FLOW FESTIVAL®

PHOTO BOOK 2018

INDEX

2–17 ✢ FLOW FESTIVAL

18–25 ✸ VISUAL IDENTITY

26–33 ▮ VISITORS

34–55 ⊙ FESTIVAL AREA & VENUES

56–69 ❖ PROGRAM

70–81 ◉ ART & DESIGN

82–89 ⚉ EAT & DRINK

90–93 ✳ SUSTAINABLE FLOW

94–99 ✦ PARTNERS

FLOW FESTIVAL® / VILHONVUORENKATU 11 B 00500 HELSINKI, FINLAND / WWW.FLOWFESTIVAL.COM

*F*low *F*estival

THE LEADING NORDIC CITY *F*ESTIVAL

*F*low, the truly urban boutique city festival has been organised in Helsinki annually since 2004. The festival was born out of the founders' passion for culture.. In 15 years, *F*low *F*estival has grown from a small club event to the trailblazing European music and arts festival it is today.

While the scale and breadth of *F*low has changed throughout the years - more artists, more people, more everything - the founders' original vision still stands every year: to create a festival they genuinely want to attend themselves.

*F*low *F*estival is a carefully curated, high-quality festival with an innovative and content driven program that is an inspired mixture of popular culture and experimental arts. With a broad music and arts program, hand-picked food and restaurant services, thoughtfully designed and decorated festival area and an extensive sustainability program *F*low has put a new benchmark on the European festival scene.

In 2018, the three-day sold out festival drew a crowd of 84 000 visitors into the monumental former power plant area in the Suvilahti district of Helsinki.



© KOPTERCAM / PETRI ANTTILA



©MIIA NÄRKKI

FLOW FESTIVAL 2018 IN A NUTSHELL

Sold out

3 festival days

84 000 visits

28 000 capacity per day

52 000 unique visitors

10 stages

147 music acts

74 domestic acts

73 international acts

11 art projects

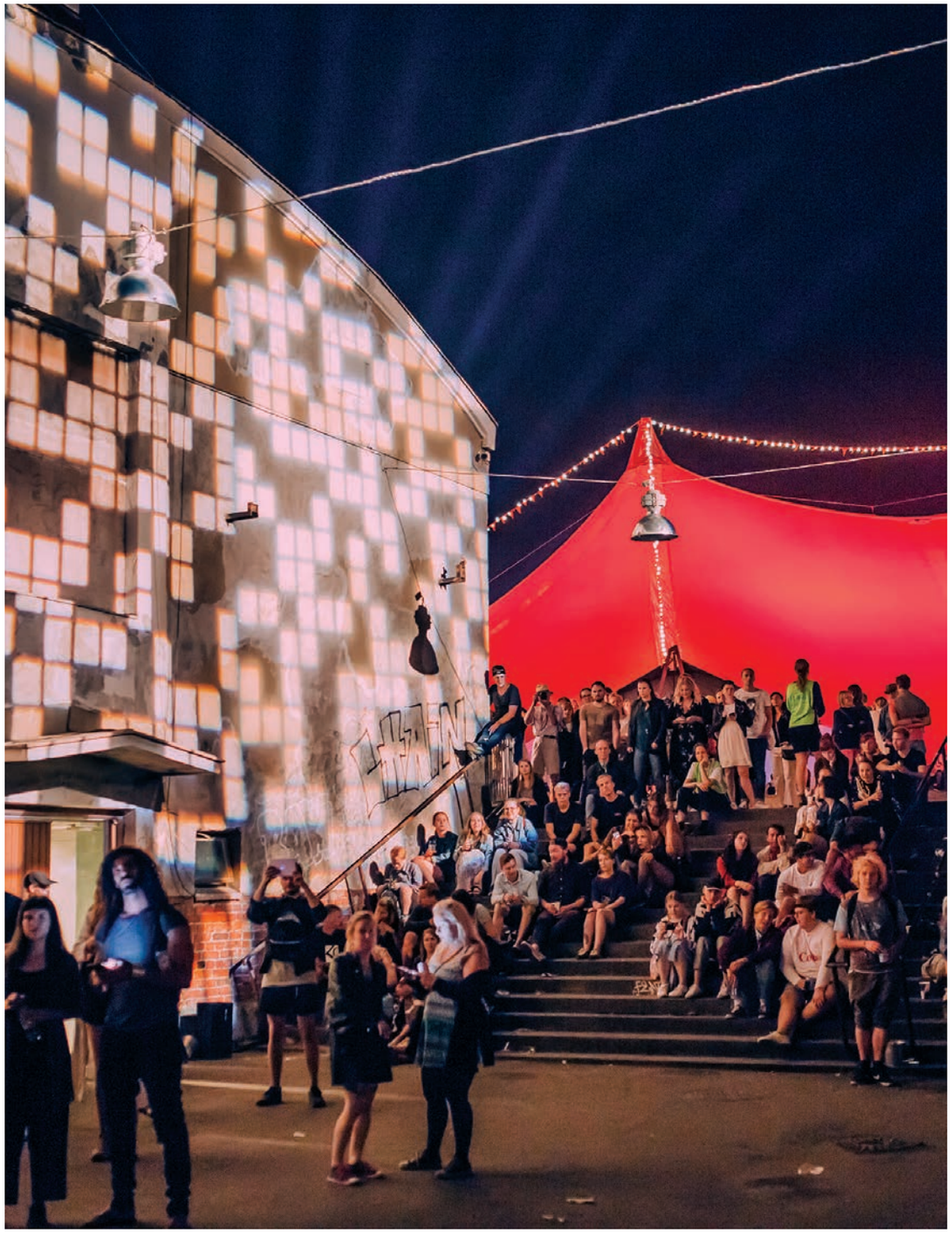
65 food stalls, cafes and bars

108 759 sold meals – of which

46% vegetarian or vegan



© SAMULI PENTTI



© SAMULI PENTTI



SEAT X BASSO

© KONSTA RYÖSÄ

"One of the most important festivals in Europe"

– THE VILLAGE



© RIIKKA VAAHTERA



© MIIA NÄRKKI



OP HELSINKI LOUNGE

© JULIA DRUMMOND

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

– CRACK MAGAZINE



© KOPTERCAM / PETRI ANTTILA

Visual identity

AN INTERNATIONALLY RECOGNIZED BRAND

*F*low is a festival with a strong brand and identity. The most important and distinguishing aspects of the *F*low brand are its program and services, the festival location and area, and the story behind the festival. Additional brand components include sustainability, year-round operations, the visual identity and marketing communication.

