

FLOW ***FEST*** ***IVAL***TM

Photo Book 2015



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Is This the World's Most Achingly Cool Festival?

- Forbes (US)



Flow Festival

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. In 2015 the 3-day event was sold out, drawing a crowd of 70 000 visitors.

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, *Flow* features visual and cross-disciplinary arts, design, film, topical discussions and a carefully curated offering of food and drinks.



Boutique City Festival

Flow has been organized in Helsinki since 2004, and in the unique former industrial area of Suvilahti since 2007.







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Flow Festival is a fairytale come true.

Clash Magazine (UK)



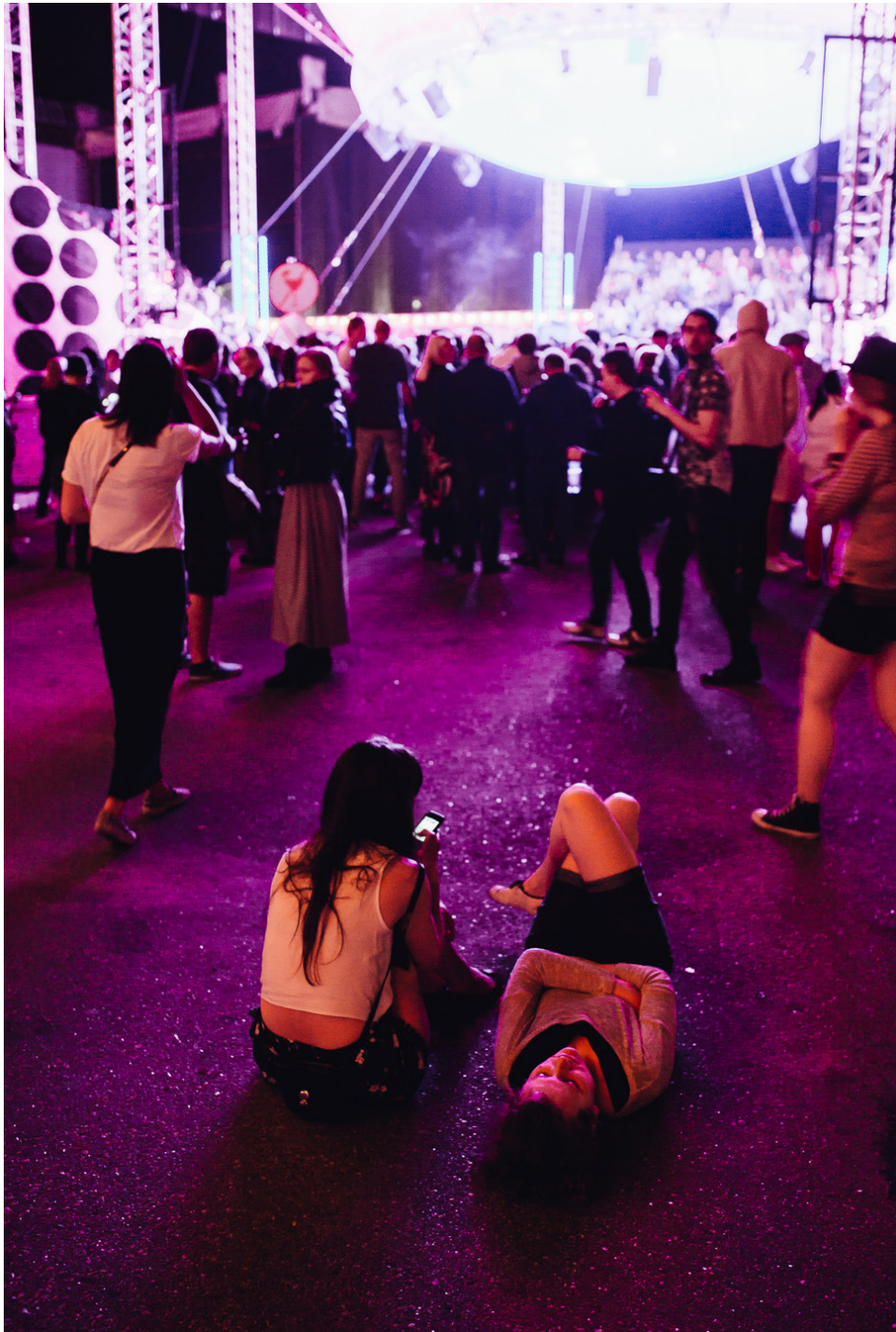
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A festival for all the senses and one that successfully manages to be cool and cosy at the same time.

The Guardian (UK)











From obscure emerging bands you've never heard of, to some of the world's biggest recording stars; from Michelin-quality food trucks to DJs, art installations, esoteric discussions and cocktails, to new technology and an environmental awareness that would make Greenpeace blush, Finland's *Flow Festival* can certainly stake a claim to be the world's most achingly cool festival.

David Mac Dougall, *Forbes*

Festival area

Festival area

Flow Festival is held in the former power plant area of Suvilahti in Helsinki. The constructions date to the early 20th century, and the monumental architectural site is only a short walk or bike ride away from the center of Helsinki. The festival area comes to life with impressive light design and decorations.

