

FLOW FEST IVAL TM

Photo Book 2016

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A festival that is at the razor's edge of
worldwide music and culture.

Crack, 8/2016 (UK)

A high-angle, wide shot of a massive crowd at a night festival. The scene is dominated by blue and red lighting. In the foreground, a dense crowd of people is visible, many wearing red clothing. The crowd extends far into the background, filling a large open space. In the upper right, a large structure is illuminated with red lights, possibly a stage or a large tent. A banner with the text "MAKE SENSE" and "WE CAN NOT WAR" is visible on the right side. The overall atmosphere is vibrant and energetic.

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 2016 the 3-day event was sold out, drawing a crowd of 75 000 visitors.

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Festival area

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

3

Festival days

26

Art projects

22

Bars

220

Finnish Press

11

Festival stages

144

Music acts

39

Food Stalls

278

international press



@ Jussi Hellsten

25 000

Capacity of the festival area

75 000

visits during the 3 festival days

42 422

Unique sold tickets

70%

of the visitors from Helsinki area

16%

from other parts in Finland

14%

from abroad



@ Samuli Pentti

www.flowfestival.com

1 147 000

Web page visits during the festival year 2016

596 000

Unique web page visitors during the festival year 2016



@ Sami Heiskanen

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Having set a high standard last year, *Flow* was better, more memorable, and even more unique in 2016.

Consequence of Sound, 8/2016 (US)

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Flow Festival is the epicenter of creativity and culture, and a global trendsetter for modern city festival concepts.

Slanted, 7/2016 (DE)



Festival area

A large crowd of people is gathered at a festival at night. The scene is illuminated by warm orange and red lights from buildings and trees in the background. A large white tent is visible in the foreground, and a large crowd of people is gathered behind it. The sky is dark blue, and the overall atmosphere is festive and lively.

Flow Festival is held at the monumental former power plant area of Suvilahti only a short walk away from the center of Helsinki. The festival area is brought to life with impressive light design and decorations.

The Suvilahti festival area housed 11 different venues for Flow in 2016 including larger outdoor stages, tent stages as well as intimate indoor and outdoor venues. The Main Stage area holds a crowd of 25 000 people and the biggest tent Red Arena has a capacity of 15 000, while the smallest venues are suited for a few hundred people.

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Simple yet full of thoughtful details, arty yet utterly approachable (and walkable!). A curated and cultural mini-town you've been given the keys to. On every level this is a wildly imaginative weekend. *Flow* – really the model of a modern music festival (and missing you already).

Kaput Magazin, 8/2016 (DE)







@ Konstantin Kondrukhov



@ Konstantin Kondrukhov

Area decorations

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Flow Festival is a fairytale come true.

Clash Magazine, 2014 (UK)



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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, 8/2015 (DE)



@ Sami Heiskanen

Black Tent



@ Samuli Pentti

Red Arena

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The excitingly intimate 360° stage in the midst of all the hustle and bustle is a shining example for the *Finns'* care for detail.

Intro, 7-8/2016 (DE)



@ Samuli Pentti

Bright Balloon 360° Stage



@ Andrew Taylor

Resident Advisor Backyard



@ Jussi Hellsten

The Other Sound



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.

Crack, 8/2015 (UK)





@ Samuli Pentti



@ Samuli Pentti

Champagne Bar & Lounge



@ Konstantin Kondrukhov

Riviera Cinema Bar



@ Samu Hintsa

Zalando Factory



The background of the entire page is a photograph of a stage. Two bright spotlights from above create a hazy, atmospheric effect with purple and blue light. In the center-left, a person is visible from the chest up, wearing a dark jacket and raising their right hand with fingers spread. To the right, another person is partially visible, standing near a dark, curved structure. The overall mood is artistic and dynamic.

Program

Flow Festival is an inspired mixture of popular culture and experimental arts. The festival has become synonymous with bringing genre-bending music from legends to topical newcomers. In 2016 Flow presented 144 music acts in its versatile program with half international and half local names.

Beyond music Flow offers a warm embrace of the arts, design, films, seminars and workshops as well as a family program. Curated in collaboration with the University of the Arts Helsinki, Flow presented a broad

arts and design program with one-off commissions, installations and art pieces around the whole festival area, both indoors and outdoors. The Visual Artists of the Year 2016 were Laura Gustafsson and Terike Haapoja with their work *Embrace Your Empathy!*, a conceptual utopia of a world in which humans and other animals are equal.