Helsinki-based design agency studio TSTO designed *F*low *F*estival's visual identity, pushing and playing with the typography. The *F*low *F*estival brand and visual identity is protected since 2018 by an EU wide trademark registration.

In 2018 *F*low *F*estival, clothing brand Makia and TSTO joined forces to create a rare, limited edition clothing collection for *F*low *F*estival 2018. The *F*low x Makia collection consisted of pieces with a modern urban feel and prints recognized from the festival's visual identity. Yet again, the festival published *F*low Magazine – a publication hailing from Helsinki – the city of loud music, free art, honest cuisine and obscure fashion – and the official bullhorn of *F*low *F*estival. *F*low Magazine was made by Double Happiness with selected established writers. The print run of the magazine was 12 000 copies.



© KONSTANTIN KONDRUKHOV

FLOW2018 LIGHT DISPLAY

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÄÖ
abcdefghijklmnop
qrstuvwxyzåäö
0123456789[#!&?]

FLOW2018 TEXT

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÄÖ
abcdefghijklmnop
qrstuvwxyzåäö
0123456789[#!&?]

FLOW POSTER BOLD

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÄÖ
abcdefghijklmnop
qrstuvwxyzåäö
0123456789[#!&?]

FLOW2018 INVERTED

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÄÖ
abcdefghijklmnop
qrstuvwxyzåäö
0123456789[#!&?]

FLOW POSTER ALTERNATES

AAABBBCCCDDEEE
GGHIIIJJKKLLMMNN
OOPPPQQRRRSSTTUU
VVWWYZ

FLOW DINGBATS

FLOW ICONS

FLOW COLORS

C0 M20 Y90 K0	R255 G193 B36	C0 M0 Y0 K100	R0 G0 B0



© KEVIN LAKE



© PETRI ANTTILA



© MONA SALMINEN



© JUSSI HELLSTEN



© PETRI ANTTILA



© MIIA NÄRKKI

Visitors

DIVERSE AND LOYAL DEMOGRAPHICS

*F*low *F*estival is a people and customer driven festival and therefore visitor experience is emphasized in every aspect of the event. The *F*low organization places careful attention on all actions affecting visitor experience, including marketing, social media communication, ticketing, festival area design, and the quality of services in the festival area. *F*low *F*estival emphasizes the equality and safety, thereby creating a festival with an open-minded community spirit where everyone has a great time. The average overall rating for the 2018 *F*low *F*estival was 4.3 out of 5 in the visitor survey.

While demographically *F*low's audience is more heterogeneous than at most festivals, *F*low's inclusive and accepting spirit creates a sense of community among visitors. The sense of community is reflected above all in the atmosphere of the festival as well as the visitors' social media postings.

Instead of being just a one-weekend event, *F*low strives to offer its audience experiences year-round. Outside of the festival weekend, this is mainly achieved through active use of digital marketing and well-timed program announcements throughout the year.



© KONSTANTIN KONDRUKHOV



© JULIA DRUMMOND



OP HELSINKI LOUNGE

© MIIA NÄRKKI

"Among hundreds of European summer festivals, the *Flow Festival* of Helsinki is becoming more of a must-see event."

– LES INROCKS

63% OF VISITORS ARE FROM GREATER HELSINKI AREA



© SHOOT HAYLEY

"Prevailing over the whole weekend was a great atmosphere"

– CLASH MUSIC

54% OF VISITORS ARE AGED 20-29



© MIIA NÄRKKI



© MIIA NÄRKKI

Festival area & venues

A UNIQUE URBAN SETTING

Flow Festival is held at the monumental former power plant area of Suvilahti, adjacent to central Helsinki. The area is easily accessible by foot, bike or public transport. *Flow Festival* and Helsinki belong together. *Flow* is, essentially, a Helsinki-based festival for city dwellers. Helsinki and Suvilahti have played an important part in the development of *Flow*, and *Flow* has significantly affected the development of Helsinki's offering and cultural prominence by creating and supporting a new kind of urban culture in the heart of Helsinki.