The Suvilahti festival area houses 8 to 12 different venues for *Flow* including larger outdoor stages, tent stages as well as intimate indoor and outdoor ones too. The Main Stage can take up to 23 000 person crowd, while the smaller stages suit audiences of a couple of hundred.

Flow Festival is like a small city packed with culture, music, art, parks, food, drink... and happy people. Something new and surprising always awaits just behind the next corner.

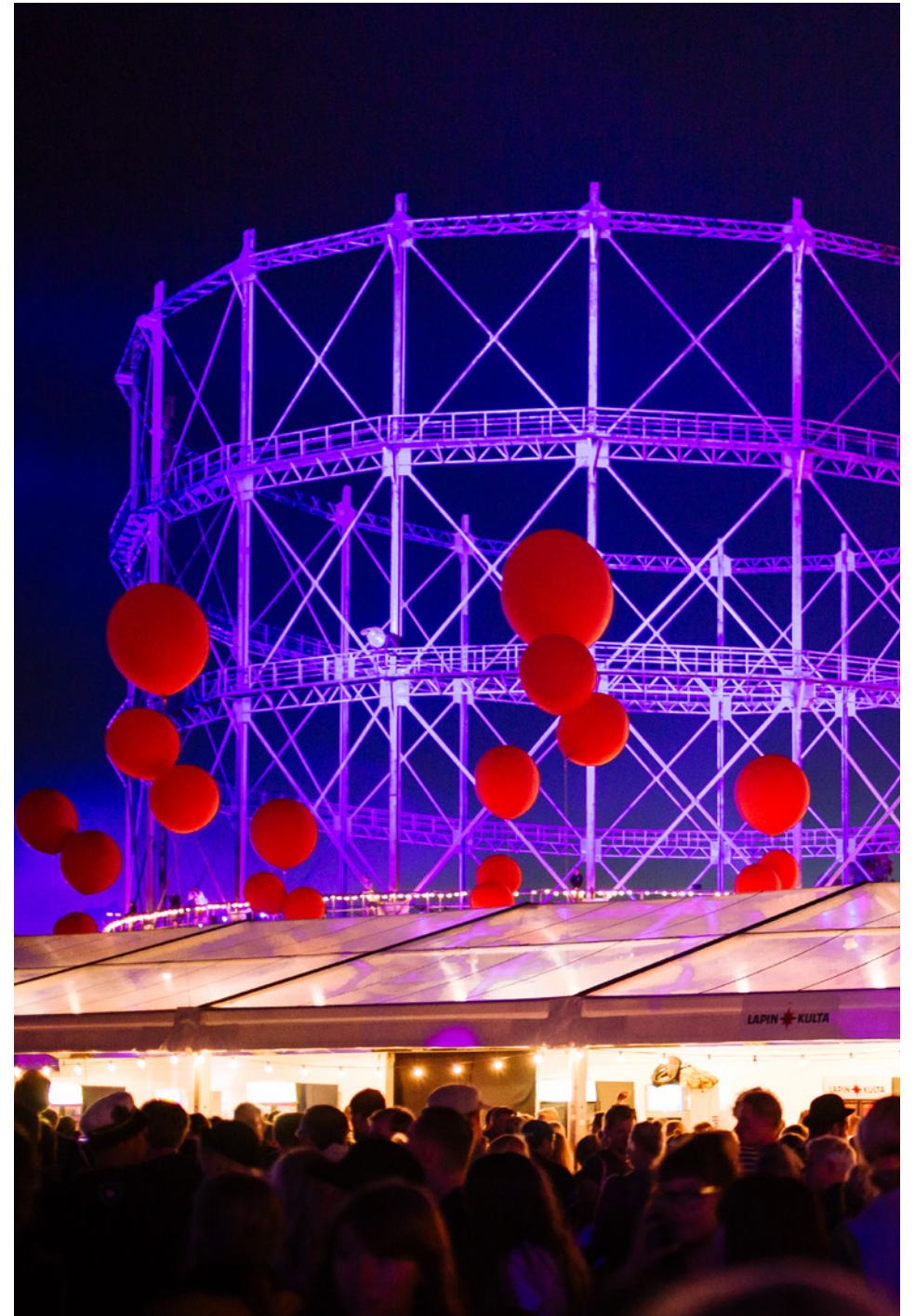
