



# ESCAPE NOMADE

ANNEKE VAN WAESBERGHE  
FOUNDER

Embracing Sustainability & Celebrating Nature  
through Exquisite Luxurious Tented Living Experiences

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**D**iscover the enchanting world of “Living without Walls, a delightful blend of luxury living that allows us to bask in the embrace of nature without sacrificing the comforts of urban modern life. This burgeoning social trend that has captivated the world of living in eco-friendly luxury tents aims to bridge the gap between urban dwellers and the natural world, offering a luxurious escape while minimizing your ecological footprint. Escape Nomade aims to foster a deep appreciation for the Earth and encourage individuals to embrace a lifestyle that nurtures and protects our planet.

These unique havens without walls have gained immense popularity, attracting the attention of resorts and high-net-worth individuals alike. For the past 20 years, Escape Nomade has been at the forefront of this movement, manufacturing, designing, and constructing luxury tents in over 50 countries, boasting a dedicated team of 200 staff members, 200+ projects, running 2 factories, and one more in the planning in Java, Indonesia.

At the forefront of this movement stands Anneke van Waesberghe, a multifaceted leader and dedicated environmentalist who, driven by her passion, sold her international publishing company to acquire a lush jungle plot in Bali. From this serendipitous acquisition sprang forth Escape Nomade, a global pioneer in crafting exquisite tented accommodations that seamlessly blend luxury and sustainability. What began as a mere endeavor to oversee her Balinese project to build a traditional house with a garden transformed into a venture that would revolutionize the concept of eco-friendly living.

In an exclusive interview with CEO Insights ASIA, Anneke sheds light on the inception of Escape Nomade and its incredible journey, the driving force of her success behind starting the firm while emphasizing the importance of living harmoniously with nature and promoting sustainable principles.

Anneke Van Waesberghe, the founder of Escape Nomade, is a multi-talented individual who has made significant contributions in various fields. As an author, designer, environmentalist, & social entrepreneur, she brings a unique perspective to her work. In the world of fame and success, Anneke stands out as a visionary and trailblazer. By prioritizing sustainability & environmental stewardship, she sets herself apart from others and serves as an inspiration for those who strive to create meaningful and responsible businesses. Anneke's commitment to bringing people closer to nature and preserving cultural heritage demonstrates her deep understanding of the interconnectedness between humans & the environment.

Escape Nomade values working closely with clients, pursuing intricate beauty, timeless design, longevity, and a deep commitment to environmental stewardship

COVER STORY





**Shed some light on the journey of Escape Nomade.**

In 2005, I purchased my jungle plot in Ubud. While the original plan was to build a house, I built a tent at first to oversee the project. This decision led to an unexpected turn in an encounter with Jean Charles Moriniere, a friend and French architect, who introduced the tent to Uma Thurman. Thurman's partner, billionaire Arki Busson, was intrigued and installed six luxury tents on his Bahamas property. Though I had built the first tent, I was unsure how to produce them in higher volume. However, through determination and research, Escape Nomade emerged as the world's leading luxury Haute Couture tent design and manufacturing company.

During my quest to produce luxury tents on a larger scale, we were fortunate to cross paths with Pak Ketut, an exceptional tent maker in Ubud. With Pak Ketut's craftsmanship and a growing team of talented artisans, we pushed the boundaries of tent design. Each structure became a testament to our commitment to eco-friendliness, incorporating renewable materials, energy-efficient features, and harmonious integration with nature.

Word spread about their unique offerings, attracting clients who sought an enchanting escape in entrepreneurship without compromising their environmental values. As Escape Nomade flourished, they continued to innovate, expanding their range of designs and incorporating cutting-edge sustainable technologies. With each project, they aimed to create a harmonious connection between the built environment and the natural world, leaving a minimal ecological footprint.