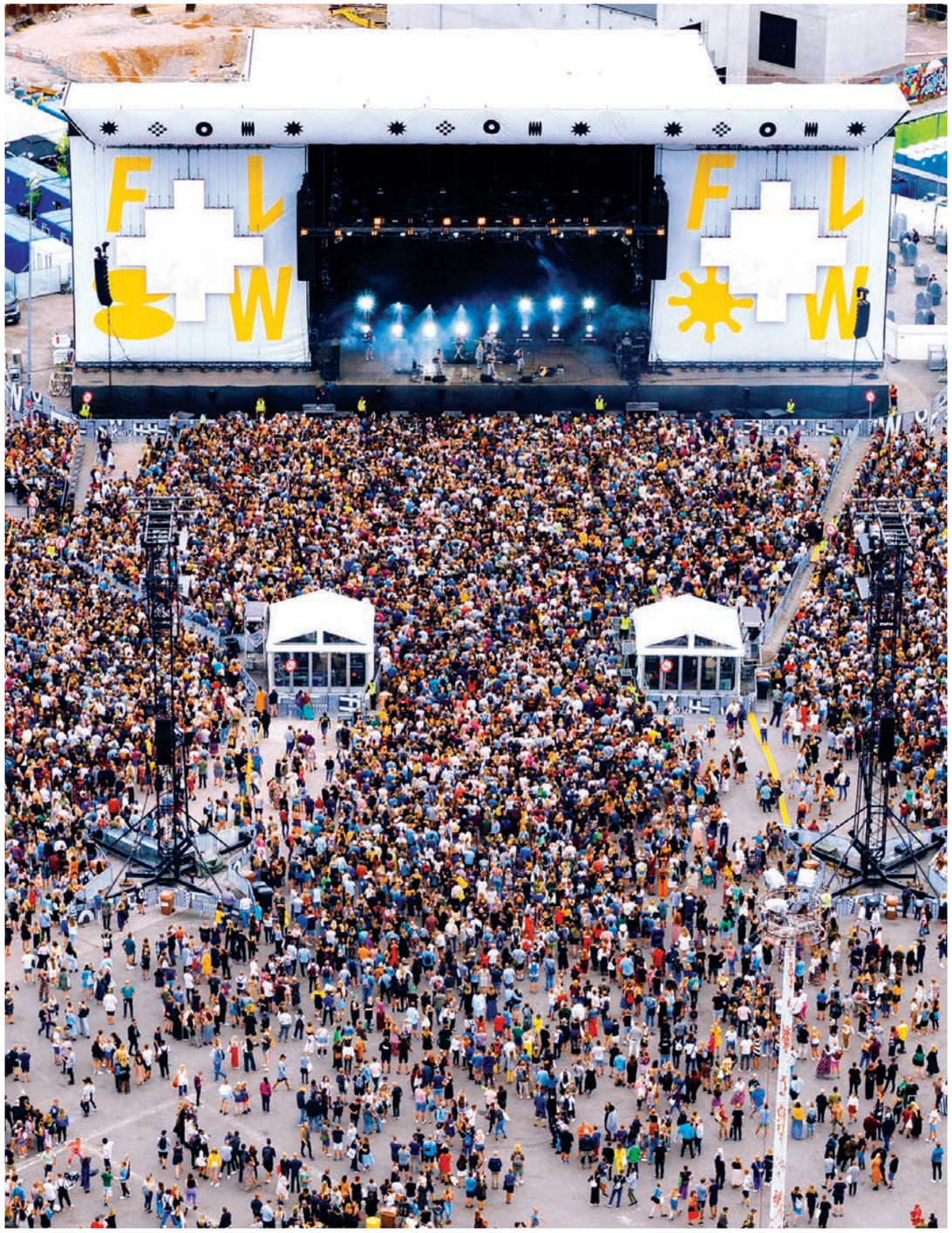
During *Flow*, the Suvilahti area is transformed into a one-of-a-kind 10ha festival area with impressive light design, furnishing and decorations. In order to create a unique urban festival atmosphere and the high quality visitor experience, careful attention is paid to each detail of the area. The festival area housed 10 different venues, including large outdoor stages, tent stages of various sizes as well as intimate indoor and outdoor venues. The Main Stage area holds a crowd of 25 000 people and the biggest tent Lapin Kulta Red Arena has a capacity of 15 000, while the smallest venues are suited for a few hundred people.

MAIN STAGE

Capacity 25 000



© JUSSI HELLSTEN



© KOPTERCAM / PETRI ANTTILA

LAPIN KULTA RED ARENA

Capacity 15 000



© RIIKKA VAAHTERA



© JUSSI HELLSTEN

SEAT BLACK TENT

Capacity 6 000



© KONSTA RYÖSÄ



© SAMULI PENTTI

BALLOON 360° STAGE

Capacity 2 500

"The area is transformed into a beautifully illuminated setting for music and visual arts"

– THE GUARDIAN



© KONSTA RYÖSÄ



ORLANDO JULIUS & THE HELIOCENTRICS

© KONSTANTIN KONDRUKHOV

RESIDENT ADVISOR *FRONT YARD*

Capacity 3 500



© JUSSI HELLSTEN



© PETRI ANTTILA

BACKYARD

Capacity 2 500

"If you ever wanted to explore Helsinki, *F*low *F*estival takes you to the heart of the city. This eco-conscious festival reuses an old power plant and turns it into the site of a three-day party with all the fixings including a killer soundtrack, incredible food and drink, and chilled-out vibe."

