

Female leaders gather for 3-day summit

Inaugural symposium puts the spotlight on a host of women's issues.

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mauka 2 makai

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Divine Recognition

Yogi enthusiasts will trade in their mats for a SUP board this year as the Turtle Bay Resort plays host to its 2nd Annual Wanderlust Festival. **By Kristen Nemoto**

Attracting over two thousand people from around the world, the Wanderlust Festival will celebrate yoga, music, nature, and — of course — North Shore's infamous surf.

WHILE THE WAVES of the North Shore crashed against the “Point’s” rocky edge of Turtle Bay Resort last February, the scene on land was remarkably different. Nearly a thousand people had gathered for the inaugural Wanderlust Oahu Festival, a traveling event that unites a trifecta of yoga, music and nature. The turnout was one of the best that founder and co-owner Jeff Krasno had ever seen.

“We were excited at first to do the Wanderlust Festival in Oahu but quickly asked ourselves if anybody would go because it’s so far away,” says Krasno, a New York native who started the Wanderlust Festival with spouse and yoga instructor, Schuyler Grant, and business partner Sean Hoess in 2009. “Anytime you visit a new place it’s like a risk but then we went for it and it was successful beyond our wildest hopes.”

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Merriam-Webster's Dictionary defines wanderlust as a strong desire or impulse to travel about. Krasno sees it more metaphorically, describing the term as an "idea of self-exploration — looking within to find your best self." Inspired by seeing an increase among New Yorkers interested in the practice of yoga and its overall wellness community, the three longtime college friends hatched a plan to promote an event that would celebrate music, yoga and nature, while simultaneously advocating the "pillars of mindful living — yoga, the arts, personal spirituality, environmentalism, organics and conscious consumerism."

"These people we'd see had a lot of similarities in terms of sustainability, eating organic food and consuming ethically," Krasno says. "Then we imagined the potential of taking our love for music and marrying that with the progressive values of the yoga community."

That "community" transformed into their first festival in Lake Tahoe, Calif., in 2009 and then quickly snowballed into 18 Wanderlust Festivals around the world, including events in Australia, South America and Canada.

"Having the Wanderlust Festival here in the North Shore just exemplifies the core values that we live by," says Mark "Skip" Taylor, a North Shore resident, and the experience creator and consultant at the Turtle Bay Resort. In the spring of 2012, while Taylor was helping with the marketing of Crankworx — an annual mountain bike festival in Whistler, British Columbia — Krasno and his team were there for their first Whistler Wanderlust Festival. Through similar connections, the two met and Taylor insisted Wanderlust needed to travel to Oahu.

"They were hesitant at first," Taylor laughs. "But after [Sean] visited the grounds in September of 2012, he saw the potential. It's such a unique proposition for people to come to this beautiful location and combine that with what we're known for, which is surfing."



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"It's basically a large group coming together and celebrating," Taylor says. "Just the joy and the happiness throughout those four days are unbelievable."

Whether you're trying to eat well, interested in growing spiritually or looking to catch a great concert (Moby will be headlining on Friday night), Krasno says the Wanderlust Festival has become a "hyper reality" oasis that will hopefully energize and motivate people to engage in their lives and community.

"Our hope is that they'll take that back home and inspire others with a renewed sense of purpose," he says. "Maybe that [will] inspire them to get the job they really love or follow their creative heart ... it's the hope that the idea of conscious living can spread with one person at a time."

Second Annual Wanderlust Festival

Thursday, Feb. 27 to Sunday, March 2
Turtle Bay Resort
57-091 Kamehameha Hwy.

For a schedule of fees and activities, visit: oahu.wanderlustfestival.com