**Describe Escape Nomade’s brand persona and what it represents. Give a brief account of your flagship offerings.**

Escape Nomade's flagship offerings are luxury, eco-friendly, semi-permanent tents designed for both private residences and commercial use in resorts. These tents are modular, allowing for flexibility and customization, and constructed to be strong, weatherproof, and timeless in design, ensuring durability and longevity.

One of Escape Nomade's notable offerings is the Escape Nomade Sanctuary in Bali's uplands, located above the Ayung River outside Ubud. This sanctuary serves as a stunning example of the brand's ideology and offers an experience that brings her guests closer to nature without compromising on luxury. The tents are thoughtfully designed to blend seamlessly with the natural surroundings, providing a serene as well as tranquil retreat.

Escape Nomade's tented villas can be placed anywhere in the world, in the snow, rain, wind and desert, allowing individuals and resorts to create unique and sustainable accommodations in various locations. These tents are designed to leave the land virtually untouched, minimizing their impact on the environment and promoting responsible tourism.

Around 10 years ago, I embarked on a transformative journey that would shape the trajectory of my life and create a lasting impact on the world. It was during this time that I crossed paths with my esteemed business partner, Ueli Wick, a visionary leader who joined forces with me and now serves as the CEO of our esteemed firm. Under his guidance, our

company has flourished, pushing the boundaries of innovation and expanding our horizons beyond imagination.

Ueli Wick, with his unparalleled expertise and unwavering passion, has propelled us to new heights. With a keen eye for market trends and an insatiable appetite for growth, he has spearheaded the introduction of pre-fabricated, knock-down, fully decorated housing into our diverse range of products. This revolutionary addition caters to the needs of those seeking easy installation in remote areas, revolutionizing the concept of housing in locations previously deemed inaccessible.



**How is the team built and what motivates them the most to ensure client satisfaction?**

At our company, our architects serve as both project managers and work closely with our in-house interior and product designers. We have dedicated installer teams who specialize in setting up tents worldwide. Our maintenance and customer service team is committed to ensuring the longevity of our products.

What motivates our employees is a combination of excellent compensation, including bonuses for outstanding achievements, as well as the opportunity to travel extensively and immerse themselves in diverse lifestyles, trends, and cultures around the world.

Their precision and attention to detail are unmatched as they painstakingly transform our visions into tangible reality. Whether it's the installation of intricate lighting fixtures, the

placement of bespoke furniture, or the careful selection and arrangement of decorative elements, our installers bring a level of craftsmanship that elevates each project to new heights.

Innovation and continuous learning are also fundamental values within our team. We actively seek out new technologies, materials, and design trends, constantly pushing the boundaries of what is possible. This commitment to staying at the forefront of our industry ensures that our clients receive not only timeless designs but also innovative solutions that meet their evolving needs.

**What is the role Escape Nomade has envisioned to take in the near future? What is the level of impact it strives to bring to the market?**

As our company continues to expand, my vision and role involve taking our impact on society to the next level by developing new products that cater to the growing need for pre-fab knock-down buildings that offer mobility and preparedness during unexpected moves or environmental disasters. My aspiration for Escape Nomade is to serve as an exemplar, demonstrating that more than just profit, business is also about the happiness and well-being of people who find us.

Through our ESG (Environmental, Social, and Governance) activities, my ultimate aim is to lead the way in a paradigm shift that places the well-being of our people and stakeholders at the forefront. By prioritizing their care and aligning their efforts with our vision, we can work together to strengthen our community and the world around us while also striving to create a healthier and more sustainable future.

**Escape Nomade will continue to evolve as a leader in the industry, setting an example for others to follow.**

As we forge ahead into the future, our ambition knows no bounds. With Ueli Wick at the helm, we are poised to conquer new frontiers, expanding our global footprint and captivating the hearts of individuals around the world. We envision a world where sustainable luxury and breathtaking design harmoniously coexist, inspiring a new generation to embrace the possibilities of a life lived outside the box. **C<sup>1</sup>**