– TRAVEL + LEISURE



© SAMULI PENTTI



CHEE SHIMIZU

© JULIA DRUMMOND

THE OTHER SOUND @SUN EFFECTS VOIMALA

Capacity 1 200



© RIIKKA VAAHTERA



MERIHEINI LUOTO & MI-RAGE

© SAMULI PENTTI

RED GARDEN

Capacity 1000



YEBOYAH

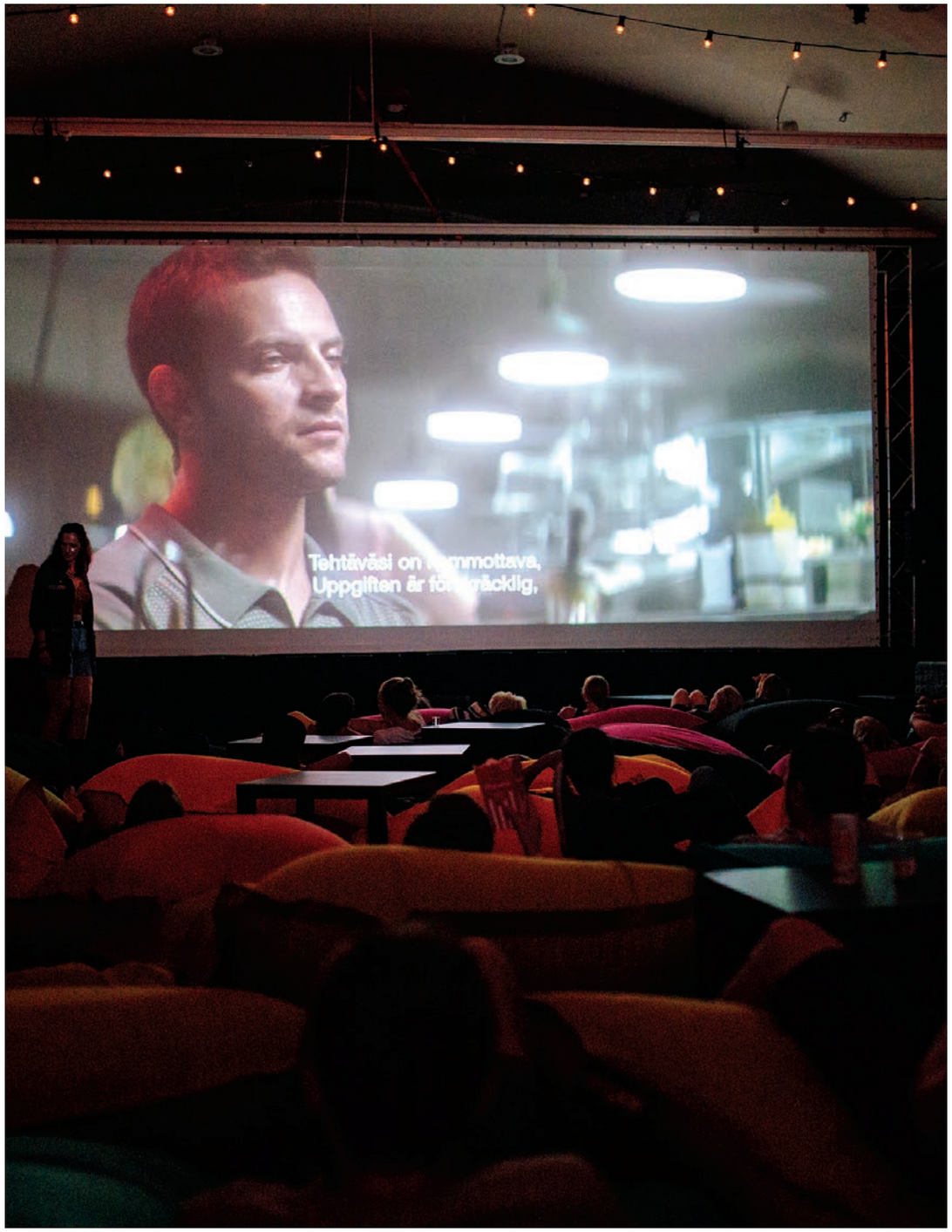
© IIRIS HEIKKA

FINNKINO POP-UP CINEMA

Capacity 700



© RIIKKA VAAHTERA



© PETRI ANTTILA

CHAMPAGNE BAR & LOUNGE

Capacity 400



©MIIA NÄRKKI

Program

WORLD-CLASS PROGRAM

The artist lineup is a carefully thought out and handpicked combination of big names in pop culture, interesting newcomers, indie artists, experimental artists, and international superstars. In 2018 *F*low presented 147 music acts on 10 stages in its versatile program, balanced between international and local names as well as male artists and female, trans and non-binary performers.

*F*low participates in the European Keychange initiative, which aims to improve women's standing in the music industry. Among other things, Keychange participants commit to choosing an equal amount of male and female performers by 2022.

International names for the 2018 *F*low included, among many others, Kendrick Lamar, Arctic Monkeys, Lykke Li, Ms. Lauryn Hill, Bonobo, Alma, Patti Smith, St.Vincent, Mura Masa, *F*leet *F*oxes, Charlotte Gainsbourg, Grizzly Bear, Jorja Smith, *F*ever Ray and Brockhampton.

*F*low *F*estival is internationally renowned also for its high-quality electronic music, which the audience got to enjoy at the Resident Advisor *F*ront Yard and the Backyard, among other venues. *F*low *F*estival's compilation of experimental music, The Other Sound, also offered a high-quality program.

FINNKINO
POP-UP CINEMA

FRIDAY 10.8. : 22:00 **THE PLAGE** / 21:00 **NOKIPOJAT** / 19:00 **THE EXTRAORDINARY JOURNEY OF THE FAKIR** / 17:00 **THE SPY WHO DUMPED ME**
SATURDAY 11.8.: 22:00 **THE PLAGE** / 21:45 **BOLLINGER** / 21:30 **SYLI** / 19:30 **THE SPY WHO DUMPED ME** / 17:30 **THE EXTRAORDINARY JOURNEY OF THE FAKIR** / 16:45 **BOLLINGER** / 16:30 **SYLI** / 14:30 **THE MISEDUCATION OF CAMERON POST**
SUNDAY 12.8.: 22:20 **HEIKKU** / 22:00 **BELLBOY** / 20:00 **GREASE** / 18:00 **THE MISEDUCATION OF CAMERON POST** / 17:20 **TULIVUORI** / 17:00 **RUUSUKOTO** / 15:00 **ARRIETTY** / 13:15 **MY NEIGHBOR TOTORO**

FRIDAY 10.8.

MAIN STAGE
22:45 MS. LAURYN HILL
20:45 PATTI SMITH
18:45 FLEET FOXES
17:15 PAPERI T

LAPIN KULTA RED ARENA
00:00 ALMA
21:45 BONOBO
19:45 MURA MASA
18:00 OLAVI UUSIVIRTA
16:30 TÖÖLÖN KETTERÄ

SEAT BLACK TENT
00:00 JOENSUU 1685
22:00 SIGRID
20:30 ONNI BOI
19:00 KAKKA-HÄTÄ 77
17:30 KYNNET
15:45 IBE

BALLOON 360° STAGE
23:00 KOKOKO!
21:15 OLLI AHVENLAHTI NEW QUARTET
19:30 THE LIMIÑANAS
17:45 KARINA
16:15 KARDEMIMMIT

RESIDENT ADVISOR FRONT YARD
23:30 SAMMY DEE B2B ZIP
21:30 SONJA MOONEAR
20:50 IMATRAN VOIMA (LIVE)
19:00 PEGGY GOU
16:30 YOUNG MARCO
15:30 DANIEL & JUSTUS

THE OTHER SOUND @ SUN EFFECTS VOIMALA
00:30 PAAVOHARJU
23:00 LUBOMYR MELNYK
21:30 LENA PLATONOS
20:00 OLLI AARNI
18:15 TERRY RILEY & GYAN RILEY
16:15 MERIHEINI LUOTO & MI-RAGE

BACKYARD
23:30 I-F
21:30 LIL TONY
19:30 DJ MARCELLE
18:00 DANE
16:00 DONNA LEAKE

RED GARDEN
00:00 LENA POPOVA
22:30 KRISTIINA MÄNNIKKÖ
21:30 VOLITION IMMANENT (LIVE)
20:00 LAURI SOINI
19:15 PEU (LIVE)
17:45 MAD MIRAN
17:00 SANSIBAR (LIVE)
15:30 MIKKO MATTLAR

CHAMPAGNE BAR & LOUNGE
ERIC FILIPUS &
IMAGINARY_FRND_

SATURDAY 11.8.

