

# FLOW PHOTO- BOOK 2013





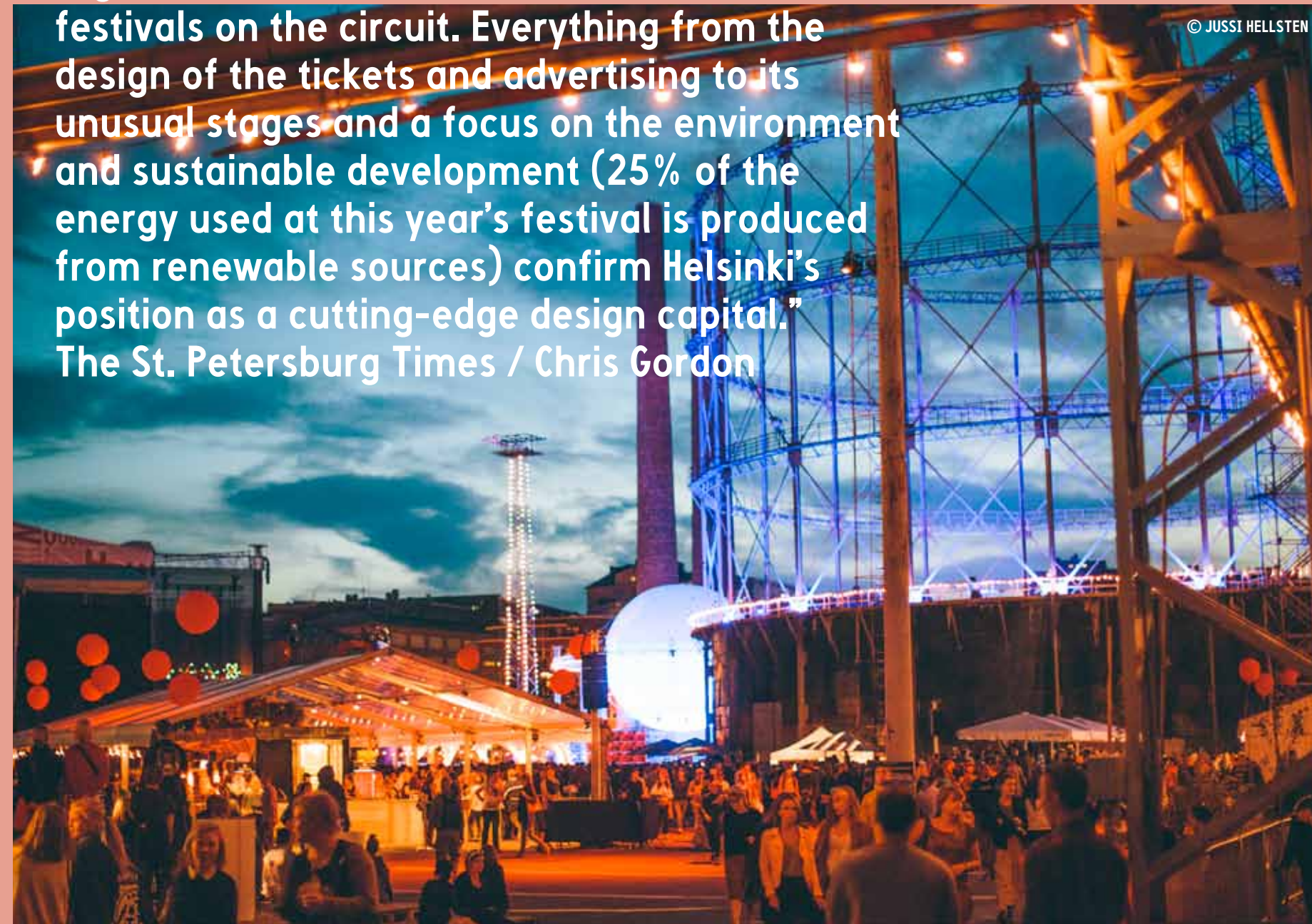
# FLOW FESTIVAL

- An annual music and arts festival organized in Helsinki in August since 2004.
- Flow is an inspired mixture of popular culture and experimental arts.
- The event stages a handpicked selection of the most interesting fresh and forward thinking music. In addition to music, the event features visual arts, design, film, seminars and culinaryism.
- A City "boutique" festival: no camping area provided, no rubber boots needed.
- An event founded by musicians, DJs, and music lovers, not concert promoters.



