



Mindvalley U

Official Party Guide

Week 1

July 20–26, 2026

WEEK ONE · JULY 20 – 26, 2026

TALLINN, ESTONIA

MON, JULY 20



7PM - 10PM

BLUE BLOCK PARTY

MON, JULY 20



10PM-1AM

ALT MONDAY

THU, JULY 23



FOR FIRST CLASS & VIP-TICKET HOLDERS

MIDNIGHT CABARET

FRI, JULY 24



7PM - 10PM

BLACK BLOCK PARTY

SAT, JULY 25



MAIN EVENT

MARVELLOUS WONDERLAND



Blue Block Party

Monday, July 20th | 7PM – 10PM

Monday, July 20th

Blue Block Party

Time: 7PM - 10PM

Come as strangers. Connect as a tribe.

Welcome to Mindvalley U 2026 in Tallinn! Your journey 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 spot, we've curated a collection of unique spaces for you to discover, so feel free to roam and let the night evolve naturally as you meet your new global community.

Dresscode: Blue-colored outfits.

Beverages: Please bring a card or cash for any drinks to purchase at the locations shared with you.



A DJ in a white shirt and red sunglasses is performing at a night event. The scene is illuminated with blue and red lights, creating a vibrant atmosphere. The DJ is wearing a white shirt with a patterned sleeve and red sunglasses. In the background, another person is visible, also wearing a white shirt and sunglasses. The overall setting appears to be an outdoor or semi-outdoor venue with a large circular light fixture in the foreground.

ALT Monday

Monday, July 20th | 10PM – 1AM

Location: To be revealed 1 hour before via app

Monday, July 20th

ALT Monday

Location: TO BE REVEALED 1 HOUR BEFORE VIA APP

Time: 10PM – 1AM

Location drops at 9PM. Be ready.

At 9PM, your phone buzzes and a location appears. By 10PM, hundreds of you, all in the same color, arrive at a secret space somewhere in the city. Music starts, energy builds, and the night unfolds into something unexpected, social, and alive.

This is a weekly social on another level where your global community comes together in one shared moment. There is no early access, so just be ready. Arrive, connect, and step into the experience with music and energy carrying the night until 1AM.

Dresscode: Wear blue from the Block Party. Find your people.

Pro Tip: Keep your phone charged and your notifications on.





First Class & VIP Ticket Holders Only

Midnight Cabaret

Thursday, July 23rd | 9PM – 1AM

Thursday, July 23rd

First Class & VIP Ticket Holders Only

Midnight Cabaret

Time: 9PM – 1AM

Step into a night where mystery and elegance intertwine.

As the evening unfolds, you will discover hidden corners brought to life with subtle performances and fleeting cabaret moments. Velvet shadows and layered textures set the scene for an experience that feels both intimate and alive.

Within a theatrical space unlike any other, you enter a cabaret-inspired world where expression, intrigue, and connection take center stage.

Dresscode: Embrace rich and expressive tones like black, deep red, emerald, gold, or plum. Choose luxurious textures such as velvet, silk, satin, lace, or sequins. Consider statement silhouettes like tailored suits, flowing gowns, or bold cuts. Optional masks, veils, gloves, or headpieces are welcomed for added intrigue.

Beverages: Please bring a card or cash for any drinks to purchase at the locations shared with you.





Artist

Sammy



Artist

Two Much



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



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Black Block Party

Friday, July 24th | 7PM – 10PM

Friday, July 24th

Black Block Party

Time: 7PM – 10PM

Come as strangers. Connect as a tribe.

Join us for the Black Block Party, a relaxed evening to arrive fully, meet your global community, and start building the connections that will shape the next two weeks. Instead of a single venue, the experience unfolds across a vibrant cultural hub alive with street art, craft beer, and conversations that last until midnight. We've curated a collection of recommended locations for you to explore.

Pick a spot, move freely, and let the night evolve naturally. The city becomes your campus.

Dresscode: Wear black, inspired by grounding, depth, and presence, this is the night we plant roots and find your tribe through stillness.

Food & Beverage: Please bring a card or cash to purchase drinks and food at the locations shared with you.