MAIN STAGE
22:30 ARCTIC MONKEYS
20:30 GRIZZLY BEAR
18:30 VESTA
16:15 LAKE JONS

LAPIN KULTA RED ARENA
00:00 CHARLOTTE GAINSBOURG
21:30 GLACK
19:30 ANNA PUU: THE INTERGALACTIC LOVE ODYSSEY
17:15 D.R.E.A.M.G.I.R.L.S.
15:15 KUBE X EEVIL STÖÖ

SEAT BLACK TENT
00:00 D.A.F.
21:45 3TM IN 3D
19:45 NONAME
18:00 SHAME
16:15 DJ IBUSAL
14:30 MIO

BALLOON 360° STAGE
23:00 ORLANDO JULIUS & THE HELIOCENTRICS
21:15 ANNA OF THE NORTH
19:30 LAU NAU & POSEIDON
18:00 LXANDRA
16:15 JUKKA ESKOLA & UMO
14:30 MOPO

RESIDENT ADVISOR FRONT YARD
23:00 HELENA HAUFF
22:00 DETROIT IN EFFECT
19:30 VERONICA VASICKA
18:30 THE EGYPTIAN LOVER (LIVE)
16:30 PHUONG-DAN
14:00 ZOZO

THE OTHER SOUND @ SUN EFFECTS VOIMALA
00:15 KEDR LIVANSKIY
21:30 SUZANNE CIANI
20:00 ABUL MOGARD
17:30 ANTTI TOLVI
14:30 NYKY ENSEMBLE

BACKYARD
22:30 JOE CLAUSSELL
20:00 SADAR BAHAR B2B LEE COLLINS
18:00 CHEE SHIMIZU
16:00 DUBBY
14:00 DENZEL & J.LINDROOS

RED GARDEN
00:00 MARC FRED & OLLI KOPONEN
23:00 MISKA TUISKU
22:00 MARJU
21:00 DJ LIFEGOALS (LIVE)
20:00 MALIN NYQVIST
19:00 BOMBARELLI
18:00 HANDSHAKING (LIVE)
17:00 DJ RAMAZOTTI
16:00 SIQUICHE
15:00 HANNA OJANEN
14:00 JOSHI

CHAMPAGNE BAR & LOUNGE
HEIKKA RISSANEN,
IRENE KOSTAS & FUMMER

SUNDAY 12.8.

MAIN STAGE
21:30 KENDRICK LAMAR
19:30 LYKKE LI
17:30 PYHIMYS

LAPIN KULTA RED ARENA
23:00 ST. VINCENT
20:30 FEVER RAY
18:30 BROCKHAMPTON
16:30 JORJA SMITH
14:30 RUUSUT

SEAT BLACK TENT
23:00 TANGERINE DREAM: QUANTUM OF ELECTRONIC EVOLUTION
20:45 VIEW
19:15 FRED VENTURA
17:30 K-X-P
15:30 STIG DOGG + SPECIAL GUESTS

BALLOON 360° STAGE
22:00 KEVIN MORBY
20:30 KAMASI WASHINGTON
19:00 KAMASI WASHINGTON
17:15 MOSES SUMNEY
15:45 JUKKA NOUSIAINEN & KUMPP.
14:15 YONA & LUMOS

RESIDENT ADVISOR FRONT YARD
22:00 GERD JANSON
20:00 MOODYMANN
19:00 BROKEN ENGLISH CLUB (LIVE)
18:00 YAEJI (LIVE)
16:00 MOXIE
14:00 KHIDJA

THE OTHER SOUND @ SUN EFFECTS VOIMALA
23:00 JONNY NASH (LIVE)
22:00 JAMIE TILLER B2B TAKO
21:00 GIGI MASIN (LIVE)
20:15 JAMIE TILLER (DJ SET)
19:15 MICHAL TURTLE (LIVE)
18:30 TAKO (DJ SET)
17:30 SUSO SAIZ (LIVE)
16:00 SKIDIT MEGA DISKO
14:00 HEBO: AAPO HÄKKINEN & DIMITRE MARINKEV

BACKYARD
22:30 COLLEEN 'COSMO' MURPHY
21:00 LAUREN HANSOM
19:30 GE-OLOGY
18:30 CINEMA ROYALE
17:00 JEN FERRER
13:00 FAMILY SUNDAY

RED GARDEN
23:00 MØDYA
22:00 BALEARIC MAN
21:00 PEKKO
20:00 YU CHUAN
19:00 VALLEY GIRL
18:00 YEBOYAH
17:00 AAKE KIVALO
16:30 PEKKA AIRAXIN (LIVE)
15:30 CUTE CUMBER
14:30 NIKO HALLIKAINEN: BLUE EXHAUST (LIVE)
13:45 KRASH BANDICUTE
13:00 MASHA

CHAMPAGNE BAR & LOUNGE
ESKO ROUTAMAA

FLOW FESTIVAL®

FLOW FESTIVAL®

"The Nordic countries' coolest music festival"
VOGUE (US)

