

Gentle Traveller

The art of reflective ventures



2025/2026

Manifesto

One can imagine the Gentle Traveller as a romantic wanderer: he sees the aesthetic transformation of the world and fails miserably in his attempt to come to terms with tourism and its social and ecological consequences.

The Gentle Traveller takes other paths as he sets off on his expeditions. He roams through the thicket of cities and landscapes, fumbling his way, if you will, into the present. The Gentle Traveller is a cosmopolitan. He does not travel alone but as a citizen of a world.





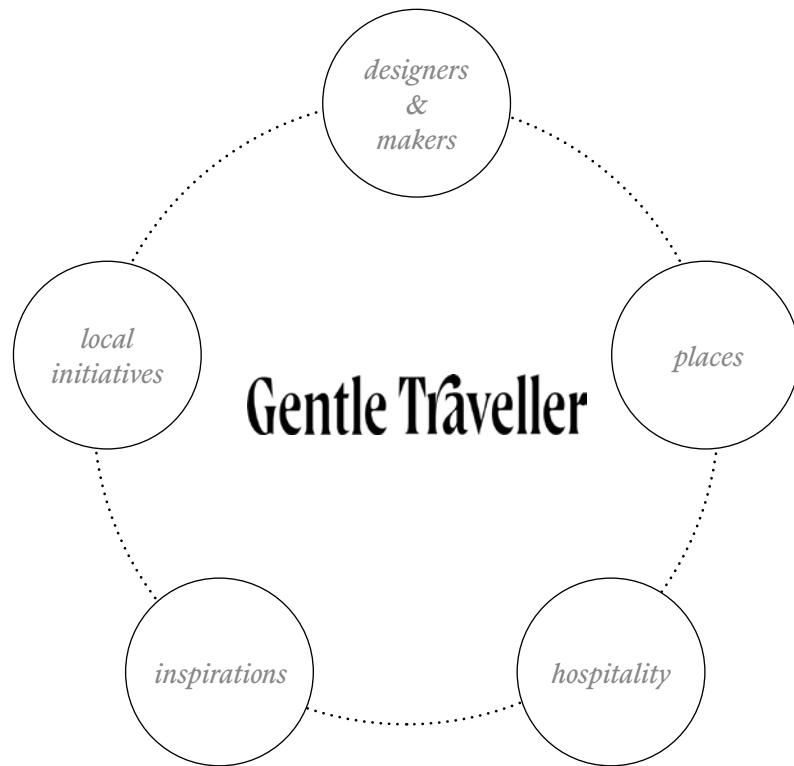
The Gentle Traveller questions the current organising principle of tourism that empties villages and turns them into seasonally inhabited destinations. He clarifies connections and dependencies for himself. He seeks out places of substantial creativity and beauty.



*The Gentle Traveller is a platform for
the art of reflective travel.*

Who we are

Travel guide and community



Gentle Traveller links creative people to places and local eco-systems to support change—and a new idea of travel.

Nathanaëlle Lobjoy – Paris



We link
designers & makers



with
places



and hospitality

with the highest standards of excellence



and inspirations

(Healthy lifestyle · Design & interior · Fashion · Technology)

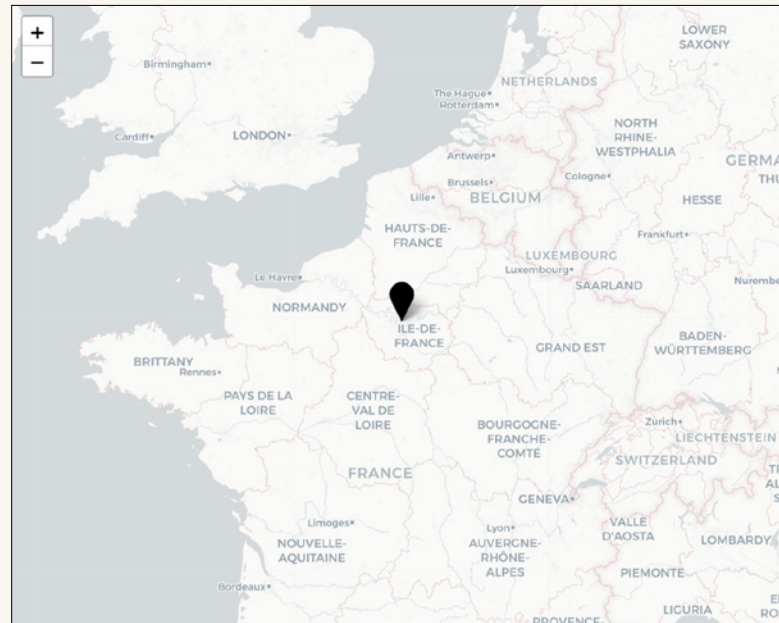


and local initiatives

(Non-profit organizations · Social agenda · Food cooperatives)



Readers discover a destination
through individual recommendations of creative tastemakers



Do you have a favorite place in
your area where you like to relax
and linger?