Main Event

Marvellous Wonderland

Saturday, July 25th | 8.30PM – 2AM

Saturday, July 25th

Marvellous Wonderland

Time: 8.30PM – 2AM

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

Step into a marvelous landscape of playful illusions and extraordinary discovery, inspired by the curious world of Alice in Wonderland. This is your opening night — a celebration of curiosity and the magic yet to unfold. Step in, let go, and let the adventure begin.

Kids' Program: Little ones can explore the factory and interact with captivating exhibits guided by special assistants.

Food & Beverage: Please bring a card or cash for refreshments. Dinner options will be available for purchase at the venue.

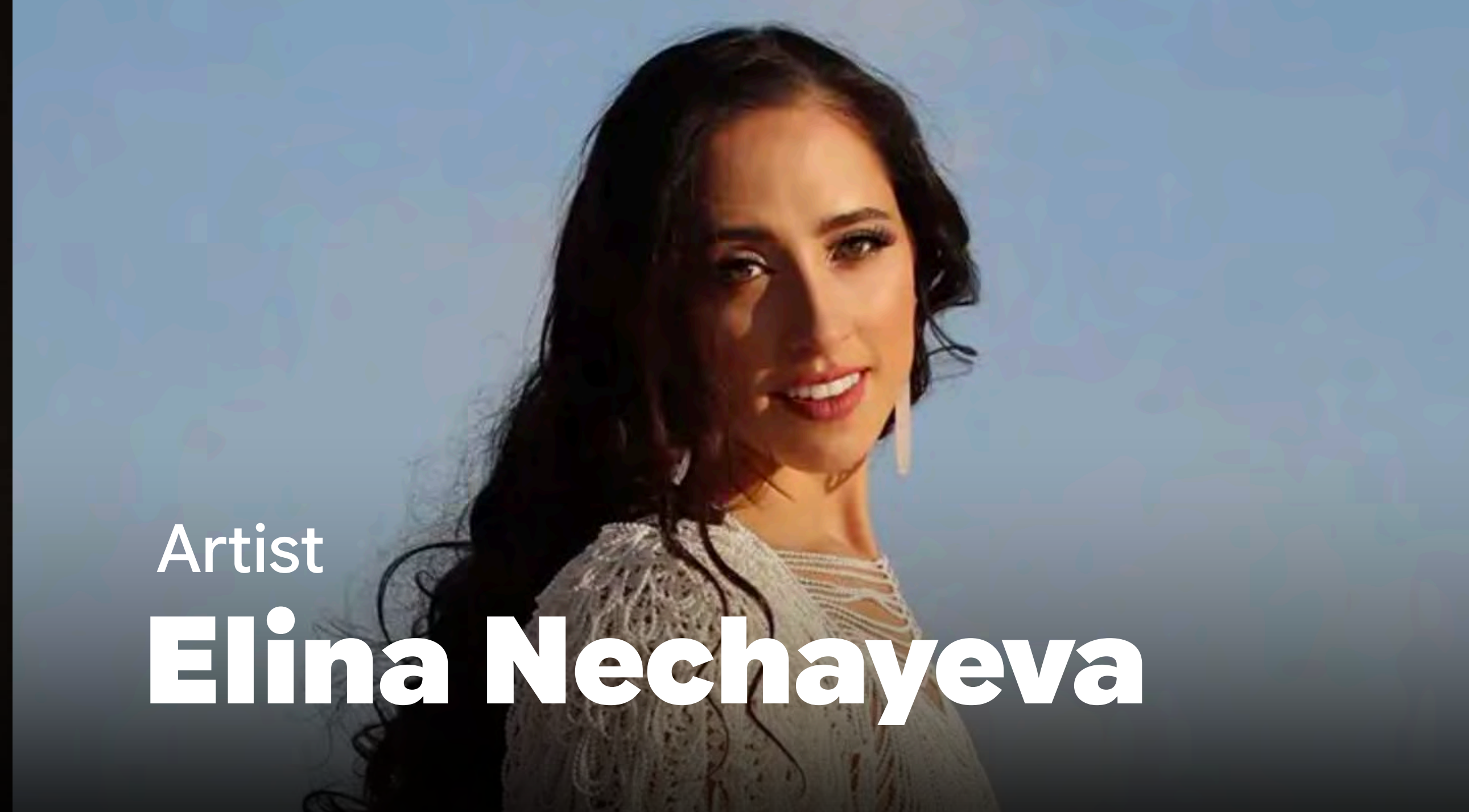
Ticket info: Access is included with your Mindvalley U ticket. Simply wear your wristband for seamless entry.