HELSINKI 10.–12.8.2018


KENDRICK LAMAR

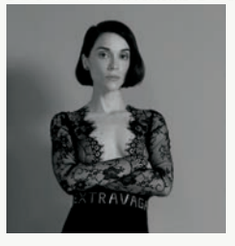

PATTI SMITH

ARCTIC MONKEYS


CHARLOTTE GAINSBOURG


FLEET FOXES


LYKKE LI


ST. VINCENT

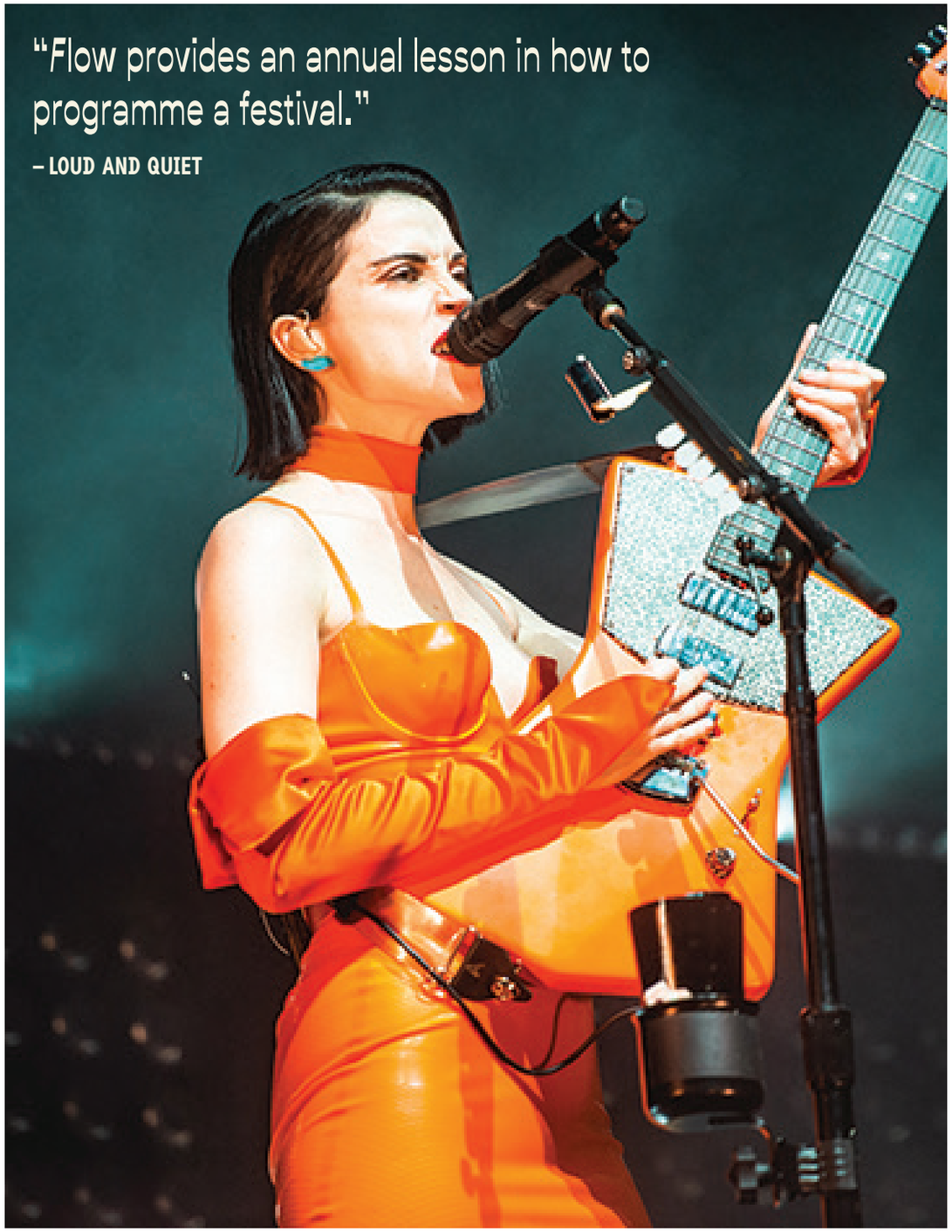
FEVER RAY ✕ ALMA
BONOBO ✕ BROCKHAMPTON
JORJA SMITH ✕ MURA MASA
GRIZZLY BEAR ✕ SIGRID
SUSANNE SUNDFOR ✕ NONAME
TANGERINE DREAM ✕ SHAME
HELENA HAUFF ✕ FRED VENTURA
D.A.F. ✕ ALICE GLASS
KEVIN MORBY ✕ MOODYMANN

+MANY MORE

TICKETS 99–195€
TICKETS AND TRAVEL PACKAGES:
FLOWFESTIVAL.COM/TICKETS

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@FLOWFESTIVAL
#FLOWFESTIVAL

FLOW FESTIVAL® 2018 MAIN PARTNER IS LAPIN KULTA
FESTIVAL IS ALSO SUPPORTED BY A! / OP / Pirkka / Stopfeitat
MEDIA PARTNERS ARE BASSO / HS / Clear Channel



