



Mindvalley U

Party & Style Guide

Week 1

July 20–26, 2026

WEEK ONE · JULY 20 – 26, 2026

TALLINN, ESTONIA

MON, JULY 20



7PM - 10PM

BLUE BLOCK PARTY

 ROTERMANNI

MON, JULY 20



10PM-1AM

ALT MONDAY

 SECRET

THU, JULY 23



FOR FIRST CLASS & VIP-TICKET HOLDERS

MIDNIGHT CABARET

 GLORIA

FRI, JULY 24



7PM - 10PM

BLACK BLOCK PARTY

 TELLISKIVI

SAT, JULY 25



MAIN EVENT

MARVELLOUS WONDERLAND

 PROTO INVENTION FACTORY



Blue Block Party

Monday, July 27th | 7PM – 10PM

Location: [Rotermanni](#)

Monday, July 20th

Blue Block Party

Location: Rotermanni

Time: 7PM - 10PM, followed by the Secret ALT Party from 10PM - 1AM

Your journey at Mindvalley U socials starts at the Blue Block Party, a relaxed evening to settle in and begin building the lifelong connections that will define your next two weeks.

Instead of a single venue, we’ve curated several unique spots for you to explore in the vibrant Rotermanni, so feel free to move between them and let the night evolve naturally as you meet your new global community.

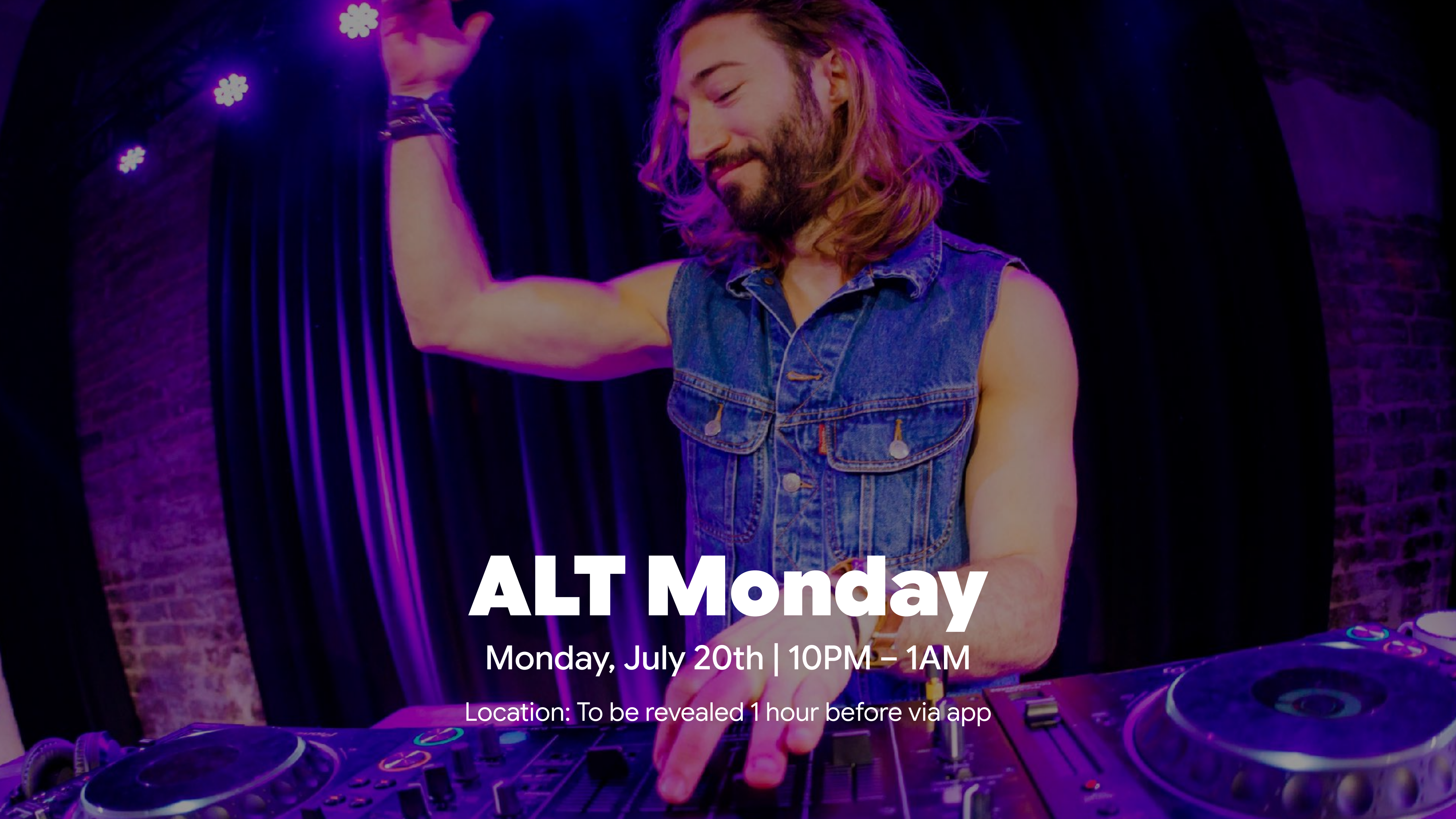
Dresscode: Blue-colored outfits.