@ Tomi Palsa

Sia (AU)



@ Annikki Valomieli

ANOINI: Hopelessness (US)

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Now in its 13th year, *Flow* provides an annual lesson in how to programme a festival.

Loud and Quiet, 2016 (UK)

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

DIY, 2014 (UK)

Flow Festival 2016 Music acts including....

A-WA (IL)
Alma (FI)
Anderson .Paak & The Free Nationals (US)
Anna von Hausswolff (SE)
ANOINI: Hopelessness (US)
Arca (DJ set) (VE) & Jesse Kanda (JP)
Ata Kak (GH)
Ben Klock (DE)
Chvrches (UK)
Daughter (UK)
Descendents (US)
DJ Pierre live (US)
Dua Lipa (UK)
Dungen (SE)
FKA twigs (UK)
Floating Points (live) (UK)
Four Tet (UK)
Helena Hauff (DE)

Hercules & Love Affair (US)
Holly Herndon (US)
Ian William Craig (CA)
Iggy Pop (US)
Jamie xx (UK)
Jeff Mills (US)
Kamasi Washington (US)
Kaytranada (HT)
Kim Ann Foxman (US)
Laura Mvula (UK)
Liima (DK/FI)
Lil B (US)
M83 (FR)
Massive Attack & Young Fathers (UK)
Mikko Joensuu (FI)
Morrissey (UK)
Mura Masa (UK)
New Order (UK)
Nicole Willis & Jimi Tenor &

Tony Allen (FI/NG)
Oscar Mulero (ES)
Pantha Du Prince presents The Triad (DE)
Paperi T x Pekka Kuusisto x Samuli Kosminen (FI)
Pat Thomas & Kwashibu Area Band (GH)
Paula Temple (UK)
Raappana & New Riddim Crew (FI)
Red Axes (live) (IL)
Roman Flügel (DE)

Savages (UK)
Shackleton presents: Powerplant (UK)
Sia (AU)
Sleaford Mods (UK)
Stormzy (UK)
The Black Madonna (US)
The Last Shadow Puppets (UK)
Thee Oh Sees (US)
Thundercat (US)
Voices from the Lake (IT)
William Basinski (US)
+ MANY MORE

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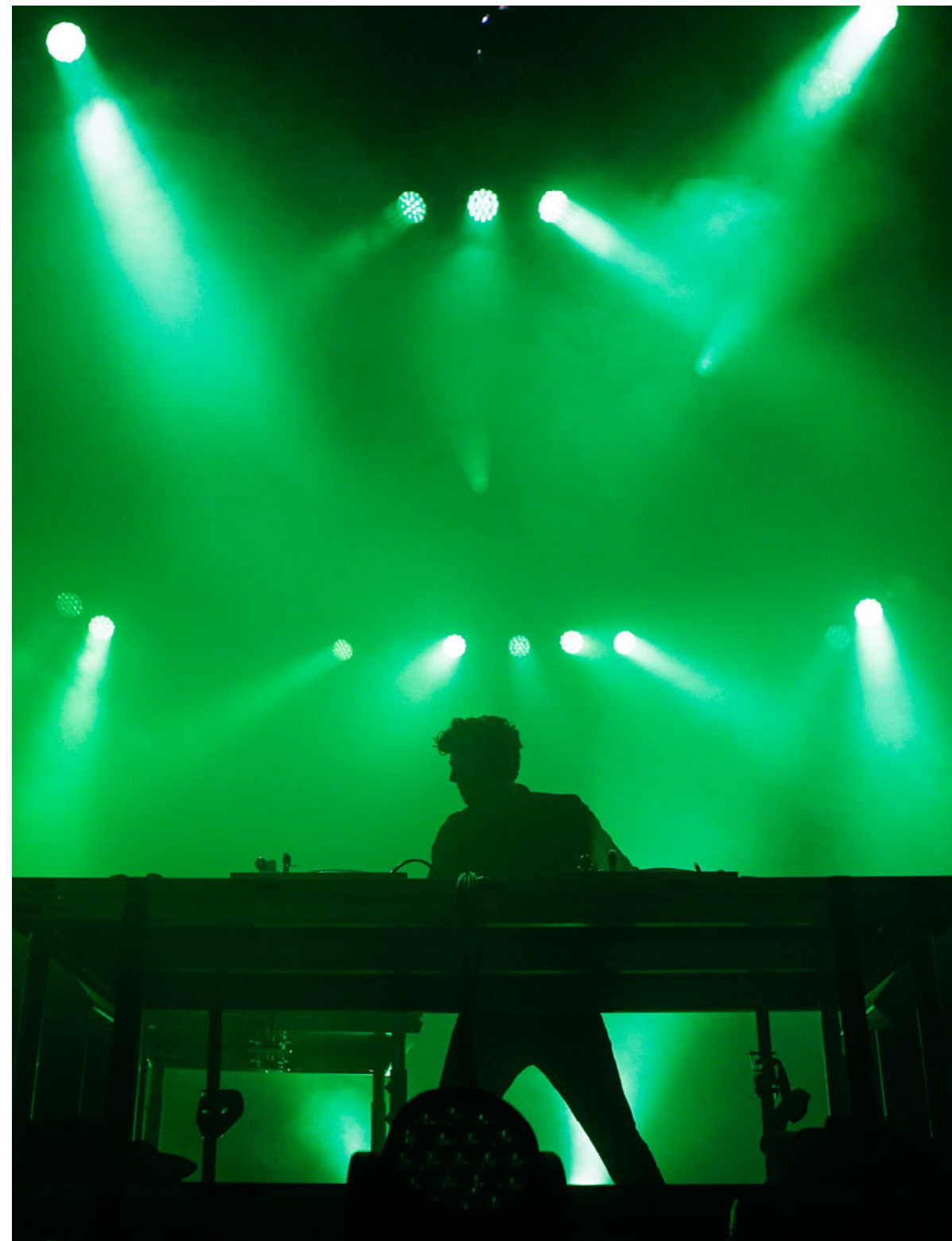
Flow hits it out of the park with its lineups each year.