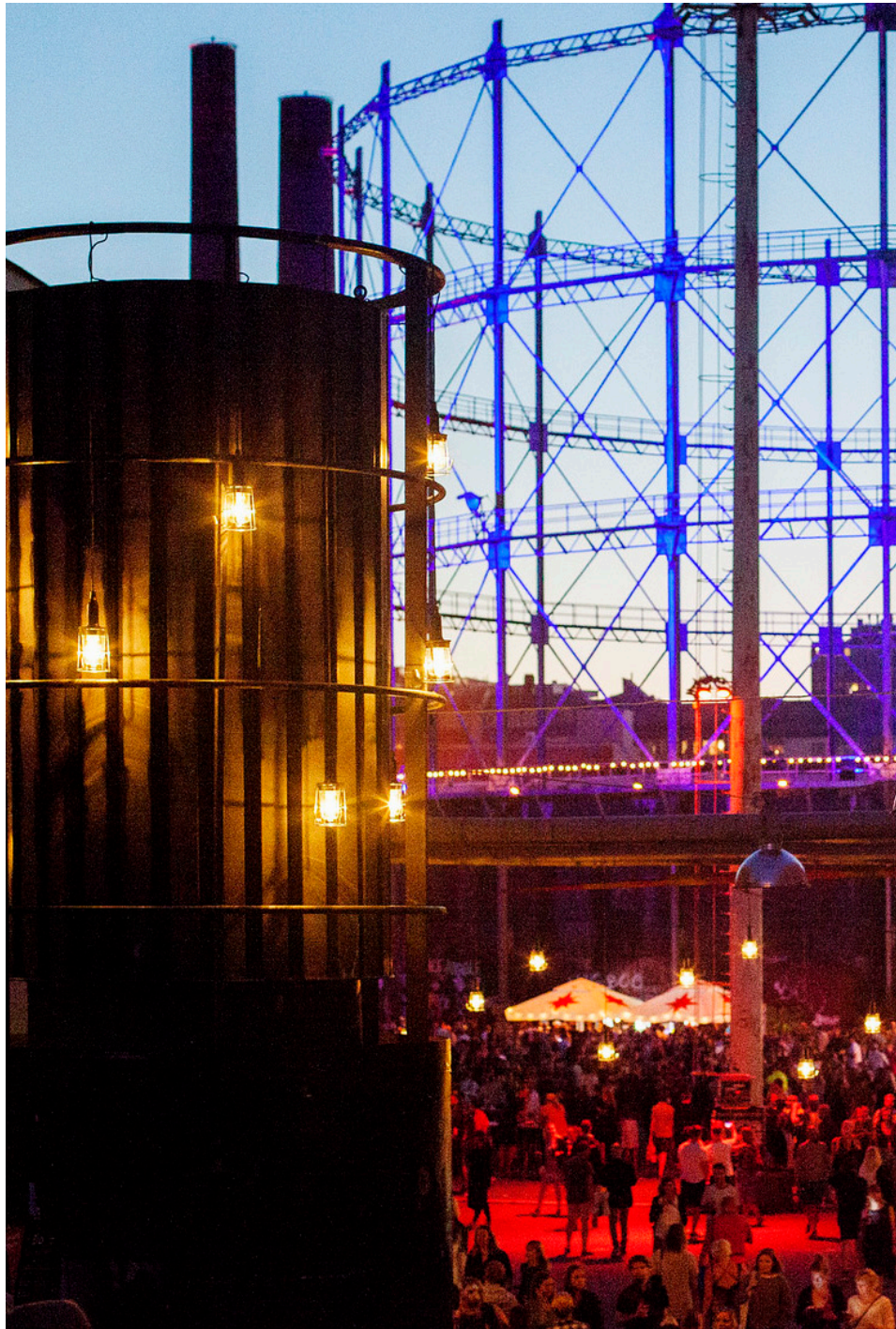
One of the landmarks of the festival is the roof of the Bright Balloon 360° stage – a gigantic pressurized balloon. The stage was created in 2012 as an outcome of an international architecture competition. Balloon fits well into the chronological continuum of Suvilahti and its architectural idea of combining old with new. The Balloon stage presents the audience and the artists with a remarkable chance to interact during shows.





