

Press release August 11th 2017.

**FLOW
FEST
IVAL™**

Flow Festival gets off to a successful start with 25 000 visitors

Flow weekend got off to a sunny start on Friday. Fascinating artists, trendy restaurants and the unique festival grounds drew people to Helsinki's Suvilahti. There's still a small amount of tickets available and 75 000 visitors are expected over the three festival days.

The first day gave the festival audience a chance to familiarize themselves with the enlarged festival area and its brand new venues. The renewed Bright Balloon 360° area offers music and a tribute to vinyl culture in the form of the Vinyl Market by We Jazz. Several of the new venues concentrate on a rich variety of electronic music. On Friday, the hottest names of the international club scene played at Resident Advisor Front Yard, the renewed Backyard was dedicated to relaxation and Red Garden's party got off on the good foot.

Lana Del Rey's performance at Flow's Main Stage was without a doubt one of the most expected moments on Friday and the melancholy pop of the mystic diva wove a powerful spell over friends of all genres. Electronic music pioneer **Aphex Twin** gave a visually opulent show at the Lapin Kulta Red Arena. The evening came to a climax with an eagerly anticipated performance by indie trio **London Grammar**, who filled the tent to bursting.

Bright Balloon 360° doubled its capacity this year and hosted the timeless jazz virtuosity of **Joshua Redman** and **Roy Ayers**, among others. One of the high points at Tiivistämö's The Other Sound was **Laura Cannell's** mixture of folk music and medieval traditions. Voimala was a real treat for lovers of techno sounds with **Planetary Assault Systems** and **Model 500**.

Flow Festival strives to provide visitors with ecological restaurant options. For the third year, the Sustainable Meal program encourages vendors to create sustainable meals. After an ecological evaluation and a tasting by a discerning panel, this year's Most Sustainable Meal prize goes to Fat Ramen with their Summery Jalotofu ssäm boats. The winner was chosen by **Henri "Paperi T" Pulkkinen, Elina Innanen** and **Antti Tuomala**.

Flow Festival goes on until Sunday. On Saturday, Flow hosts **The xx, Flume** and **Goldfrapp**. Sunday's draws include **Frank Ocean, Ryan Adams** and **Moderat**.

Flow Festival's partners for 2017 are main partner Lapin Kulta, partners Aalto University, American Express, Bright Finland, Finnair Plus, Lumo Apartments, Oatly, OP Financial Group, Paulig, Plan B, Stopteltat, Sun Effects and Zalando, as well as media partners Basso, Clear Channel, Helsingin Sanomat and Resident Advisor.

www.flowfestival.com

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Tickets:

Ticketmaster www.ticketmaster.fi p.+358 600-10-800

Tiketti www.tiketti.fi p.+358 600-1-1616

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