ST. VINCENT © JULIA DRUMMOND



FEVER RAY © JULIA DRUMMOND



CHARLOTTE GAINSBOURG © KONSTANTIN KONDRUKHOV



MOSES SUMNEY © KONSTANTIN KONDRUKHOV

147 MUSIC ACTS
85 LIVE ACTS
62 DJ ACTS

50% DOMESTIC ACTS
50% INTERNATIONAL ACTS

43% FEMALE/MIXED ACTS
57% MALE ACTS



ANNA PUU: THE INTERGALACTIC LOVE ODYSSEY

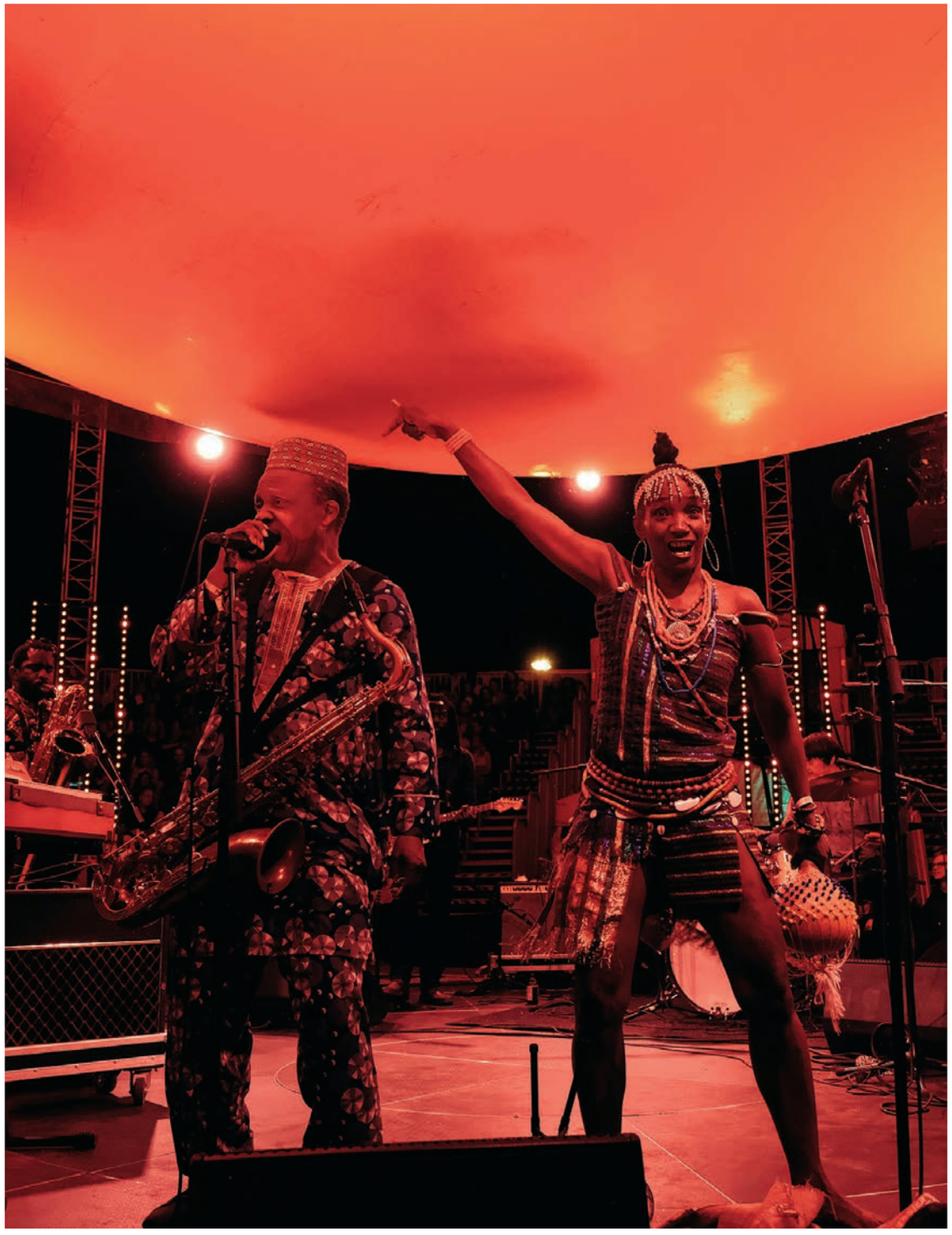
© RIIKKA VAAHTERA



3TM IN 3D © KONSTANTIN KONDRUKHOV

"Now in its fifteenth year, *F*low brings world-class international acts to a *F*innish audience fiercely loyal to homegrown talent. On the European festival circuit it stands out for its commitment to diversity: only one of the headline acts this year is white and male (Arctic Monkeys), while lower down the bill young, female artists and artists of colour abound."

– INDEPENDENT



ORLANDO JULIUS & THE HELIOCENTRICS © KONSTANTIN KONDRUKHOV



LYKKE LI

© JULIA DRUMMOND

Art & design

A GENUINE ART *F*ESTIVAL WITH A SOUL

Beyond music, *F*low offers a warm embrace of visual and cross-disciplinary art, design and film screenings as well as a family program. *F*low *F*estival's art program features an impressive collection of works by a diverse group of artists ranging from street art to light installations. *F*low is a genuine art festival with a soul, guided by artistic principles and maximizing visitor experience.

Among the featured artists in 2018 were Tiina Pyykkinen, the Young *F*innish Artist of 2017, and Mark Bode, the famed cartoonist. *F*low also presented a multitude of contemporary video and light art: the video installation by Sami Sänpäkkilä and Anna-Mari Nousiainen, as well as The Other Light exhibition, curated by the light art collective and production house Sun Effects.

The collaboration with Aalto University brought a diverse collection of art, architecture and design to the festival area. The on-site construction of the Aika-lava, a marvel made out of ply and wood by Aalto's Architecture program provided a frame to a hyper-sensorial experience. Aalto students also presented a 100-meter long mural as well as video art all over the festival area. The festival pop-up cinema, *F*innkino pop-up, provided a sneak peek of the coming autumn's movie premieres.



TIINA PYYKKINEN: TRANSMISSION

© RAUNO TRÄSKELIN



JUKKA PELTOSAARI / SEAT BLACK TENT © KONSTANTIN KONDRUKHOV



LAURA LEHTINEN: DIAMOND LETTERS © KONSTA RYÖSÄ



SUN EFFECTS VOIMALA © KONSTANTIN KONDRUKHOV



STONE63: BARRIERS / THE OTHER LIGHT CURATED BY SUN EFFECTS © KONSTANTIN KONDRUKHOV

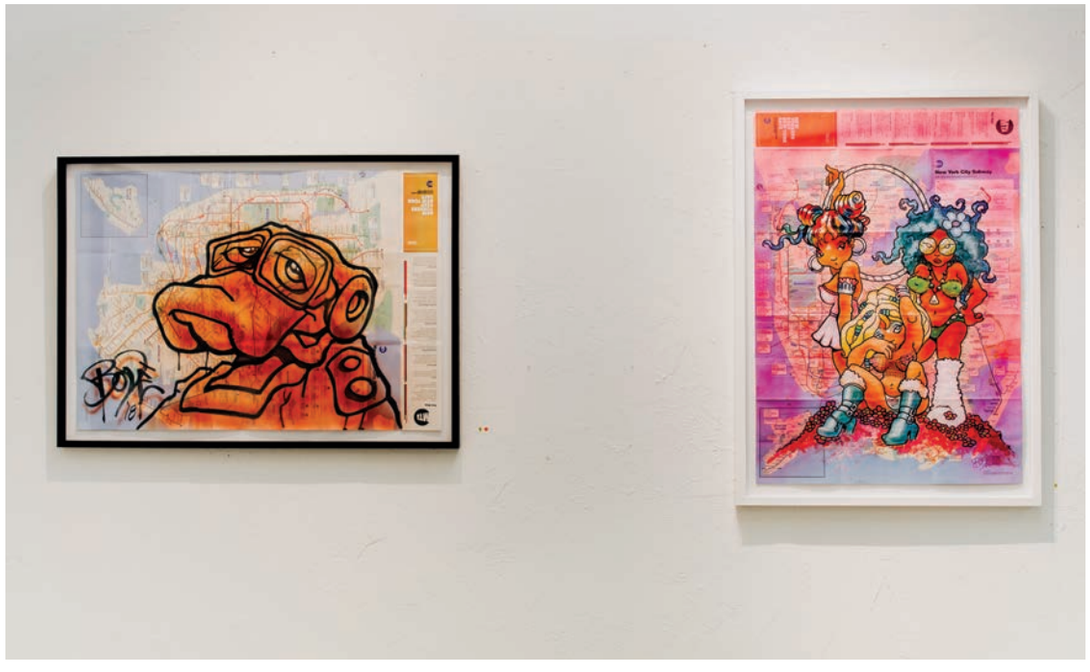


AALTO UNIVERSITY: AIKA-LAVA

© KONSTANTIN KONDRUKHOV



SAMI SÄNPÄKKILÄ & ANNA-MARI NOUSIAINEN: THE ETERNAL SLEEP OF THE MAN © SAMULI PENTTI



MARK BODE AT MAKE YOUR MARK GALLERY © MIIA NÄRKKI



KEKE LEPPÄLÄ: FLOWRIDERS © SAMULI PENTTI



LAURA LEHTINEN: TIME MACHINE © RIIKKA VAAHTERA



SKATEPARK JUNGLE, LANDSCAPE ART BY SINI PARIKKA. PLANTS PROVIDED BY PUUTARHA TAHVOSET © SAMULI PENTTI



PAINTINGS BY YASMIN MAY JAAFAR & CHRISTIAN SJÖHOLM © MIIA NÄRKKI



MURAL BY DANIELA CARVALHO © MIIA NÄRKKI



AALTO UNIVERSITY: SNAPSHOT © KONSTANTIN KONDRUKHOV

Eat & drink



THE BEST *F*OOD YOU'LL *F*IND AT ANY *F*ESTIVAL

*F*ood plays an essential role in the *F*low program – the restaurants attending the festival are handpicked and there are more than 60 different restaurants, cafés and bars serving a variety of tastes to the audience. Organic, locally sourced, meat-free and environmentally friendly options are emphasized in the menus. Seasonal food and craft beer mix seamlessly with artisan drinks and the eloquent Lanson champagne bar.