“ Having spent the summer touring from country to country, enchanting crowds at festivals like Coachella, Lollapalooza and Glastonbury, Florence and her machine found themselves in the incredibly unique locale of Helsinki’s disused power station. With its skate park, brewery and the power station itself, the old industrial area of Suvilahti was an impressive venue for both *Flow* and *Flo*.

Francesca Dunn, iD





Venues

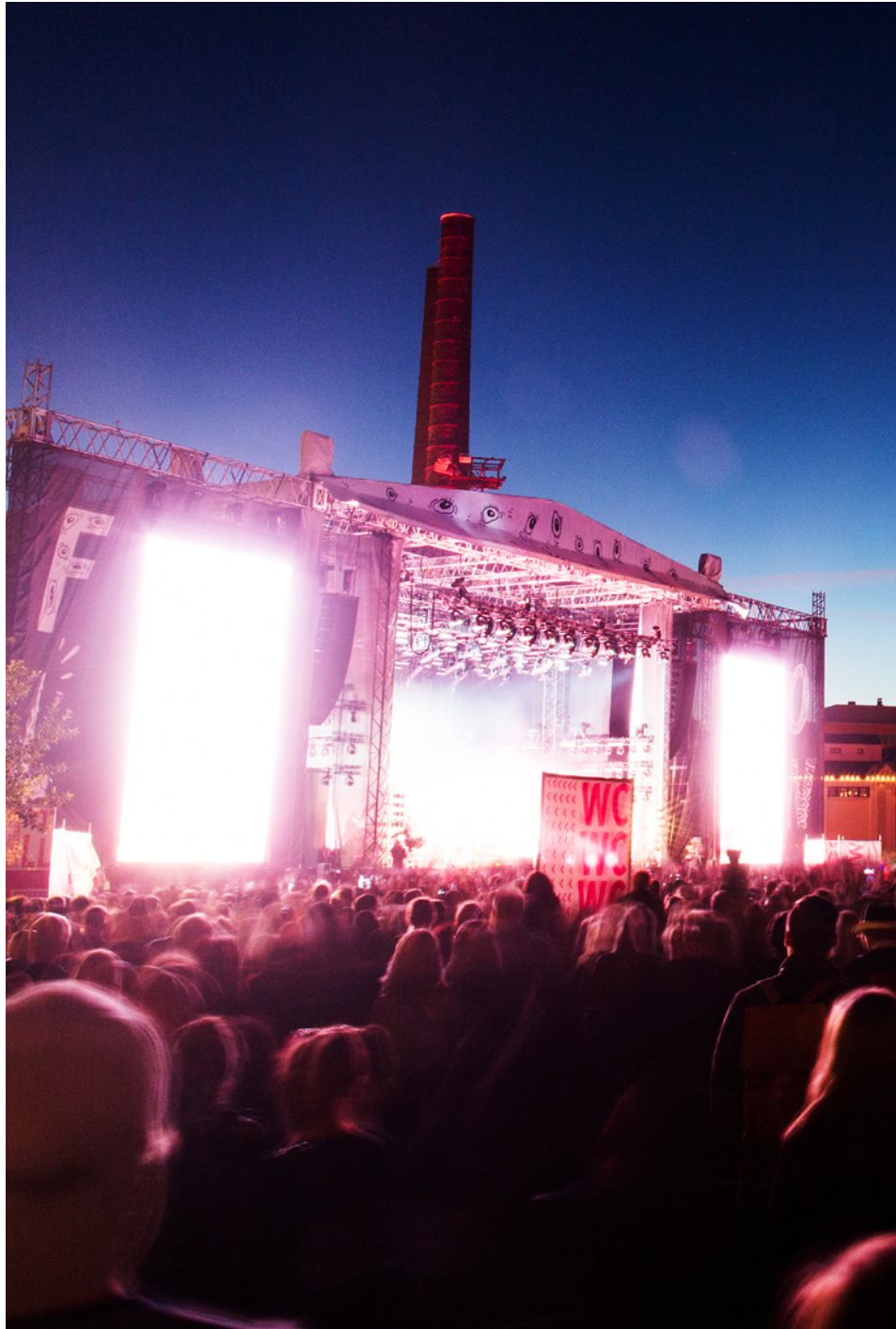


From the tucked away centre of hedonism at Resident Advisor's backyard stage to the showcases of local talent in the smoky Tiivistämö room, everything was planned and nothing felt like plan B. This ethos of careful curation implemented in a location as unique as *Flow's* is a recipe for a truly singular festival experience.

Duncan Harrison, Crack



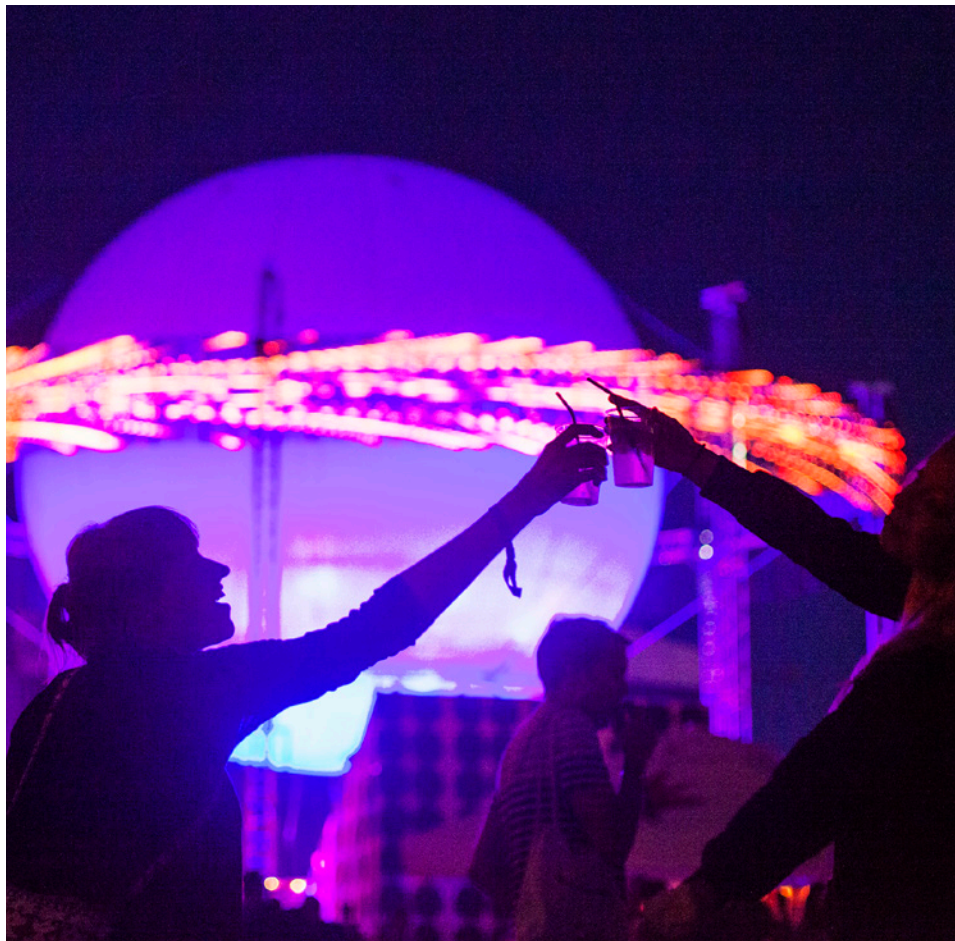
Main Stage



Lapin Kulta Blue Tent



360° Balloon Stage



It's day two at @flowfestivalhelsinki and we're already convinced that it might be the prettiest music festival in all of Europe.