Artist

Bombossa Brothers



Artist

Elina Nechayeva



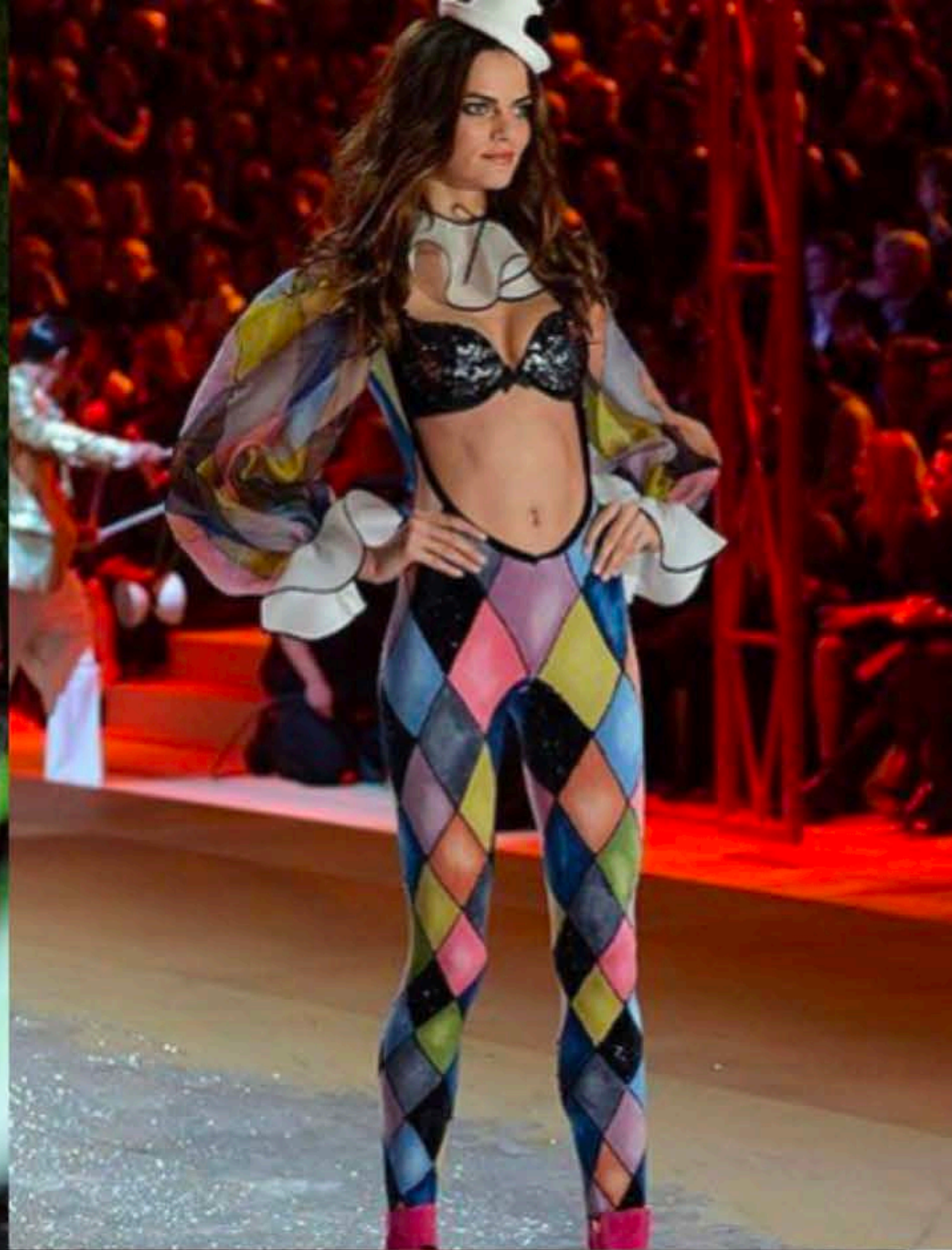
Artist

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.