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“Flow has grown from a sparsely attended regional event into one of the most mature festivals on the circuit. Everything from the design of the tickets and advertising to its unusual stages and a focus on the environment and sustainable development (25% of the energy used at this year’s festival is produced from renewable sources) confirm Helsinki’s position as a cutting-edge design capital.”  
The St. Petersburg Times / Chris Gordon



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# FESTIVAL AREA

- Flow Festival has taken place at the historical Suvilahti power plant area since 2007.
- In 2013 the festival site's total capacity was 20 000 visitors per day.
- The festival takes place in mid August, which means enjoying the rare dark evenings during the Finnish summer.
- Flow site is the biggest annual outdoor lighting project in Finland.



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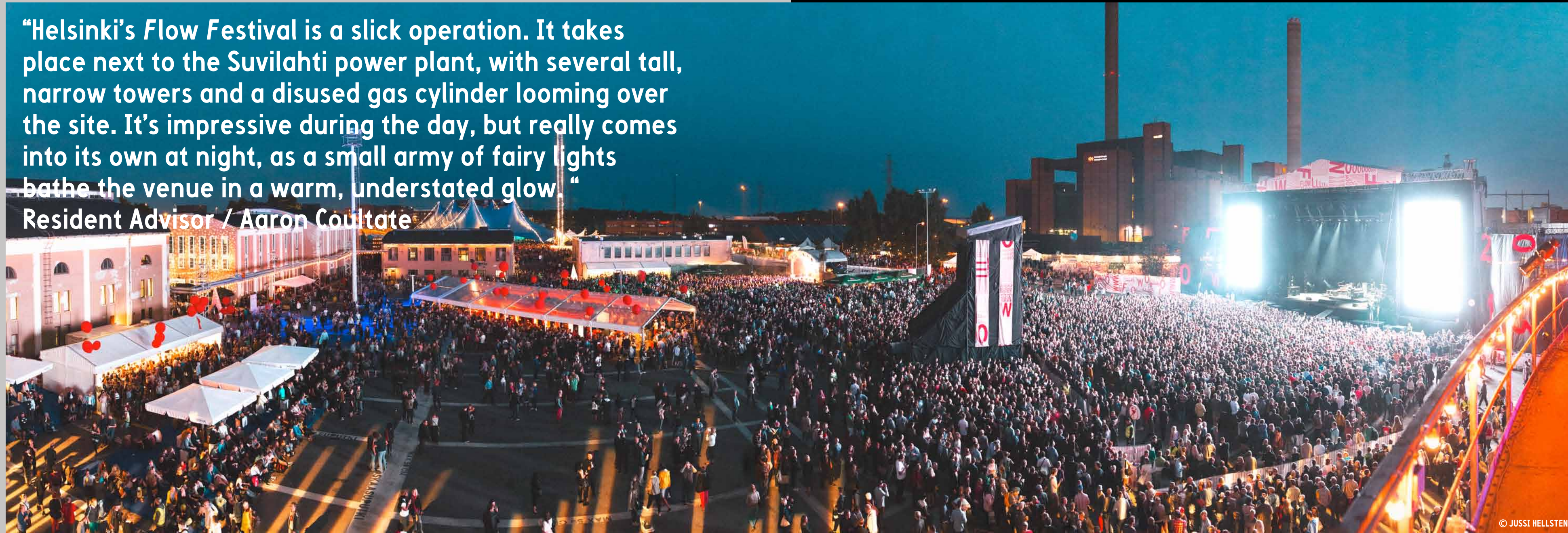
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“Helsinki’s *Flow Festival* is a slick operation. It takes place next to the Suvilahti power plant, with several tall, narrow towers and a disused gas cylinder looming over the site. It’s impressive during the day, but really comes into its own at night, as a small army of fairy lights bathe the venue in a warm, understated glow.”  
Resident Advisor / Aaron Coultate





# VISITORS

- Total number of visitors in 2013 was 61 500 over 4 days.
- Average age is between 25–34 years
- Female 60 %, male 40 %.
- 75 % visitors from greater Helsinki region, 17 % from elsewhere in Finland and 8 % from abroad.
- 70 % of visitors have a higher education degree.
- A social event – most visit the festival with their friends.