Marie Claire UK
(@marieclaireuk) on Instagram

Resident Advisor Backyard



Black Tent



Tiivistämö



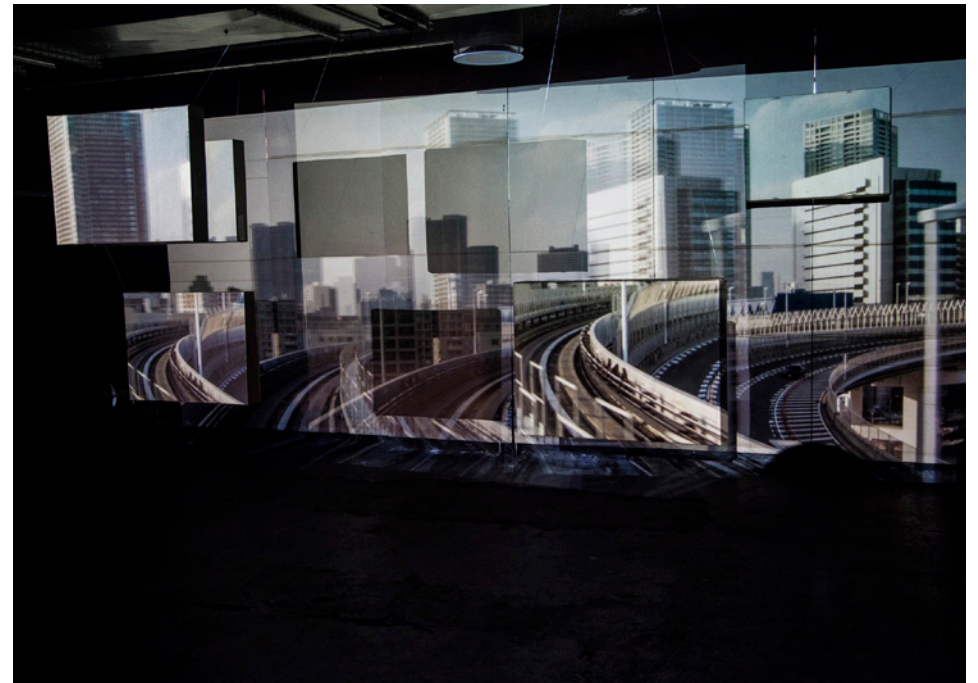
Champagne Bar & Lounge



The Other Sound



Art Laboratory





The elements that influence the *Flow* experience are more likely to be design houses, gastronomical upandcomers or conceptual artists but it never felt too highbrow for its own good. For British festivalgoers, it is a taste of something different which is definitely worth trying out. A major festival that isn't too fussed with expanding but focused firmly on improving.