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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

MON, JULY 27



10PM - 1AM
ALT MONDAY

THU, JULY 30



FOR FIRST CLASS & VIP-TICKET HOLDERS
SUMMER BY THE BAY

FRI, JULY 31



7PM - 10PM
ESTONIA BLOCK PARTY

SAT, AUG 1



MAIN EVENT
NORDIC SUMMER SOIRÉE

A large crowd of people is dancing at an outdoor party. In the center, a man with short blonde hair and sunglasses, wearing a light-colored jacket and blue pants, is dancing with his arms raised. To his left, a woman with long dark hair and a red top is dancing. To his right, a woman with blonde hair wearing a red and white patterned dress is dancing. The background is filled with many other people, some wearing colorful hats and clothing, all appearing to be in a festive mood. The scene is set outdoors with trees and a clear sky in the background.

White Block Party

Monday, July 27th | 7PM – 10PM

Monday, July 27th

White Block Party

Time: 7PM – 10PM

Your journey starts at the White Block Party, a relaxed evening to settle in and begin building the connections that will shape your experience. Instead of a single venue, a vibrant creative hub becomes your campus. Explore a collection of curated spots, move freely, and let the night evolve naturally as you meet your new global community.

Dresscode: Wear White Inspired by clarity and openness, we invite you to let the light in and find your tribe through color.

Food & Beverage: Please bring a card or cash to purchase drinks and food at the locations shared with you.



A promotional image for 'ALT Monday' featuring three women dancing in a club. The woman on the left has curly hair and is wearing a 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 pink dress and has her arms raised. The background is dark with blue and purple lighting and a circular pattern.

ALT Monday

Monday, July 27th | 10PM – 1AM

Location: To be revealed 1 hour before via app

Monday, July 27th

ALT Monday

Location: TO BE REVEALED 1 HOUR BEFORE VIA APP

Time: 10PM – 1AM

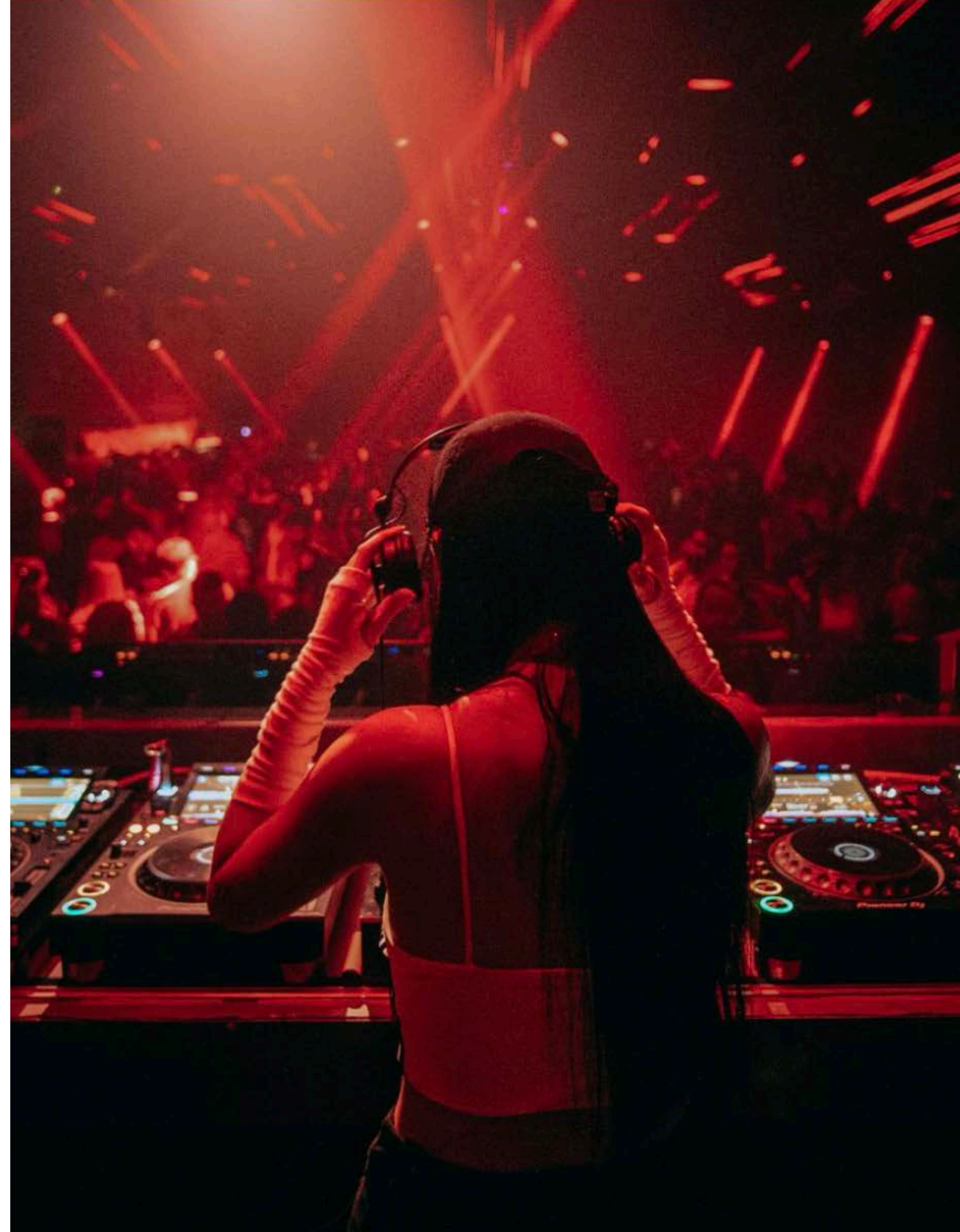
Location drops at 9PM. Be ready.

