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| SEPT 29 | Samsung 837  
Highline  
Chelsea Market  
Gallery Tour with Dreambox  
Consumer Experience  
Benchmarks with Renata Abranches  
Photoshoot at Times Square |

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<tr>
<th>DAY 3</th>
<th>OCT 03</th>
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| SEPT 30 | Coolhunting 101 with Renata Abranches  
Emerging brands tour  
Flash Talks with Meta & The Windmill Factory |

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<tr>
<th>DAY 4</th>
<th>OCT 04</th>
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| OCT 01 | Coolhunting 201 with Renata Abranches  
Coolhunting mission on the streets  
Local brewery |

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<tr>
<th>DAY 5</th>
<th>OCT 05</th>
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<tr>
<td>OCT 02</td>
<td>Free day to enjoy NYC</td>
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<th>DAY 6</th>
<th>OCT 06</th>
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| OCT 03 | Sag & Walsh  
Trends Experience @ Harlem with Rudah Ribeiro (Nike coolhunter)  
Big Fashion Brand (surprise schedule) |

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<tr>
<th>DAY 7</th>
<th>OCT 07</th>
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| OCT 04 | Future of Storytelling Festival  
Building a trend report |

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<tr>
<th>DAY 8</th>
<th>OCT 08</th>
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| OCT 05 | Wellness Lifestyle  
MoMA P.S.1 / Whitney Museum  
Wrap-up ritual  
Collective dinner |

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<tr>
<th>DAY 9</th>
<th>OCT 09</th>
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| OCT 06 | Don't-wanna-leave brunch  
Group departure |
IN YOUR SUITCASE

LIVING, LEARNING & CONNECTING FOR 11 DAYS
15+ visits to companies & startups, collaborative spaces, art galleries, thriftshops, group discussions, networking, real and local experiences

COLIVING EXPERIENCE IN NYC
A new way of living. Collective accommodation including breakfast and late snack

TICKET TO RIDE
Transportation included to all group activities

20+ CREATIVE MINDS TOGETHER
A group of inspiring people exchanging points of view and establishing long-lasting connections

BUILDING OUR OWN TREND FORECASTING REPORT
All while learning how to be a cool hunter by engaging in real life facilitated experiences

NEW YORK IMMERSE FULL EXPERIENCE
Gathering the world’s top trend setters, creative leaders, entrepreneurs, movement builders and communities from across the globe to explore the core of fashion, design, arts & tech trends

TALKS WITH LOCAL CREATIVE LEADERS
Exchanging impressions to expand our network and collective intelligence
A COLIVING SPACE IN THE HEART OF NYC

A trendy and collaborative way of living, full of interaction and comfortable bedrooms to be the scenery for our adventure
RENATA ABRANCHS
Creator of Bureau de Estilo, a fashion consultancy, training and research house with hundreds of clients including Adidas, Lacoste, Farm, O Boticário and more. A Fine Arts and Fashion Design graduate, she is also the founder of RIOetc, Brazil's most prominent coolhunting and streetstyle website. Renata is also engaged in movements such as #feitonobrasil and MALHA, for which she is a cofounder and mentor.

HERMAN BESSLER
Herman is the founder of Templo, Malha and Journey and a serial entrepreneur. He has created and managed businesses in several areas, ranging from cultural productions to real estate investments. Since 2005, he's dedicated to experimenting with new forms of organisation for working, learning, producing and consuming.

LETÍCIA MAGALHÃES
Partner and brand strategist at Journey, Templo and Malha, Letícia is a multitasking designer who's tried a little bit of everything, from event production to filmmaking, from the fashion industry to graphic design, from Olympic proposals to skateboard brands. She currently develops and manages Templo's and Malha's new projects, brands and company culture. Her heart is Brazilian, but her soul is a New Yorker.

MARIANA FERRARI
Content producer, journalist, culture and fashion enthusiast, Mariana is a curious and multitasking professional who's studied Arts, Marketing and Yoga in New York. Back to Brazil in 2016, she joined Malha as its Content Coordinator. Her experience includes coolhunting and writing for RIOetc, coordinating content for Farm and experimenting with her side project The Tropical Curator.

BRUNO BEZERRA
Bruno Bezerra is a photographer and an entrepreneur. Since he was 16, Bruno has created some of the most innovative image products and services such as NoFlagra, VIU, Fotocabine and Printgram. He is one of the advocates for GoPro in Brazil and specializes in Photo Marketing Experience and Underwater Photography.
JOURNEY IS DEVELOPED BY TEMPLO, FROM RIO DE JANEIRO TO THE WORLD. WE ARE A COLLABORATIVE PLATFORM FOR ENTREPRENEURS, CREATIVES AND INNOVATORS FOCUSED ON TESTING NEW PATHS FOR WORK, EDUCATION, PRODUCTION AND CONSUMPTION. WE ARE ALSO THE CREATORS OF MALHA, A MOVEMENT FOR A MORE SUSTAINABLE, COLLABORATIVE AND INNOVATIVE FASHION INDUSTRY.