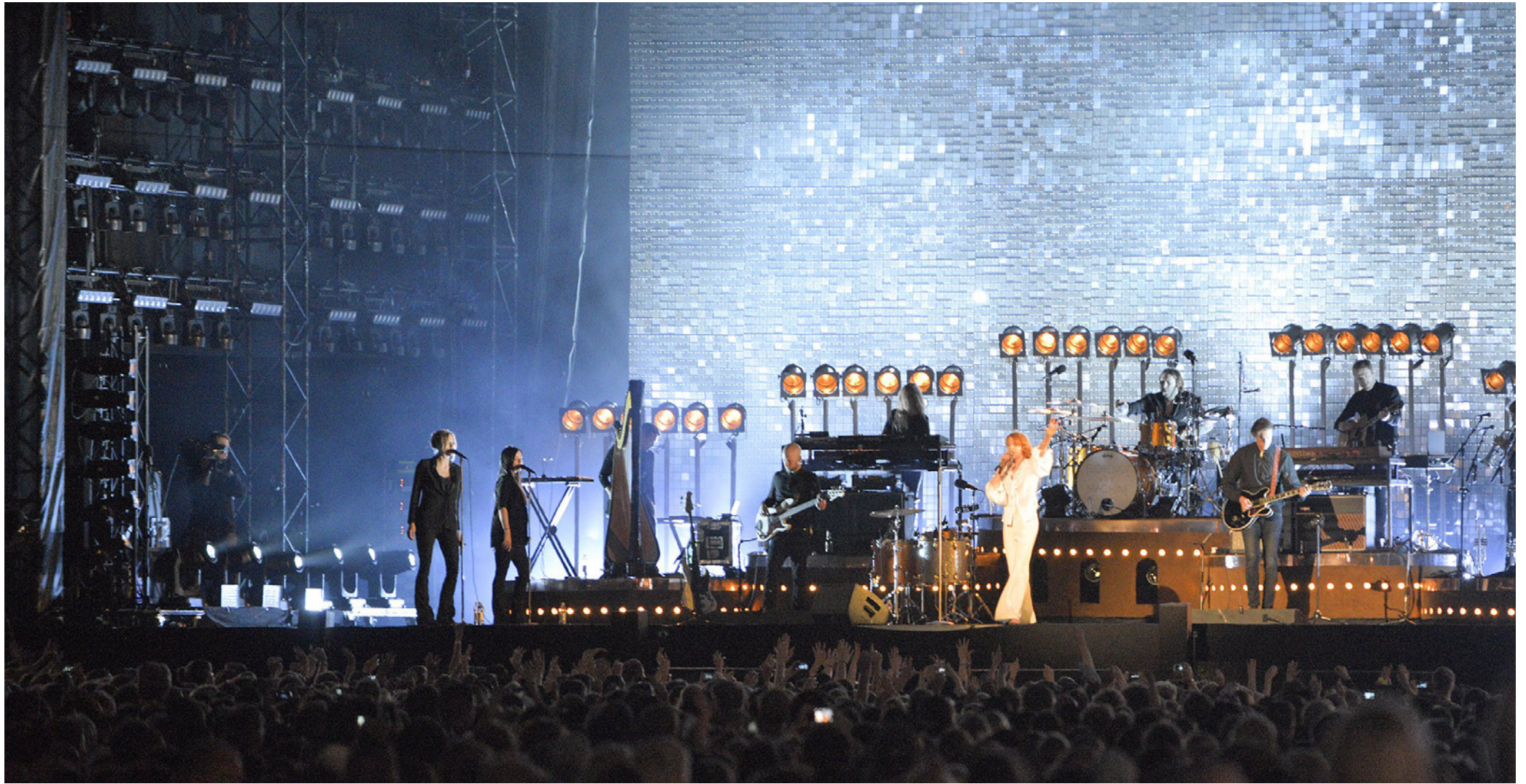
Duncan Harrison, *Crack*

Program



Program

Flow Festival is an inspired mixture of popular culture and experimental arts. *Flow* has become synonymous with bringing genre-bending music from legends to topical newcomers. *Flow 2015* presented as many as 115 acts in a versatile program with half international and half local names. Beyond music *Flow* offers a warm embrace of the arts, design, films, seminars and workshops, family program as well as an exceptional array of world spanning cuisine.



Music

“ The balancing act between challenging acts and crowd-pleasers is perfectly balanced out. Even an experienced festival visitor has rarely experienced that the ambition to integrate art into a festival fits so aptly. Or rarely visited a festival that really has no act in the lineup that would be superfluous.

Intro.de 08/15



Some great music acts of *Flow Festival 2015*

Alt-J (UK)	Major Lazer (US)
Beck (US)	Mano Le Tough (IE)
Belle and Sebastian (UK)	Mirel Wagner (FI)
CHIC featuring Nile Rodgers (US)	Natalie Prass (US)
Clark (UK)	Nina Kraviz (RU)
Death Team (SE)	Paperi T (FI)
Diplo (US)	Pet Shop Boys (UK)
Dixon (DE)	Regina (FI)
Elliphant (SE)	Ride (UK)
Emma Salokoski (FI)	Róisín Murphy (IE)
Evian Christ (live) (UK)	Run The Jewels (US)
Florence + The Machine (UK)	Seinabo Sey (SE)
Flying Lotus (US)	Seth Troxler (US)
Forever Pavot (FR)	Shamir (US)
Foxygen (US)	Skeptak & Wiley (UK)
French Films (FI)	Songhoy Blues (ML)
Future Islands (US)	The War on Drugs (US)
Future Brown (US)	Tiga (live) (CA)
ILoveMakonnen (US)	Todd Terje & The Olsens (NO)
Islam Chipsy (EG)	Tove Lo (SE)
Lianne La Havas (UK)	Tyler, The Creator (US)
Lorentz (SE)	Verneri Pohjola Quartet (FI)
Länner-Jukka (FI)	Years & Years (UK)
Kakkamaddafakka (NO)	+ many more...









Art & Design

Curated in collaboration with the University of the Arts Helsinki, Flow 2015 presented a broader arts program than ever before with one-off commissions, installations and art pieces around the whole festival area, both indoors and outdoors. Art Laboratory, the new exhibition space launched in 2015, captured the experimental nature of arts.







Flow Talks

Flow Festival and think tank Demos Helsinki proudly presented Flow Talks 2015: Urban Life – an inspiring Friday afternoon consisting of top international keynote speakers, co-creation workshops and a final show. Flow Talks 2015 attracted over 300 participants and gathered a diverse network of festival visitors, urbanists, businesses as well as city representatives to discuss and plan the future of urban life in four different themes: Hyper-Connected City, Communal City, Serving City and Happening City.



The participants had a sincere excitement towards developing their own city. A lot of good ideas and a lot of enthusiasm to do.

Great networking - a great “lets do this together” - feeling.