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“Flow has grown over the last 10 years to become a Scandinavian cultural highlight and a real draw for people to visit the country.”  
Crack Magazine / Clark Merkin



© NICK TULINEN













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# VENUES

“Most festivals these days - apart from those catering for a specific audience – attempt to cover three bases. First, the heritage headliners who’ve been around for years and whose musical influence you can hear in the second group, the middle-aged parents, if you will, of the festival, artists who’re maybe three albums in and have established themselves in the independent or commercial worlds. Then you have the babies, some of whom are yet to release a full album. It’s a rare thing for a festival to cover all three generations successfully. Flow, though, achieves it.”  
NME / Lucy Jones

The festival featured a total of 12 venues in 2013: a combination of larger outdoor and tent stages plus intimate indoor and outdoor venues.



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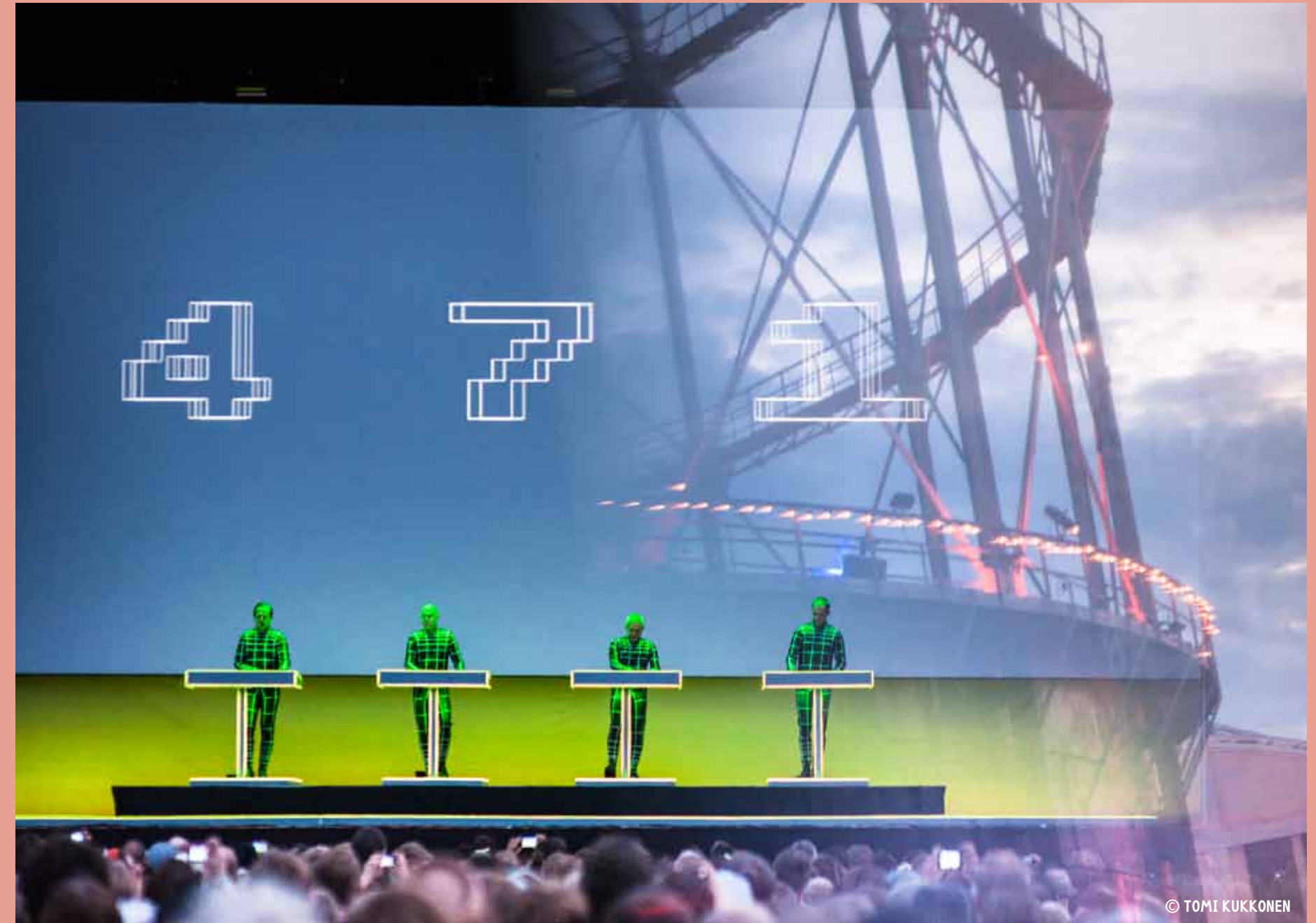