I'm in love with my neighborhood—the High Belleville/ Jourdain area. It's this great mix of calm and diversity. To get here, you have to climb one of the steepest hills in Paris, and honestly, it takes a bit of motivation if you're on a bike. But once you're up here, it feels like a little world of its own.



Do you have a secret restaurant
tip that you would like to share
with us?

Yes—a couple actually! About 20 minutes from our apartment and studio, a good friend of mine just opened Lissit with the amazing chef Claire Grumellon.



A new generation of travellers

A new generation wants to lead a more meaningful and sustainable life by reconnecting with heritage and traditions. As a way of travel inspiration, the Gentle Traveller looks to the artisanship, lifestyle, and unique experiences of the people keeping these practices alive. From local social initiatives to tangible and intangible heritage, small local businesses and local crafts—the Gentle Traveller tells the stories of those devoting their energy, skills, and creativity to such activities.

Gentle Traveller is a Travel Guide & Community.

Anahita Sadighi – Berlin





Etienne Bastormagi – Beirut



Theodora Chorafas – Aegina

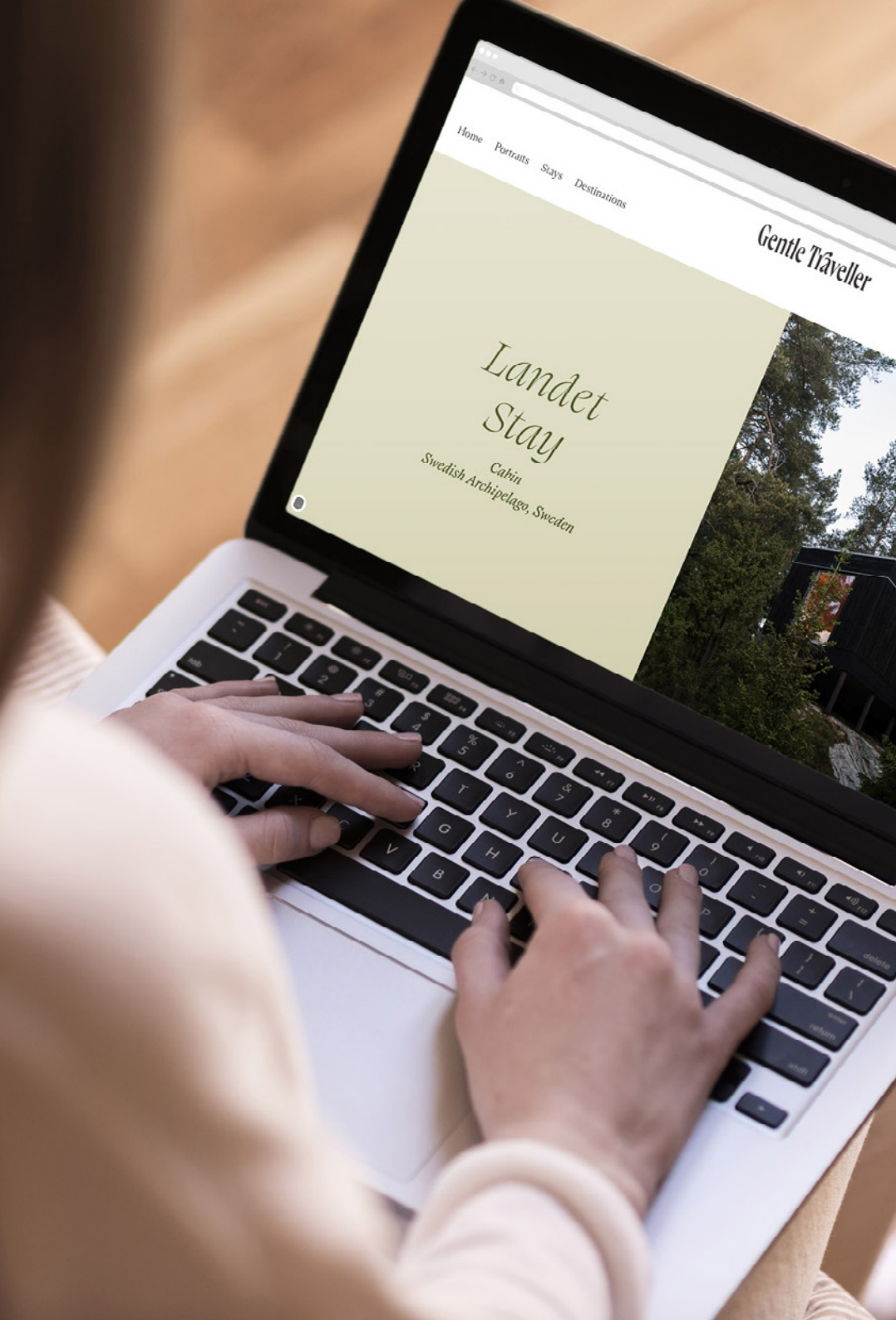


Thomas Morineau Barthelemy – Paris, France

Our readers

*Common values: quality, sustainability
& local authenticity*

Gentle Traveller's distinct voice has resonated globally, attracting a discerning readership of high-level professionals, decision-makers, and tastemakers with a shared passion for design and cultural exploration. Our audience consists of design savvy individuals, frequent travellers, industry leaders, and opinion makers who appreciate quality, ingenuity, and originality.



Cooperation

We offer an individual way of
brand integration:

Native Advertising

Native Advertising

Sponsored Post

Editorial article on Gentle Traveller

- Creation of sponsored post