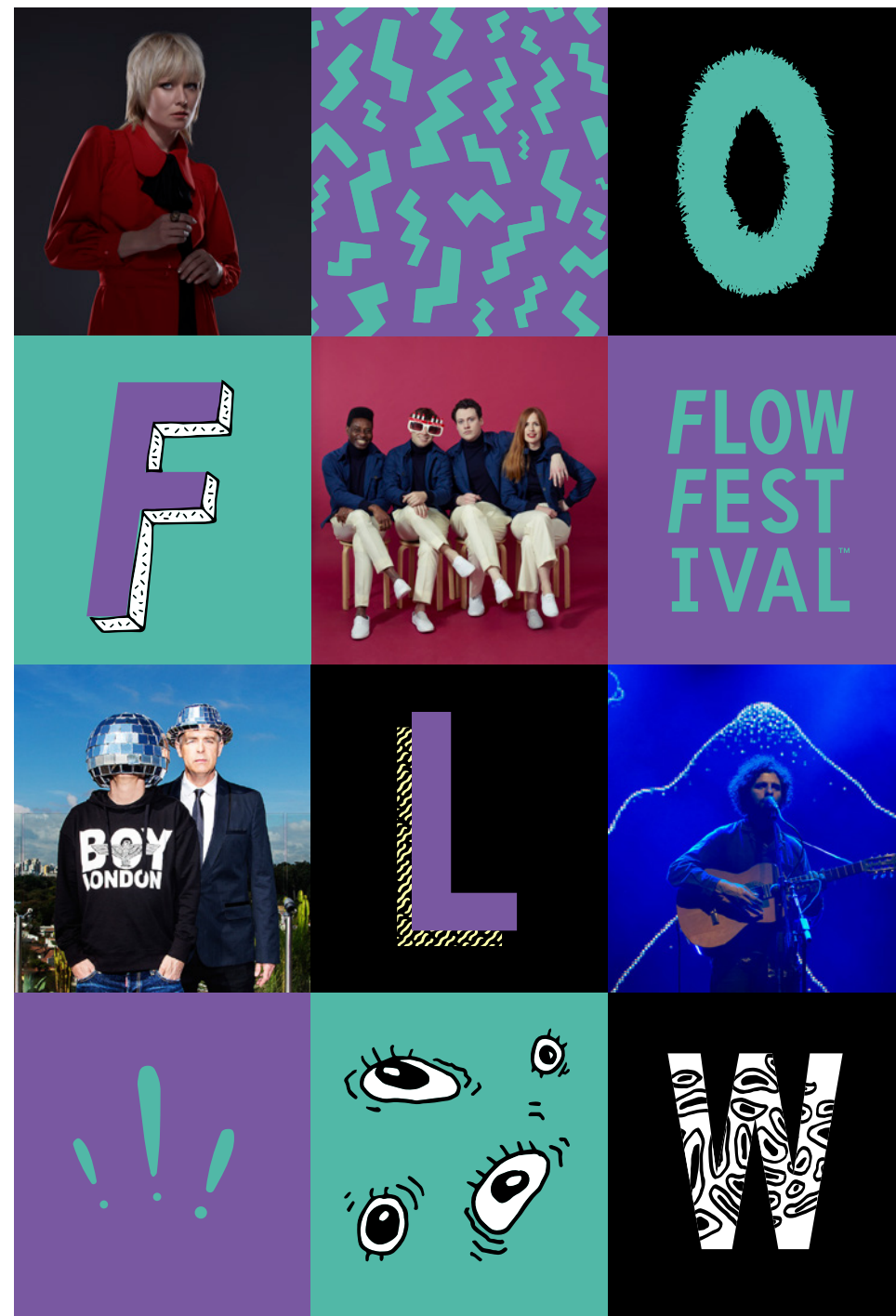
Fresh, inspiring atmosphere.