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# VENUES: MAIN STAGE

- Flow Festival Main Stage hosts a lineup ranging from top Finnish acts to international billtoppers with grand stage shows.
- In 2013 the Main Stage artists included Alicia Keys, Nick Cave & The Bad Seeds and Krafwerk 3D Show.







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# VENUES: NOKIA BLUE TENT



- The atmospheric Nokia Blue Tent holds some 6 000 festival goers and provides a sizable yet compact-feeling backdrop for the performances, completed with stunning stage visuals.
- In 2013 the Nokia Blue Tent artists included Bat For Lashes, Beach House, Cat Power and The Knife Shaking The Habitual Show.





# VENUES: BLACK TENT

- The Black Tent features a bulk of the *Flow* Festival club program in both live bands and DJs. Providin a large dancefloor and two bars for 4 000 festival goers. The *Flow* Festival party starts here.
- In 2013 the Black Tent artists included Haim, Angel Haze, Disclosure and Goat.





“The night ended in a shamanistic frenzy of Swedish prog from Goat, who rocked the Black Tent with their strange costumes, raw energy and psychedelic sorcery. By this point it was clear *Flow*’s curators had managed to craft a lineup in which no two acts were even remotely alike: this focus on singular talent, combined with a cosy atmosphere, surely makes it one of Europe’s best mid-size festivals.”  
Resident Advisor / Aaron Coultate





# VENUES: BALLOON 360° STAGE

- The stage's speciality is that the full 360 degrees of it is open to the audience and the stage roof is a pressurised balloon.
- People can enjoy the gigs in an intimate setting seated around the stage.
- In 2013 the Balloon 360° artists included Junip, Ebo Taylor & The Odapajan and Woods.







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# SMALLER VENUES

- The smaller venues at *Flow* offer distinct worlds unto themselves, often presenting an especially adventurous range of programming over the weekend.
- A key feature at *Flow Festival* is the discovery of numerous intimate venues across the festival site.
- Nokia Garage x Boiler Room, Champagne Bar & Lounge, Film Garage, Heineken Open Source Stage, The Other Sound @ Cirko, Red Bull Music Academy Backyard and Tiivistämö.



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“The entire evening has been narcotic, like we’ve stumbled through the poppy fields from the Wizard Of Oz. Over half a dozen people we speak to, exiting the site, claim this to have been the most sublime four hours of live performance they’ve ever seen. It would be churlish to disagree.”

Anna Wilson / Clash





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# ART & DESIGN



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- The 2013 festival offered numerous features in visual arts, design, films and panels.
- The festival's visual artist of the year and pioneer of Finnish street art Otto Maja with his 168 square metre piece, anti hate wall by festival guests and The Hate Destroyer, 67-year-old Berliner, Irmela Mensah-Schramm, and graffiti legend Ikaroz' Mano-a-mano exhibition.
- Design entries included Balloon 360° Stage, Nomad Kitchen aka Citizen Pavillion, Champagne Bar & Lounge designed by Juhana Heikonen and Living Flow, letters made out of plants by the entrance.
- Aisti Cocktail Bar offered cocktails to all senses. The contemporary theatre-circus groups Kallo Collective and Krepsko Theatre Group presented contemporary circus to Flow audience.
- Film screenings included both short and full-length films.



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# FOOD & DRINK

- Flow is known for its wide variety of quality festival cuisine.
- Once again, we invited some of our favourite Helsinki establishments to offer their take on the festival menu at both indoor at outdoor venues on the festival site.







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“The *Food* is wonderful. *Flow* curates the food vendors with the same rigour as their music line-up. Relying on local restaurants to make the most of a busy festival weekend and some street food vendors with a reputation for delightful cuisine, we weren’t disappointed by a bite. *Flow* successfully taps into the local foodie scene in a way which London equivalents have yet to replicate.”

Record Of The Day

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