At 9 PM, your phone buzzes with the location of the ALT Monday party. By 10 PM, hundreds of you, all dressed in the same color, arrive at a secret venue just a 20-minute walk or short taxi ride from Rotermanni.

The following places in Rotermanni are offering **10-15% off the menu** when saying the code word “Mindvalley” when placing the order. If you’d like to have dinner as well, we’d recommend making a reservation in advance.

1	Platz	Food & Drinks	 	www.platz.ee
2	OmHouse	Food & Drinks	 	www.omhouse.ee/en
3	Orangerie	Food & Drinks	 	www.orangerie.ee
4	Stalker	Food & Drinks	 	www.jalitaja.ee
5	Mnemonic Bar	Drinks only		www.mnemonic.ee
6	Pühaste Tap Room	Drinks only		www.puhaste-taproom.com





ALT Monday

Monday, July 20th | 10PM – 1AM

Location: To be revealed 1 hour before via app

Monday, July 20th

ALT Monday

Time: 10PM – 1AM

Location drops at 9 PM. Be ready.

At 9 PM, you'll receive the location. By 10 PM, hundreds of you—dressed in blue—will gather at a secret venue somewhere in the city.

From there, the night is yours. Expect music, movement, and unforgettable conversations as your global community comes together for one shared experience.

Dress Code: Wear Blue—the same outfit from the Block Party.

Pro Tip: Keep your phone charged and notifications on.

The location will only be revealed at 9 PM through email & the Mindvalley U official Whatsapp group.





Artist
Vic Halley



Artist
Karinsmatic

A vibrant cabaret performance scene. In the foreground, a male dancer in a dark tuxedo with a white shirt and bow tie is captured in a dynamic pose, his arms outstretched. To his left, a woman in a blue headscarf and a dark, patterned dress is looking at her smartphone. In the background, a crowd of guests in formal attire, including men in tuxedos and hats and women in elegant dresses and headpieces, are watching the performance. The scene is lit with warm, golden light, creating a glamorous atmosphere.

First Class & VIP Ticket Holders Only

Midnight Cabaret

Thursday, July 23rd | 9PM – 1AM

Location: Gloria

Address: Müürivahe 2, Tallinn

Thursday, July 23rd

First Class & VIP Ticket Holders Only

Midnight Cabaret

Location: Gloria

Time: 9PM – 1AM

Step into an evening where mystery meets elegance.

Throughout the night, discover hidden spaces brought to life with intimate performances and unexpected cabaret moments. Within this immersive setting, expression, intrigue, and connection take center stage.

Dress Code: Embrace rich tones such as black, deep red, emerald, gold, or plum, with luxurious textures like velvet, silk, satin, lace, or sequins. Tailored suits, flowing gowns, and bold silhouettes are encouraged. Masks, veils, gloves, or headpieces are welcome for an added touch of intrigue.