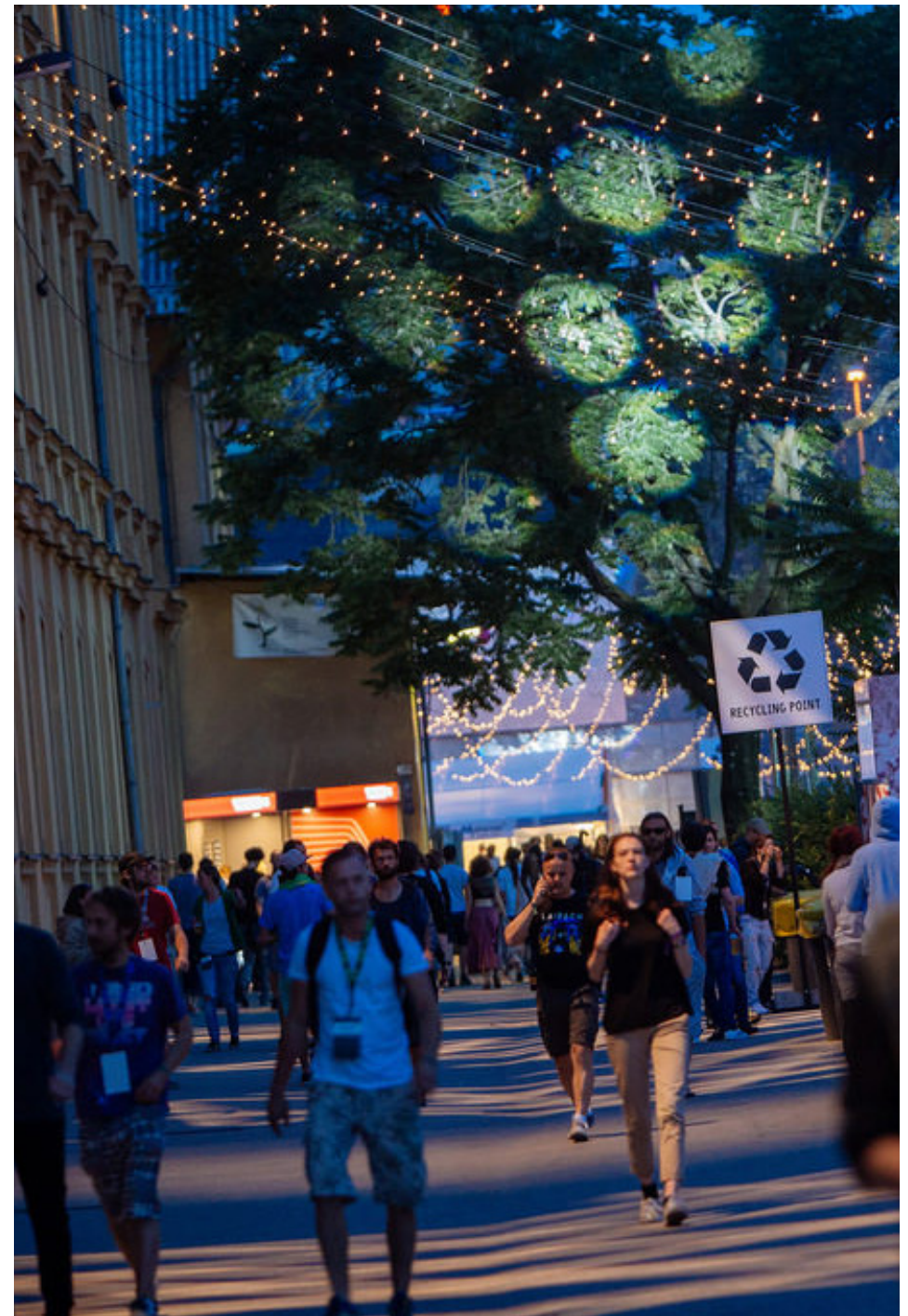
Flow Festival Ljubljana

The inaugural Flow Festival Ljubljana took place in June 26-28, 2015. The old factory site of Tobačna Mesto proved to be ideal for Flow, helping to create a similar atmosphere to Suvilahti in Helsinki, and housing the musical acts as well as design, arts, special lighting installations, seminar program and quality food and services.

Flow Festival Ljubljana was noticed in international media with The Guardian picking it as one of the most interesting festival debutants of the summer.









VISITOR EXPERIENCE



Focusing on the experience

Flow Festival is a boutique city festival bringing people joy, happiness and unique experiences. With a carefully curated music and arts program, hand-picked food and restaurant services and a thoughtfully designed and decorated festival area, Flow has put a totally new benchmark on the festival map. Flow Festival respects its audience and sees everyone as a V.I.P.



Visitors

Flow Festival is a social gathering where you come to meet with your friends and make new friends. Other festival visitors are a very important part of the festival experience. *Flow Festival* is tolerant and accessible to everyone over 18 years old. We very much emphasize the equality of all people and want to create a festival of great open-minded community spirit. So that everyone can have a good time.







Eat & Drink

Food plays an essential role in the Flow program – the restaurants attending the festival are handpicked and there are approximately 30 different restaurants, cafes and bars serving the varied audience tastes. Vegetarian choices as well as the use of local, organic and sustainably produced ingredients were emphasised in 2015.







Flow really isn't in the same realm as British festivals. It is a wholly different experience. The focus on cuisine (special mention to the offerings of Richard McCormick's Sandro stand) and the distinct lack of noticeable debauchery are just two of the countless differences.

Duncan Harrison, Crack

“ At last weekend's *Flow Festival*, a three day event in the surrounds of a power plant in Helsinki, some of the Finnish capital's most famous chefs were working to delight the taste buds of music lovers who at lesser festivals might have had to content themselves with a burger and chips.

...smoked rainbow trout with new potatoes, chanterelle mushrooms, dill and cucumber pesto, seasonal pickles, apple salad with horseradish crème fraîche and parsnip chips, was the most complex and delicious plate I have ever eaten standing up.

Natalie Paris, *Daily Telegraph*





Environment

Flow Festival is socially and economically responsible. We take the environment and sustainable development into consideration in everything we do, in planning the festival as well as actualizing it, during, and after the festival. Flow Festival is one of

the first arts festivals to compensate its carbon footprint. Since 2009 Flow's carbon emissions have been compensated with Gold Standard certified projects. The reuse of waste has been 100% in 2014 and 2015.



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 Suvilahti 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.







FLOW FEST IVALTM



Flow Festival Ltd

Vilhonvuorenkatu 11 B
00500 Helsinki Finland
www.flowfestival.com
facebook.com/FlowFestival
instagram.com/flowfestivalhelsinki
twitter.com/flowfestival

Photo Book design
by Milla Selkimäki

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