GET TO KNOW US AT TEMPLO.CC AND MALHA.CC
BUILDING A TREND REPORT
Through the entire Journey, we collect data, ideas and impressions on these transformative experiences. It is a full immersive learn-by-doing experience, where the impact of the “new” is assessed in meaningful discussions, giving us a different outlook into the future. It is a way to keep the Journey going: a new perspective on what is yet to happen and how you can move faster in this direction.

FIT WORKSHOP
FIT is a top-tier college for design, fashion, art, communications, and business. The museum at FIT has a permanent collection with some 50,000 garments and accessories from the 18th century to the present. Important designers such as Balenciaga, Chanel, and Dior are represented. In this workshop we learn about aesthetically and historically significant clothing, accessories, textiles and visual materials from this huge collection.

THE WINDMILL FACTORY
An international collective based in Brooklyn that finds creative solutions for visionary organizations, artists, and festivals such as Lady Gaga and Burning Man through interactive installations and anything else that brings the wow! In this meeting we learn how to use knowledge and emotion for collaborative work, sparking the creativity for new experiences.
ACME STUDIOS
Established in 2010, it's a hub of creative activity for fashion, commercial, celebrity, and fine art clients, that brings together top-notch service, design, and comfort in a space like no other in New York City. ACME’s community of contributors includes designers, sculptors, painters, carpenters, photographers, musicians, writers, and artists who can make any idea a reality.

TRENDWATCHING
A major trend forecasting and innovation company, TrendWatching has been scouting macro behaviour trends for consumers in all 5 continents. By looking at the big picture, they can identify long before any company or individual the shifts in markets and culture throughout the world. In an inspired meeting with their NY team, we got insights into their methodology, learned their predictions for the next 10 years and got to peek at their latest trend report.

COOLHUNTING ON THE STREETS
NY is the place where cultures from all over the world meet. Walking around the trendiest upcoming neighborhoods is a lesson in “cool”. In Journey NYTrends, we observe different styles and meet creative individuals who aren't afraid of showing their identities through their clothes, hair, work and attitude. With the help of Renata Abrancs we identify innovators and creators on the streets - the influencers ahead of the game, creating the “cool” before it gets trendy.
EUGENIA DEL VIGNA
ANCAR IVANHOE
A senior business and marketing leader, whose work consists in creating innovative and immersive consumption experiences in Rio Design Barra and Rio Design Leblon. Eugênia was able to explore new scenes, observe consumption habits, connect and learn from inspiring people and technology in order to develop new ideas that will expand the new retail industry in Brazil. That’s what she was doing at Natura Brasil flagship store in Soho, 'visiting' the Amazon Rainforest through a Virtual Reality headset.

PAULO AUGUSTO
DOBE
He is the founder of Dobe, a mindful fashion brand with a purpose of simplicity and minimalism. In the last Journey NYTrends Paulo enjoyed being around innovators, getting inspired by their stories, coolhunting in the streets and visiting some of the most innovative fashion retail stores of the world. The connections he made in Journey are helping him expand Dobe to new markets such as Rio de Janeiro.

GIOVANNA NADER
PROJETO GAVETA
An entrepreneur and consultant in sustainability for Fashion, she is the creator of Projeto Gaveta, a new perspective on clothing and consumption, built with a network of people who would rather swap well-loved clothes than buy new ones. They meet a few times a year in events that combine music, culture and content about sustainability and Lowsumerism, as well as the clothing-swap.
ACCOMMODATION FOR 11 DAYS IN NEW YORK, DAILY BREAKFAST AND LATE SNACK, VISITS TO COMPANIES, TRANSPORTATION TO AND FROM ALL COLLECTIVE ACTIVITIES, IMMERSIVE CONTENT, WORKSHOPS, NETWORKING ENVIRONMENT, LOCAL TALKS, JOURNEY KIT, TRAVEL INSURANCE.

WHAT’S NOT INCLUDED
LUNCH, DINNER, SHOPPING, INDIVIDUAL TOURS, FLIGHT EXPENSES, AIRPORT TRANSFERS.

WHAT’S INCLUDED

EARLY ADOPTER
5.300 USD
UNTIL JUL30

5.900 USD
UNTIL SEPT21
*payable in up to 5x

28 SEPT 2017
08 OCT 2017

WANNA KNOW MORE?
CHECK OUT OUR FAQ
LET’S GO!

JOIN A GROUP OF 20+ EXPLORERS IN THIS ONE-OF-A-KIND IMMERSIVE EXPERIENCE.

To apply for this Journey, fill out the form on our website and wait for instructions, or email us at hello@yourjourney.cc.

APPLY NOW
CONNECT WITH JOURNEY

yourjourney.cc
/yourjourney.cc
@yourjourney.cc
hello@yourjourney.cc