Beverages: Drinks will be available for purchase. Please bring a card or cash.





Artist

Two Much



Artist

Utopia



Artist

Sammy



Artist

Niraj Naik



Dresscode: Cabaret Noir • Rich, expressive tones—black, deep red, emerald, gold, plum • Luxurious textures—velvet, silk, satin, lace, sequins
 • Statement silhouettes—tailored suits, flowing gowns, bold cuts • Optional masks, veils, gloves, or headpieces for added intrigue



Dresscode: Cabaret Noir • Rich, expressive tones—black, deep red, emerald, gold, plum • Luxurious textures—velvet, silk, satin, lace, sequins
• Statement silhouettes—tailored suits, flowing gowns, bold cuts • Optional masks, veils, gloves, or headpieces for added intrigue



Black Block Party

Friday, July 24th | 7PM – 10PM

Location: [Telliskivi](#)

Friday, July 24th

Black Block Party

Location: Telliskivi

Time: 7PM – Late

Friday’s Black Block Party will be taking place in Telliskivi. Instead of a single venue, the experience unfolds across Telliskivi, a former Soviet factory complex turned cultural hub, alive with street art, craftbeer, and conversations that last until midnight. We’ve curated several recommended locations for you to explore.

Pick a spot, move freely, and let the night evolve naturally.

Dresscode: Black colored outfits

The following places in Telliskivi are offering **special discounts** when saying the code word “Mindvalley” when placing the order. If you’d like to have dinner as well, we recommend making a reservation in advance.

1	Fotografiska Rooftop	Restaurant, both food & drinks	 	From 8pm to 1am, the rooftop will have party vibes with a DJ; tickets to the museum at a special price 10€ (open until midnight), 10% off the menu	tallinn.fotografiska.com/en/events/rooftop-summer
2	Gläm	Restaurant and club	 	10% off the menu, free access to the party the same night	glamtelliskivi.ee/
3	Fonoteek Bar & Club	Bar, drinks only		Open from 7pm, free access to the party the same night	fonoteek.ee/
4	Põhja Konn Brewery	Bar, drinks only		Beer 4€	www.pohjalabeer.com/visit/pohja-konn
5	G-Spot	Bar, drinks only		Special prices for Gin & Tonic	www.ginqueens.com/g-spot-bar/





Main Event

Marvellous Wonderland

Saturday, July 25th | 8.30PM – 2AM

Location: PROTO Invention Factory
Address: Peetri tn 10, 10415 Tallinn

Saturday, July 25th

Marvellous Wonderland

Location: PROTO INVENTION FACTORY

Time: 8.30PM – 2AM

Step into a night where reality bends and imagination takes over.

Inspired by the whimsical world of Alice in Wonderland, this opening celebration invites you into a landscape of playful illusions, curiosity, and unexpected discovery. Let go of the familiar, embrace the extraordinary, and begin the adventure.

Dress Code: Steampunk or Alice in Wonderland inspired. Think Victorian elegance, whimsical characters, imaginative accessories, and playful creativity.

Kids' Program: Young explorers can discover interactive exhibits throughout the factory with the guidance of our special assistants.

Food & Beverages: Refreshments and dinner will be available for purchase. Please bring a card or cash.

Entry: Included with your Mindvalley U ticket. Simply wear your wristband for seamless access.





Artist

Bombossa Brothers



Artist

Elina Nechayeva



Artist

Sammy



Artist

Utopia



Dress code : Think whimsical elegance meets industrial grit, where you can blend Alice in Wonderland magic with steampunk flair through corsets, top hats, brass accents, and playful, surreal silhouettes.



Dress code : Think whimsical elegance meets industrial grit, where you can blend Alice in Wonderland magic with steampunk flair through corsets, top hats, brass accents, and playful, surreal silhouettes.