- Editing, review and correction of the article by our editorial team
- Direct link to your brand

Optional

- Sponsored post series together with creatives

Gentle Traveller

Home Portraits Stays Destinations

Search ...

Landet Stay

Cabin
Swedish Archipelago, Sweden

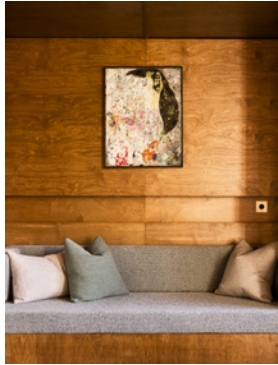
June 19, 2025

Nestled between trees & built on rocky ground: The Landet Stay cabins blend harmoniously into their surroundings – a perfect place to escape the hectic pace of the city.

About
A stay that offers modern minimalism through and through.
Built in 2016
Architect: Andersson Architects Ltd.
Interior Designer: Tobias Vinter
Architecture: Contemporary Scandinavian minimalism
Price per night: From € 550 to € 1,500 for a high season stay (2 bedrooms cabin)
Booking: landet.stay.com

Pale colours and wood textures.
© Courtesy of Landet Stay

Cracking branches and chirping birds: time seems to stand still in this hidden, secluded area. As the light dances on the furniture and nature takes its course, guests can sit back and enjoy the peaceful atmosphere.



Sponsored Post

itinerary of uniquely selected brands



Architecture

Design & Interiors

Food & Travel

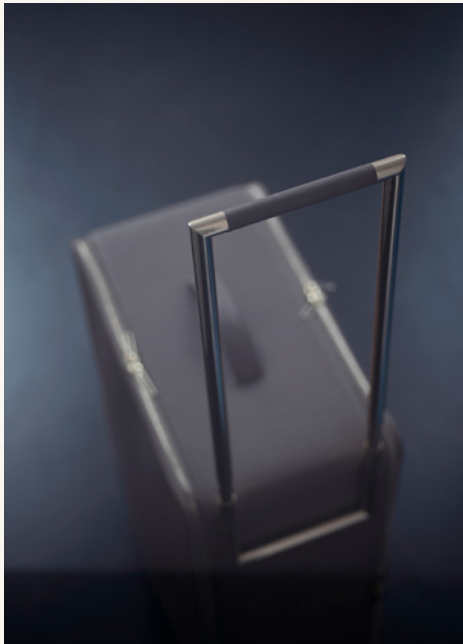


Well Being

Watches & Jewellery

Fashion & Beauty

Tech



Guide for the future of tourism

The Gentle Traveller presents a new type of tourism: characterized by ethical and sustainable values. The Gentle Traveller website and books bring people together, guiding them to hidden spots and special places as well as to local communities.



*Pascal Johanssen,
Founder & Editor in Chief*

Founded in 2025 by German curator Pascal Johanssen in Berlin, Gentle Traveller celebrates the art of living beautifully, curating soulful interiors, talented creatives, and destinations where atmosphere, authenticity, and artistry converge.



Get in touch

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