The Huffington Post, 2014 (US)



@ Niklas Sandström

FKA twigs (UK)



@ Konstantin Kondrukhov

Jamie XX (UK)



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Nothing will stand in the way of the festival season - and certainly not in the way of Flow Festival in Helsinki with the best lineup ever.

i-D / Vice, 7/2016 (DE)

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Staged at a disused power station in the centre of Helsinki, for three days the site becomes home to specially-commissioned art installations, an array of gastronomic delights, and some of the most fascinating musical scheduling anywhere in the world.

Loud and Quiet, 2016 (UK)



@ Katri Naukkarinen

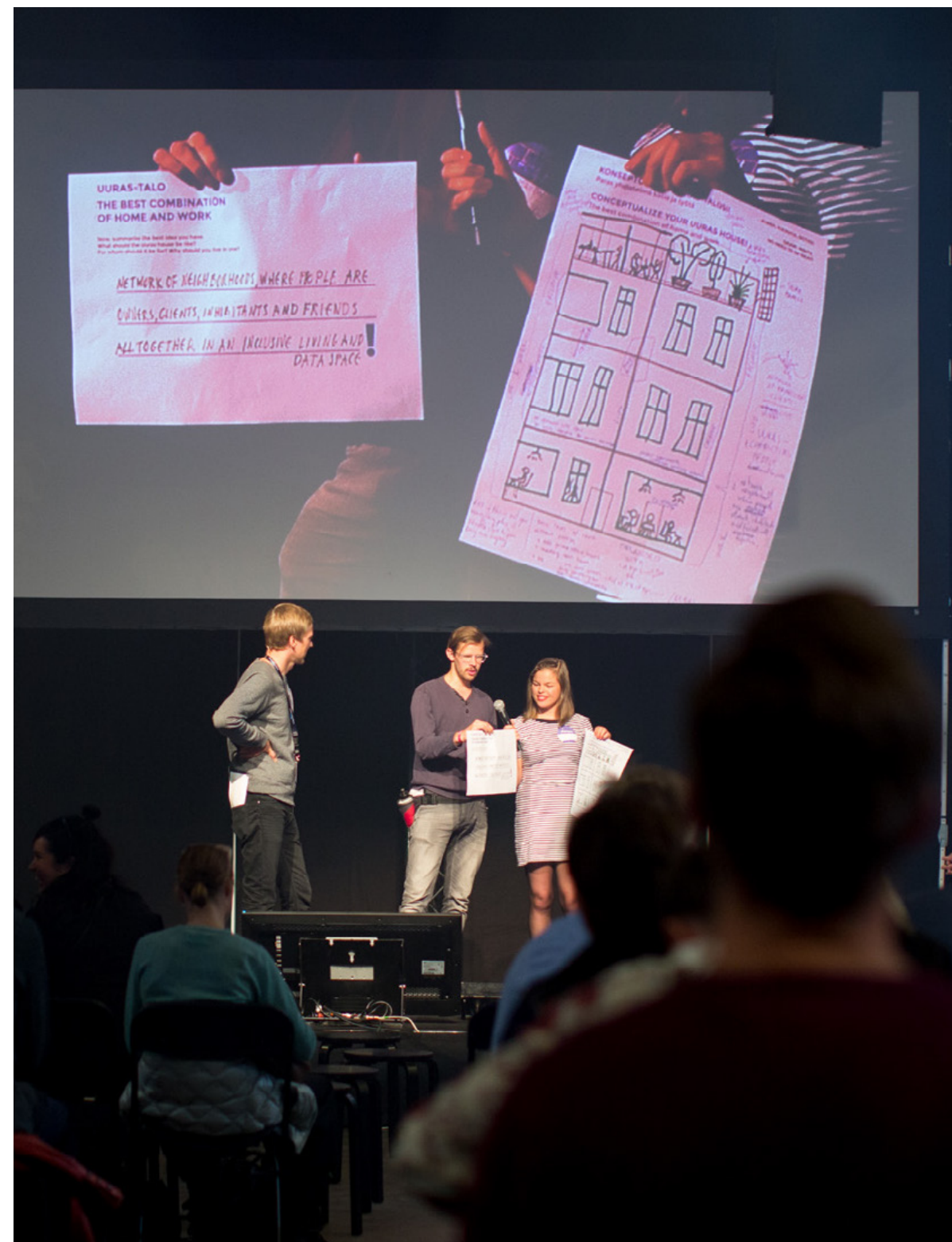
Laura Gustafsson & Terike Haapoja: Embrace Your Empathy! The visual artists of the festival edition 2016.