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Week 2

July 27 – August 2, 2026

WEEK TWO · JULY 27 – AUGUST 2, 2026

TALLINN, ESTONIA

MON, JULY 27



7PM - 10PM

WHITE BLOCK PARTY

 ROTERMANNI

MON, JULY 27



10PM-1AM

ALT MONDAY

 SECRET

THU, JULY 30



FOR FIRST CLASS & VIP-TICKET HOLDERS

SUMMER BY THE BAY

 LILLEPAVILJON

FRI, JULY 31



7PM - 10PM

ESTONIA BLOCK PARTY

 TELLISKIVI

SAT, AUG 1



MAIN EVENT

NORDIC SUMMER SOIRÉE

 ESTONIAN OPEN AIR MUSEUM

A large, diverse crowd of people is gathered outdoors in a wooded area, likely for a festival or party. The scene is filled with green foliage and trees, with sunlight filtering through the leaves, creating a warm, bokeh effect. In the foreground, a woman with long brown hair is smiling and looking towards the right. Next to her, a woman with dark hair and glasses is looking up. To the right, a woman with her hair in a bun is raising her right hand in a peace sign. Other people in the background are also smiling and looking around. The overall atmosphere is festive and social.

White Block Party

Monday, July 27th | 7PM – 10PM

Location: [Rotermanni](#)

Monday, July 27th

White Block Party

Location: Rotermanni

Time: 7PM - 10PM, followed by the Secret ALT Party from 10PM - 1AM

Instead of a single venue for a social, we've curated several unique spots for you to explore in the vibrant Rotermanni, so feel free to move between them and let the night evolve naturally as you meet your new global community.

Dresscode: White-colored outfits.

At 9 PM, your phone buzzes with the location of the ALT Monday party. By 10 PM, hundreds of you, all dressed in the same color, arrive at a secret venue just a 20-minute walk or short taxi ride from Rotermanni.

The following places in Rotermanni are offering **10-15% off the menu** when saying the code word “Mindvalley” when placing the order. If you’d like to have dinner as well, we’d recommend making a reservation in advance.

1	Platz	Food & Drinks	 	www.platz.ee
2	OmHouse	Food & Drinks	 	www.omhouse.ee/en
3	Orangerie	Food & Drinks	 	www.orangerie.ee
4	Stalker	Food & Drinks	 	www.jalitaja.ee
5	Mnemonic Bar	Drinks only		www.mnemonic.ee
6	Pühaste Tap Room	Drinks only		www.puhaste-taproom.com



A vibrant, low-angle photograph of three women dancing joyfully in a nightclub. The woman on the left has curly hair and is wearing a white and orange patterned top. The woman in the center has long dark hair and is wearing a red top. The woman on the right is wearing a bright pink dress and has her arms raised. The background is dark with blue and purple light streaks, creating a dynamic and energetic atmosphere.

ALT Monday

Monday, July 27th | 10PM – 1AM

Location: To be revealed 1 hour before via app

Monday, July 27th

ALT Monday

Time: 10PM – 1AM

Location drops at 9 PM. Be ready.

At 9 PM, you'll receive the location. By 10 PM, hundreds of you—dressed in white—will gather at a secret venue somewhere in the city.

From there, the night is yours. Expect music, movement, and unforgettable conversations as your global community comes together for one shared experience.

Dress Code: Wear white—the same outfit from the Block Party.

Pro Tip: Keep your phone charged and notifications on.

The location will only be revealed at 9 PM through email & the Mindvalley U official Whatsapp group.





Artist
Karinsmatic



Artist
Niraj Naik

A photograph of four young women standing together at a party, smiling and waving. They are dressed in summer-style clothing. The background is dark with red lighting and other partygoers are visible.

First Class & VIP Ticket Holders Only

Summer by the Bay

Thursday, July 30th | 9PM – 1AM

Location: Lillepaviljon

Address: Pirita tee 26, 12011 Tallinn

Thursday, July 30th

First Class & VIP Ticket Holders Only

Summer by the Bay

Location: LILLEPAVILJON

Time: 9PM – 1AM

Celebrate a Nordic summer evening where the sea, the sunset, and great company take center stage.