At 9PM, your phone buzzes and a location appears. By 10PM, hundreds of you, all in white, arrive at a secret space somewhere in the city. Music starts, energy builds, and the night unfolds into something unexpected, social, and alive.

This is a weekly social on another level where your global community comes together in one shared moment. There is no early access, so just be ready. Arrive, connect, and step into the experience with music and energy carrying the night until 1AM.

Dresscode: Wear white from the Block Party. Find your people.

Pro Tip: Keep your phone charged and your notifications on.



A vibrant nightclub scene featuring four women in the foreground, smiling and dancing. The woman on the far left has long red hair and is wearing a floral dress. The woman next to her has dark hair and is wearing a metallic bronze top. The woman in the center has long brown hair and is wearing a white top with large ruffles. The woman on the far right has voluminous curly hair and is wearing a colorful, patterned halter top. The background is filled with other people and bright red lighting.

First Class & VIP Ticket Holders Only

Summer by the Bay

Thursday, July 30th | 9PM – 1AM

Thursday, July 30th

First Class & VIP Ticket Holders Only

Summer by the Bay

Time: 9PM – 1AM

An exclusive summer evening where Nordic coastal calm takes center stage. As the golden sunset reflects across the sea, enjoy a relaxed VIP experience at a beautiful waterfront venue. Framed by greenery and warm natural textures, the setting flows seamlessly between indoor and outdoor spaces, creating an atmosphere of quiet luxury designed for connection.

This is a celebration of the northern light and sea air, perfect for lingering long after the sun goes down.

Dresscode: Embrace flowing dresses, linen, or silk in soft whites, sandy neutrals, and navy. For men, relaxed summer jackets or linen blazers are ideal.

Beverages: Please bring a card or cash to purchase drinks at the locations shared with you.





Artist

Swingers



Artist

Two Much



Artist

Vic Halley



Artist

Utopia



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)



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Estonia Block Party

Friday, July 31st | 7PM – 10PM

Friday, July 31st

Estonia Block Party

Time: 7PM – 11PM

Come as strangers. Connect as a tribe.

Join us for the Estonia Block Party, a relaxed evening to arrive fully, meet your global community, and start building the connections that will shape the next two weeks. Instead of a single venue, the experience unfolds across a vibrant district where industrial heritage meets modern city life. We've curated a collection of recommended locations for you to explore.

Pick a spot, move freely, and let the night evolve naturally. The city becomes your campus.

Dresscode: Wear Blue, Black, or White or All Three. United in the colours of the Estonian flag. The finale.

Food & Beverage: Please bring a card or cash to purchase drinks and food at the locations shared with you.