Each year, a number of Helsinki's most interesting restaurants are offering their signature styles and dishes for the benefit of *F*low visitors. *F*low's wide selection has it all: *F*innish wild food, traditional Ethiopian flavors, juicy burgers, nutritious smoothies, healthy street food or festival feasts from a Michelin-starred restaurant.

*F*low guides and educates its food vendors in offering ecological menus. The caterers are provided with Sustainable Meal guidelines that are developed according to the principles of sustainable catering. *F*ollowing these guidelines, caterers offer a special Sustainable Meal option on their menu.



LANSON CHAMPAGNE BAR & LOUNGE © JUSSI HELLSTEN

RESTAURANTS

3 Kaverin Jäätelö
Addis Ethiopian Kitchen
Baba Foods
Bistro Sinne
Bun-2-Bun
Cargo
El Ceviche Güero
Fat Ramen
Good Life Coffee
Grön
Jungle Juice Bar
Kahvila Sävy
Kimchi & the Chicken Gang
Levant
Lie Mi
Mad Wok
The Meatles - by Gold&Green
Mo Café
Munchies by Matti Jämsen
Na'am Kitchen
Oatly
Ônam
Paulig Coffee Bar
Paulig Coffee Van
Pizzarium
Pobre
Powau
Sandro
Shelter
Social Burgerjoint
Soft Republick
Soi Soi
Street Gastro
Suvilahti TBA
Thai Papaya
Thaiger
thetastydogs
Twisted Street Kitchen
UMAIJARI+Sushi
Soft Republick
Wicked Rabbit

108 759 MEALS SOLD



© JUSSI HELLSTEN



UMAIJARI+SUSHI

© JUSSI HELLSTEN

"While the music is consistently good - it's with its food that *Flow* really comes into its own, attracting some of the capital's most avant-garde restaurateurs."

– THE TELEGRAPH

46% OF ALL MEALS SOLD WERE VEGETARIAN AND VEGAN MEALS



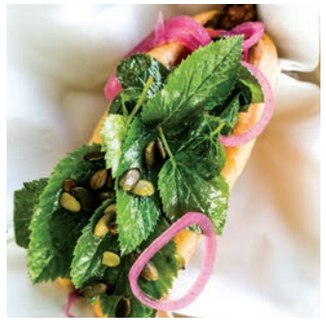


"We're at Helsinki *Flow*, which has successfully turned itself into a food event as well as a music festival."

– MONOCLE











26% OF ALL MEALS SOLD WERE SUSTAINABLE MEALS

"The best food you'll find at any festival in the world"

– RESIDENT ADVISOR






© ANDREW TAYLOR AND JULIA DRUMMOND

Sustainable *Flow*

RESPONSIBILITY AT THE CORE *OF* OPERATIONS

Environmental responsibility and the social aspects of sustainability are at the core of *F*low's values and operations. *F*low takes the environment and sustainable development into consideration in everything it does.

The event is powered by renewable energy. 100% of festival waste is hand-sorted and recycled. A high portion of the menus served at *F*low is locally sourced, plant-based and environmentally friendly.

*F*low is one of the world's first carbon-neutral festivals, having offset its carbon footprint already since 2009 via certified energy projects and ventures. *F*low promotes local businesses and public transport, as well as supports the protection of the Baltic Sea. Since 2012, *F*low *F*estival has been using the EcoCompass environmental management system.

*F*low is committed to promoting the principles of justice, equity and equality.. Everyone is welcomed to the festival as they are, and we tolerate no form of discrimination. *F*low expects the entire staff, as well as associates to adhere to the same values.



© SAMULI PENTTI

"With 84,000 people (an increase on previous years), it's so clean and the fruits of a site-wide emphasis on sustainability are clear to see."

– CLASH MUSIC



© PETRI ANTTILA



© JUSSI HELLSTEN

Partners

Main partner LAPIN KULTA

Partners A! Aalto University / bright / norwegian REWARD / OATLY! / OP / Paulig / PLAN B / SEAT / Stopteltat / SUN EFFECTS

Media partners BASSO / Clear Channel / HS /

Sustainable *Flow* partners NESTE / HSY / ilmastoinfo / MALL TRIPLA

INNOVATIVE PARTNER ROSTER

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 brand partners. Each of the partnerships at *Flow Festival* are individually tailored concepts, which remain on the agenda throughout the year.

Flow Festival's partners for 2018 were the main partner Lapin Kulta, partners Aalto University, Bright *Finland*, Norwegian Reward, Oatly, OP, Paulig, Plan B, SEAT, Stopteltat and Sun Effects, media partners Basso, Clear Channel, Helsingin Sanomat and Resident Advisor, as well as Sustainable *Flow* partners: main partner Neste and partners HSY and Mall of Tripla.

Thanks to: *Finnkino*, Helsinki Marketing, Iittala, Marimekko, Puutarhatahvoset and Teknos.



AALTO UNIVERSITY © KONSTANTIN KONDRUKHOV



RESIDENT ADVISOR FRONT YARD © SHOOT HAYLEY



LUMO RENTAL HOMES © SHOOT HAYLEY



SEAT BLACK TENT © SAMULI PENTTI



NOLLA CABIN BY NESTE © PETRI ANTTILA



IITTALA GLOW IN THE DARK BAR © PETRI ANTTILA



ORIGINAL LONG DRINK / CONCRETE VILLAGE & WALK OF GREY © MIIA NÄRKKI



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