Join us for an exclusive gathering at a beautiful waterfront venue, where indoor and outdoor spaces blend seamlessly to create an atmosphere of understated elegance and connection. As the northern sky lingers into the evening, relax, reconnect, and enjoy one of Tallinn's most beautiful settings.

Dress Code: Summer elegance. Think flowing dresses, linen or silk in soft whites, sandy neutrals, and navy. For men, linen shirts, relaxed summer jackets, or lightweight blazers are ideal.

Beverages: Drinks will be available for purchase. Please bring a card or cash.





Artist

Two Much



Artist

Swingers



Artist

Vic Halley



Dresscode: Coastal Summer Elegance Flowing dresses, linen or silk fabrics Light tailoring and relaxed suits for men
Nautical tones (white, sand, navy, subtle gold accents) or bright floral and patterns (scarves, accessories, prints)



Dresscode: Coastal Summer Elegance Flowing dresses, linen or silk fabrics Light tailoring and relaxed suits for men
Nautical tones (white, sand, navy, subtle gold accents) or bright floral and patterns (scarves, accessories, prints)

A group of six people, three men and three women, are smiling and posing for a photo at a night party. They are standing in front of a crowd of other partygoers. The man on the far left is wearing a black shirt and holding a glass of wine. The woman next to him is wearing a denim jacket over a black top and a leopard print skirt. The woman in the center is wearing a black top and a colorful striped skirt. The woman next to her is wearing a black top and a black skirt. The woman on the far right is wearing a floral dress. The man on the far right is wearing a black leather jacket and a flat cap. The background is dark with some lights visible, suggesting an outdoor night setting.

Estonia Block Party

Friday, July 31st | 7PM – 10PM

Location: [Telliskivi](#)

Friday, July 31st

Estonia Block Party

Location: Telliskivi

Time: 7PM – Late

Friday’s Block Party will be taking place in Telliskivi. Instead of a single venue, the experience unfolds across Telliskivi, a former Soviet factory complex turned cultural hub, alive with street art, craftbeer, and conversations that last until midnight. We’ve curated several recommended locations for you to explore.

Pick a spot, move freely, and let the night evolve naturally.

Dresscode: Wear blue, black and white, inspired by the Estonian flag.

The following places in Telliskivi are offering **special discounts** when saying the code word “Mindvalley” when placing the order. If you’d like to have dinner as well, we recommend making a reservation in advance.

1	Fotografiska Rooftop	Restaurant, both food & drinks	 	From 8pm to 1am, the rooftop will have party vibes with a DJ; tickets to the museum at a special price 10€ (open until midnight), 10% off the menu	tallinn.fotografiska.com/en/events/rooftop-summer
2	Gläm	Restaurant and club	 	10% off the menu, free access to the party the same night	glamtelliskivi.ee/
3	Fonoteek Bar & Club	Bar, drinks only		Open from 7pm, free access to the party the same night	fonoteek.ee/
4	Põhja Konn Brewery	Bar, drinks only		Beer 4€	www.pohjalabeer.com/visit/pohja-konn
5	G-Spot	Bar, drinks only		Special prices for Gin & Tonic	www.ginqueens.com/g-spot-bar/





Main Event

Nordic Summer Soirée

Saturday, August 1st | 8.30PM – 2AM

Location: Estonian Open Air Museum
Address: Vabaõhumuuseumi tee 12, 13521 Tallinn

Saturday, Aug 1st

Nordic Summer Soirée

Location: **ESTONIAN OPEN AIR MUSEUM**

Time: **8.30PM – 2AM**

Step into a closing night where the magic of the Nordic summer comes alive.

Set within the beautiful Estonian Open Air Museum, this midsummer-inspired soirée brings together open skies, lush landscapes, music, and the lingering glow of the white night. Join us for an evening of celebration, reflection, and connection as we bring our journey together to a memorable close.

Kids' Program: A dedicated space with games and activities will be hosted by our team.

Food & Beverages: Refreshments and dinner will be available for purchase. Please bring a card or cash.

Entry: Included with your Mindvalley U ticket. Simply wear your wristband for seamless access.