@ Samuli Pentti

Area decorations



@ Maija Astikainen

Flow Talks: Urban Life 2016



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The festival is a work of art in itself.

Frankfurter Allgemeine, 2014 (DE)

Visitor 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 in a thoughtfully designed and decorated festival area, *Flow* has put a new benchmark on the European festival scene.

We at *Flow Festival* respect our audience and see everyone as a V.I.P. We very much emphasise the equality of all people and want to create a festival with a great open-minded community spirit so that everyone can have a great time.

We take the environment and sustainable development into consideration in everything we do. *Flow Festival* is actually one of the first festivals to compensate its carbon footprint. Since 2009 *Flow's* carbon emissions have been compensated with Gold Standard certified projects.

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The *Flow Festival* is unique - not only in European comparison, but worldwide. With a mixture of pop culture, art, lifestyle and cuisine there should be something for everyone, who is rudimentarily interested in music and culture.

Soundbox-Blog, 7/2016 (DE)



@ Samuli Pentti

The average Flow visitor is from Helsinki and between the ages of 25 and 35 (according to the Flow visitor survey).

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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.

Forbes, 8/2015 (US)





@ Maija Astikainen



@ Maija Astikainen



@ Andrew Taylor

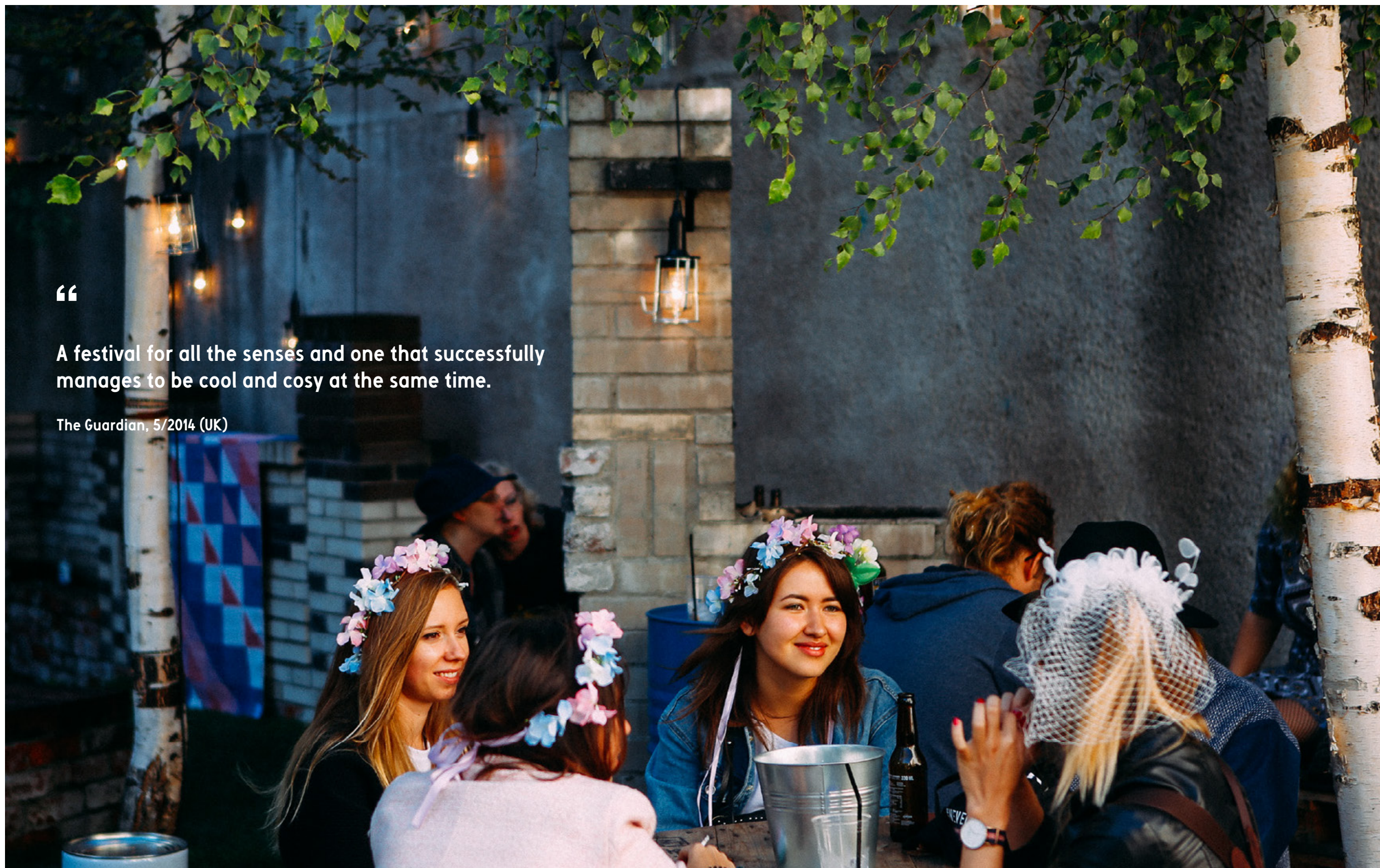


@ Konstantin Kondrukhov

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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, 5/2014 (UK)





FLOW FOOD