Main Event

Nordic Summer Soirée

Saturday, August 1st | 8.30PM – 2AM

Saturday, Aug 1st

Nordic Summer Soirée

Time: 8.30PM – 2AM

Step into a closing night where Nordic summer light lingers and celebration meets nature.

You are invited to a Nordic Summer Soirée, a midsummer-inspired gathering shaped by open skies, green landscapes, and the glow of the white night. This is a night to connect, reflect, and end the journey together in the heart of Tallinn's natural beauty.

Kids' Program: A dedicated space with light games and activities is available, hosted by our team.

Food & Beverage: Please bring a card or cash for refreshments. Dinner options will be available for purchase at the venue.

Ticket Info: Access is included with your Mindvalley U ticket. Simply wear your wristband for seamless entry.

What to Wear: Comfortable, flat shoes recommended for the museum's outdoor grounds and uneven paths. Please avoid high heels.





Artist

Vic Halley



Artist

Utopia

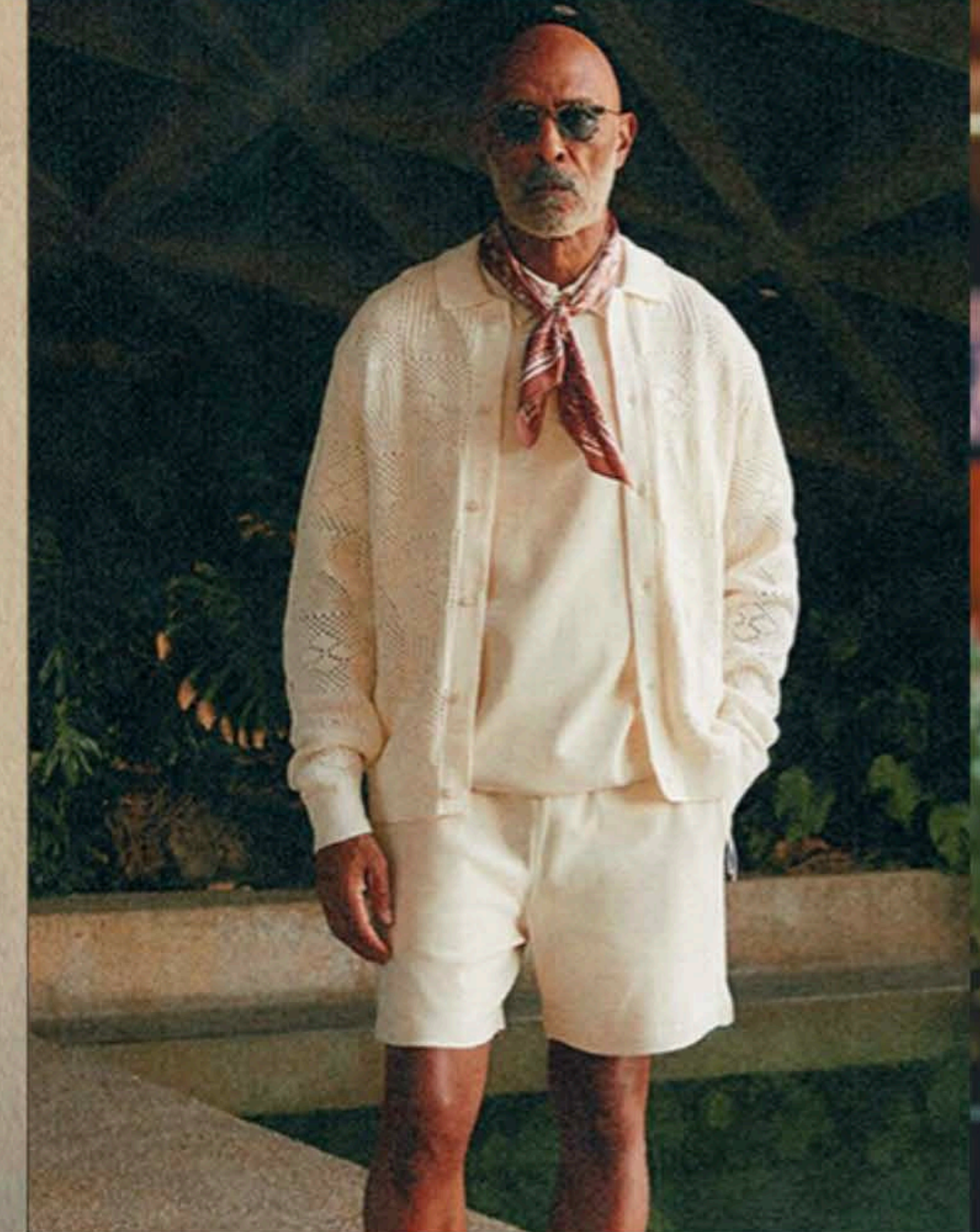
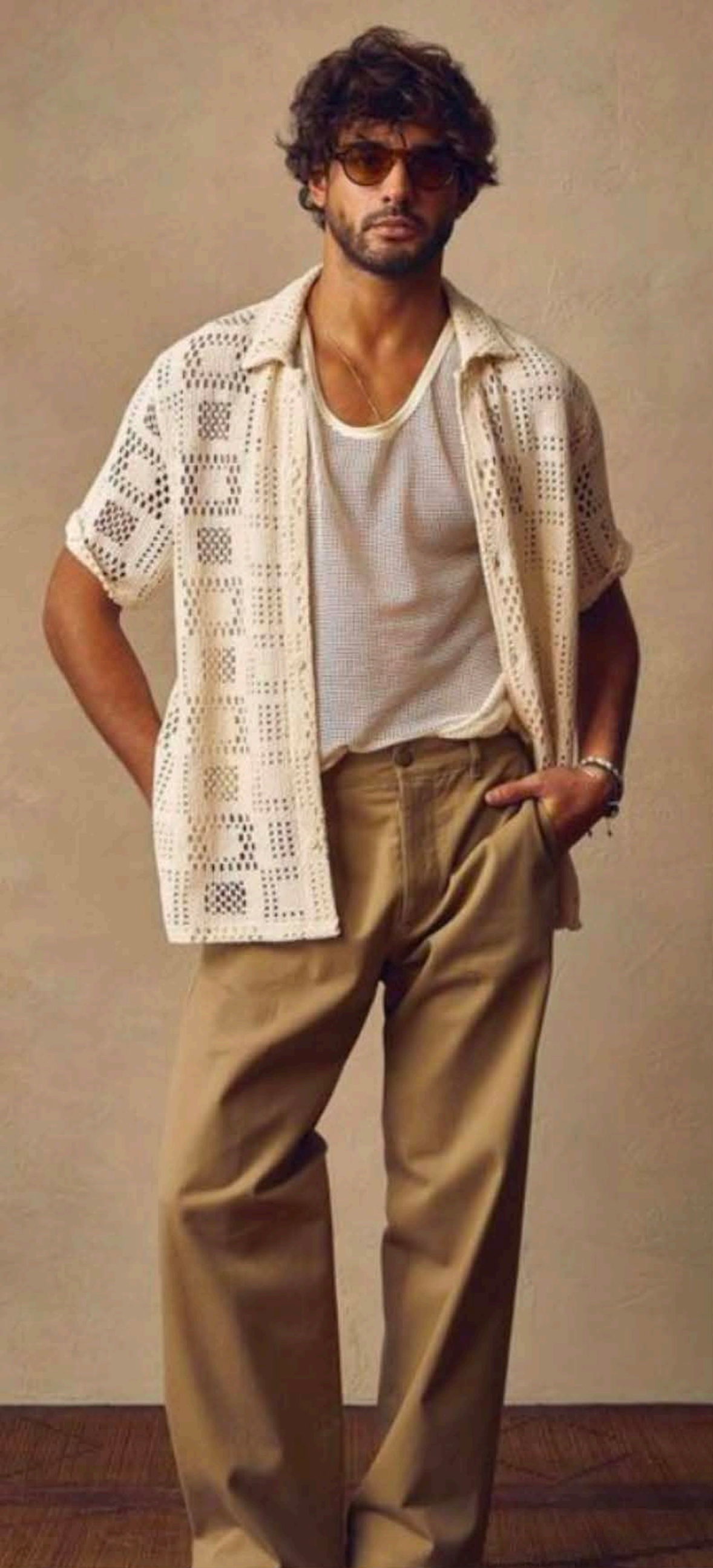


Artist

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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