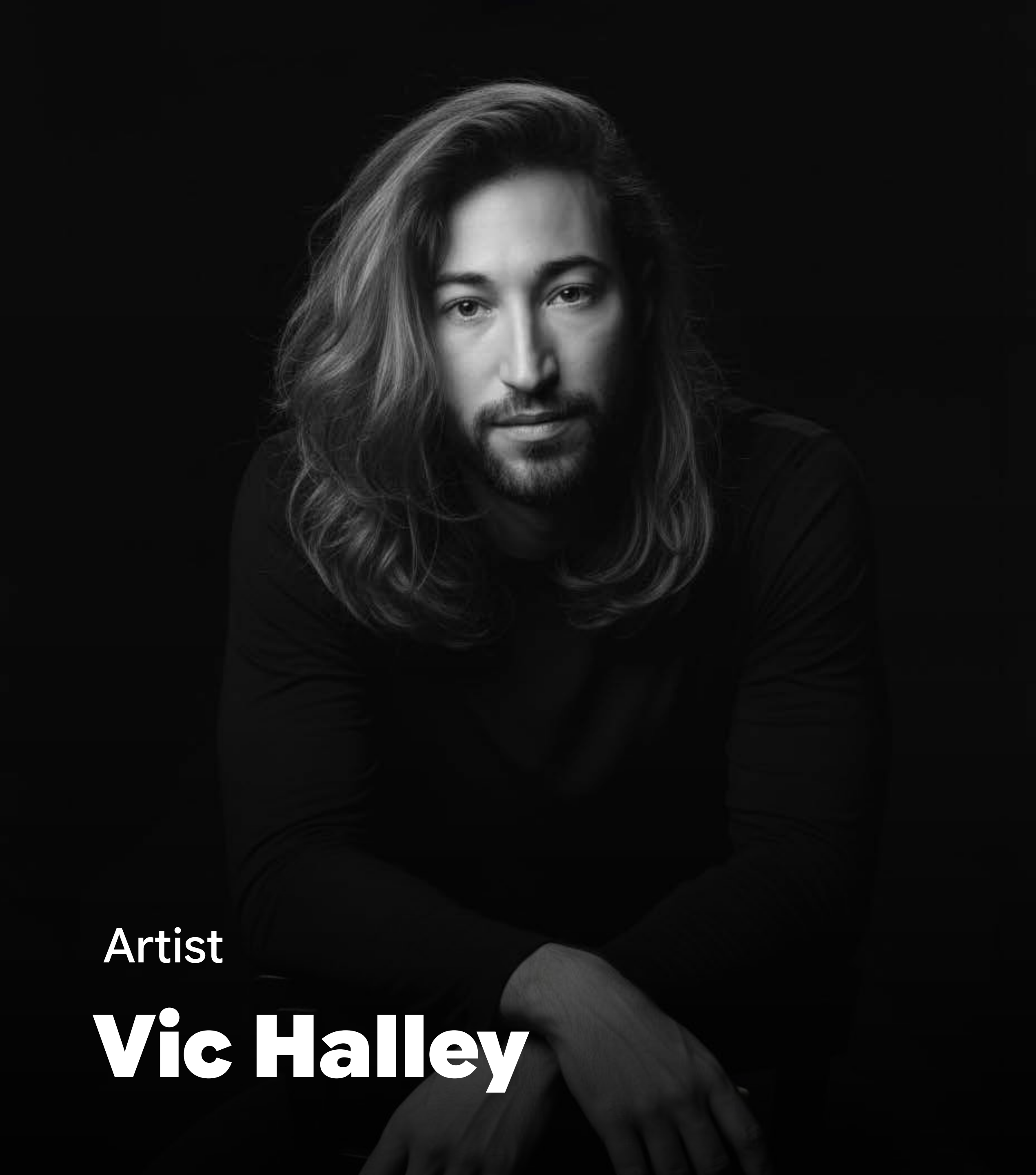
What to Wear: Nordic summer elegance with comfortable, flat shoes suitable for outdoor paths. Avoid heels.





