

**Flow
Festival
2014**

Photo book

www.flowfestival.com



***Flow Festival* is a leading European music and arts boutique festival. The festival has been organized in Helsinki since 2004 and it has grown from a small club event to one of the most unique experiences in live music today. *Flow* is an inspired mixture of popular culture and experimental arts staging a handpicked selection of the most interesting and forward thinking music. In addition to music, the event features visual arts, design, film, seminars and culinaryism.**

Festival Area & Venues

***“Flow Festival is a
fairytale come true.”***

Clash Magazine (UK)

***“Flow hits it out of the
park with its lineups
each year”***

The Huffington Post (US)









Niklas Sandström



Ritta Sourander



Jussi Hellsten



Samuli Pentti



Jussi Hellsten



Annikki Valomielä



Visitors Gallery

“A festival for all the senses and one that successfully manages to be cool and cosy at the same time.”

The Guardian (UK)

- Total number of visitors in 2014 was 57 500 over 3 days
- Average age is between 25 - 34 years
- Female 55 % / Male 45 %
- 73 % of visitors from greater Helsinki region, 17 % from elsewhere in Finland, 10 % from abroad
- 71 % of visitors have a higher education degree
- A social event - most visit the festival with their friends







Maija Astikainen
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Annikki Valomieli

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Jussi Hellsten



Noora Isoeskeli
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Arts Projects

**“The festival is a
work of art in itself.”**

Frankfurter Allgemeine (DE)

**“Flow Festival one of
the 10 worldwide music
festivals not to be
missed in 2014.”**

Spiegel (DE)





Anssi
Kositonni,
Seitsemän
samuraita.
2014



Riitta Sourander

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Design

*Flow Festival #1 Boutique
Music Festival in Europe.*

**“Flow Festival is a
spectacular music and
arts festival in Helsinki,
Finland.”**

Europe Festival Guide (UK)







Riitta Sourander





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Food Gallery

“The breadth of artists caters to very diverse music tastes, but it’s the gourmet food on offer that makes *Flow Festival* a true pioneer.”

Forbes (us)







Henrik Campos
Maija Astikainen



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Annikki Valomieli
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Noora Isoeskeili
Henrik Campos



Annikki Valomieli
Maija Astikainen







Maija Astikainen



Jussi Hellsten



Noora Isoeskelä

Partners

Flow Festival is a trailblazer in the Finnish festival scene. The forward-thinking festival brand is associated with brand partnerships which are innovative and high in quality.

The musical content and additional programming plus the uniquely decorated Suвилаhti festival area offer remarkable grounds for new innovations and visibility for our brand partners. Each of the partnerships at *Flow Festival* are individually tailored concepts, which remain on the agenda throughout the year.

Flow Festival presents new potential angles for partner brands in associating with the festival and presenting itself to the audience. There are many options for networking and reaching core groups in both the Finnish and international fields.

Partners 2014

Main partner Microsoft, partners Brand Factory, Clear Channel, Heineken, Helsingin Sanomat, Raha-automaattiyhdistys, RGB, Red Bull Music Academy, Stopteltat, Sun Effects, Yellow Tail, Yle, creative partners Anima Boutique, Byroo, Cocoa, Esmes Digital, TSTO and environmental partners Helsingin Energia, Neste Oil and Pöyry.

“Without a doubt one of the most unique experiences in live music today.”

DIY (UK)

















Riitta Sourander



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instagram.com/flowfestivalhelsinki*