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



© Andrew Taylor



© Samuli Pentti

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Great festival, where the capital's best restaurateurs compete to whip up some of the most divine organic food.

Daily Telegraph, 4/2016 (UK)

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We can not hide the secret headliner from you: in Helsinki you will get the best festival food ever.

Soundbox-Blog, 8/2016 (DE)



@ Maija Astikainen



@ Maija Astikainen



@ Maija Astikainen



@ Maija Astikainen





Partners

The forward-thinking *Flow 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 are individually tailored concepts, which remain on the agenda throughout the festival year.

Flow Festival's partners for 2016 were the main partner Lapin Kulta, partners American Express, Bright Finland, Finnair Plus, M2, Oatly, Paulig, Sonera, Stopteltat, Sun Effects, Toyota, University of the Arts Helsinki, Vaasan, Yellow Tail and Zalando, media partners Basso, Clear Channel, Helsingin Sanomat / Nyt and Resident Advisor, environmental partners HSL and Neste, Flow Talks partners The City of Helsinki, European Commission, Fira, Habitare, M2, Nooda Säästöpankki, and Supporters The City of Helsinki, City of Helsinki Cultural Office, Ministry for Foreign Affairs of Finland, Music Finland and Visit Helsinki.



@ Konstantin Kondrukhov

Paulig



@ Annikki Valomieli

Vaasan



@ Annikki Valomieli

Zalando



@ Annikki Valomieli

Oatly



@ Kimmo Metsäranta

Helsingin Sanomat



@ Konstantin Kondrukhov

Tahvoset



@ Katri Naukkarinen

Taideyliopisto



@ KopterCam

Tikkurila



@ Konstantin Kondrukhov

Toyota Super Selfie



@ Kimmo Metsäranta

Original Long Drink



@ Samuli Pentti

Lapin Kulta



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