Artist

Julia Sandstrom



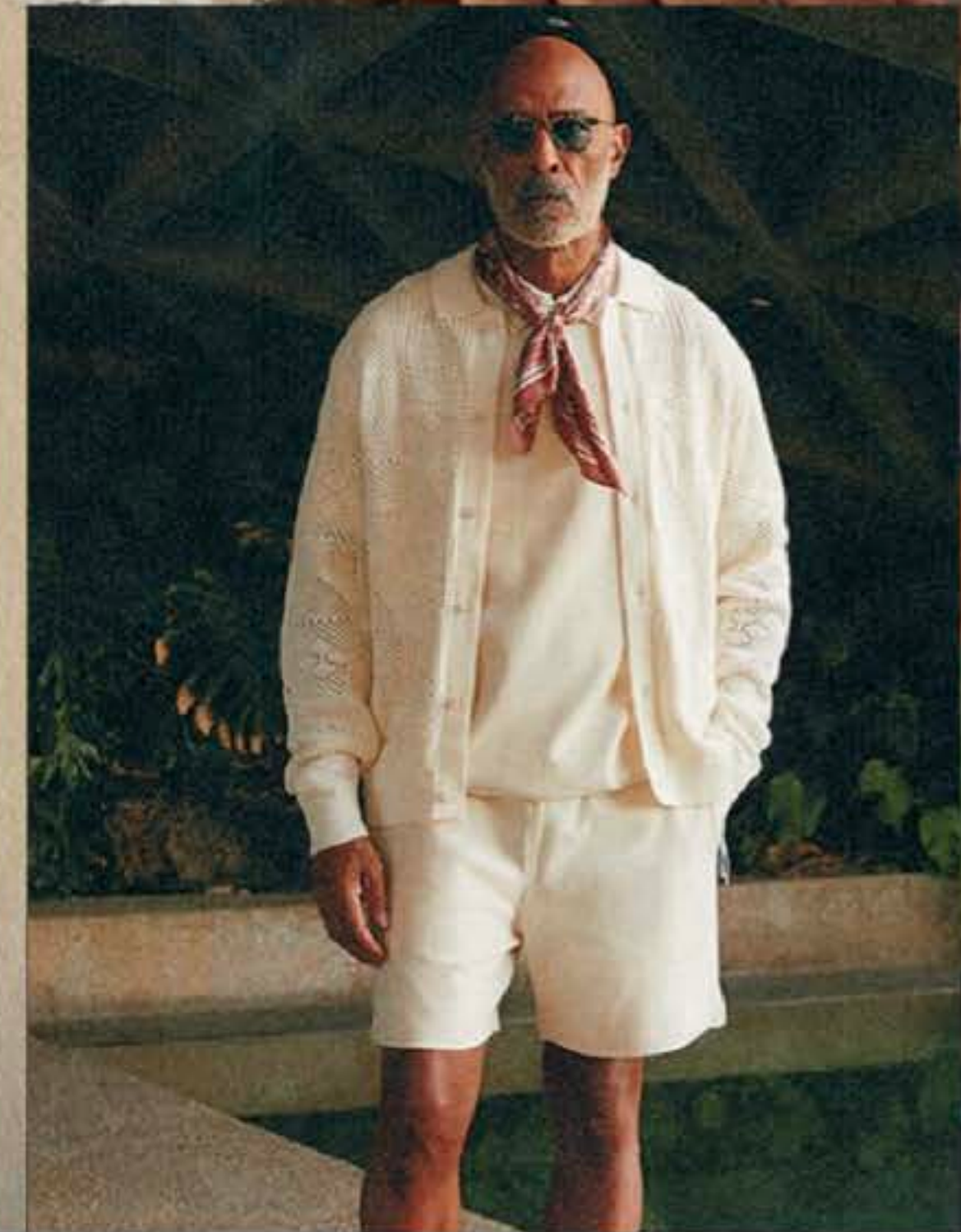
Artist
Vic Halley



Artist
Niraj Naik



Dress code : Bohemian spirit with flowing fabrics, floral accents, and effortless layers that capture a relaxed, midsummer-inspired vibe perfect for a night under the open sky.



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