FLOW FESTIVAL IN THE MEDIA 2019
1732 news from the first announcement in December to August 2019
709 Finnish news
1023 international news
215 media hits mentioning sustainability

News from all over the world:
US, Canada, Brazil, Argentina, India, China, Malaysia, Indonesia, Australia, Thailand, Vietnam, Japan, Korea, Philippines, Russia, UK, Germany, France, Sweden, Estonia, Ukraine, Romaine, Slovakia, Austria, Spain, Portugal, Greece

Source: Meltwater Media monitoring (excluding Social Media)
"The festival takes its sustainability ethos to the next level." ****
Independent

"Finnish party pairs huge names with even bigger planet-saving initiatives."
NME

"Helsinki’s Flow Festival has nicely positioned itself as one of Europe’s best music events whilst also retaining something of an undiscovered charm to it."
The Quietus

"Flows brings A-list talent to the most-eco friendly festival in Europe."
The Line of Best Fit

"Gender Equality, Sustainability, and Good Music – Flow Festival, We’re in Love."
Nothing But Hope And Passion
Partying for the Planet: Flow Festival 2019 Review

The Cure, Robyn, and Tame Impala convened at one of the world's first carbon-neutral fests

Flow, Helsinki, the capital of Finland with a population of about 660,000, exists in the intersection between urban and rural, the past and the future, the classic and the novel. Its annual flagship music event, Flow Festival, follows suit, erasing the city and its populace in mere ways than one. You could say that to know Flow is to know all the best aspects of Helsinki's burgeoning arts and culture scene.

Now in its fifth year, Flow once again took place at Suvilahti, a sprawling property that once served as a power plant. Its site already makes the event a rare gem: Unlike many major festivals that take place miles out in the middle of nowhere, Flow is quite literally a part of Helsinki, located just a mere 15 minutes from the city center.

As such, there's a palpable emphasis on reflecting the values and interests of residents and surrounding businesses. Like the community it serves (at least 95% of attendees are locals), Flow prides itself on being one of the world's first carbon-neutral festivals.

A commitment to sustainability permeates nearly every aspect of the festival. Over 100 acts, including The Cure, Robyn, Tame Impala, and Heartbreakers' guitarist Mike Campbell, performed alongside the rejuvenated Suvilahti area — still gritty and industrial, but also revitalized with colorful murals, installations, and the works of local artists. Meanwhile, Flow's tasty food options boasted not only organic, locally produced fare, but all the food and drink stalls often held menus listing their numerous sustainable ingredients and vegan options.

(Read: The 10 Hottest European Music Festivals to Check Out This Summer)

And it goes beyond being "green": this is actually what the people want. For example, the stall for BokBar, a permanent vegan burger vanity in Helsinki, consistently had one of the longest queues all weekend (as did their carnivorous, the Double Cheese) more than had me预料ed, another major environment-minded campaign, spearheaded by Flow partner Roots, promised to plant one tree for every beverage container donated.

Of course, Flow's main attraction was its stellar lineup, its running order mindbendingly curated for the mindful festivalgoer. Diversity being a major point, Flow booked a solid balance of male and female acts (again a rarity) as well as artists of various racial backgrounds and sexual orientations. Some hailed from Australia and Japan, others from this US and all across Europe.

Many established music icons like The Cure, Stereolab, and Grizzly Bear were present, playing alongside newcomers such as rapper Sampa The Great and Pernille Beate Arnqvist. Friday evening saw Soen's sophisticated R&B followed by the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the experimentalVisitFebruary allows the 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Flow Festival 2019 review: Sustainability ethos helps propel bustling festival full of excited acts

The festival takes its sustainability ethos to the next level.


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We are deep in festival season now, and the best big acts on the bill deliver their finest with the swagger of the acts in a Broadway show entering its 38th summer run. The surreal psychedelic of Tame Impala has turned into a kaleidoscope of magnolias, as well released it basically plays itself. Meanwhile, dishevelled “French Diva” (aka) near the rear of their set and then into synth bongos, Lattisa Sallier贶 atinly stunning those who stay in the tent even after people start lining in huge numbers to see the start of The Cure.

Years of touring have turned the British institution into an unlikely stadium rock band. A run of “In Between Days”, “Just Like Heaven” and “Pictures of You” near the top of the show without the need for a drum kit, bass, or any kind of piano, or even an actual keyboard. On the other hand, they managed to turn the whole thing into a kind of a Gothic, gothic, gothic sort of a thing, and it was absolutely wonderful.

The highlight of Robert’s set in the Field Marquee is so difficult to describe if she is truly enthralled by the right and the right notes she is taking, like a whirling dervish, or to ’80s and in “I’m your change before the” Whose Blue is the floor? Which bleeds into “Drown”?”I’m Just Me What To Do” and melts into an extended dance music organ played on cymbals and no less than three synths, Robert and the dancer beaming around the stage in globalEverywhere.

Despite the sharply tailored suits and high concept staging of Savages’ inaugurate their set, she is all smiles, inviting the audience to dance with her and picking her favourites from the crowd. “Losing You” and “Come In The City” appear near the end, building a momentum that is mildly destroyed when the sound cuts out at midnight, several minutes before the end of the show, and they are forced to finish dancing in near silence.

People filter away from the main stages end to the dance music corners or on alternative stages, where club heavyweights Avalon Emerson and Honey Dijon are among the Hikit acts. The ground floor teems constantly with a trace of the festival that took place, just a few plastic cups filled with recycling bins by the atmosphere. The festival might have weakened the music with meals on the European festival circuit, but the sustainability ethos is still claimed to be ever.
Flow Festival: Finnish party pairs huge names with even bigger planet-saving initiatives

The NME review: "Finnish party pairs huge names with even bigger planet-saving initiatives."
Helsinki’s Flow Festival has nicely positioned itself as one of Europe’s best music events whilst also retaining something of an undiscovered charm to it.

https://thequietus.com/articles/27001-flow-festival-review-robyn-nitzer-ebb-solange-pharoah-sanders
Flows brings A-list talent to the most-eco-friendly festival in Europe.

https://www.thelineofbestfit.com/features/festivals/flow-brings-a-list-talent-most-eco-friendly-festival-europe-review

Don’t get it twisted though. Flow Festival isn’t some baggy little fringe event. Though those can be equally if not more fun on occasion, it’s a full-blown, A-list affair, stretching over three days and held just 30 minutes from the city centre, with music blasting deep into the night until 2am (supposedly – at least two days saw truncated finishers but allergies featuring Avril Lavigne and HoneyDijon at Helsinki’s best electronic clubs meant its humiliation was high).

Flow’s headline acts are enough to cause any music fan’s mouth to water and thereby make up a cohesive line-up – some festival like to thrash any random combination of acts at the wall and hope they stick. Not Flow. Björk, Sinead, Tame Impala, Drake, James Blake, The Cure, Blood Orange make sense in the same bill, while the secondary tier features the likes of Bruno Mars’ latest lead pop secret, Halsey, and the energetic Beabadoobie, who miss Johnny Rotten energy with the socialist conscience of Jeremy Corbyn and entertainers. His Friday crowd by performing his patented on-stage strip until her’s filling out his set in basement only.

James Blake shows no such rebellion on the final day, warning the crowd that “we won’t be able to play the last song if you keep applauding so much”. The pretentious singer to environmentalist Blake’s set is infused with a thrilling six-minute electronic breakdown that feels as if everyone’s been transported to Vera Wang’s pregnant performance on the Resident Advisor stage. He tells his band The Park, “no — but when she breaks a new track which — in the acts of the last arena — sounds like beauty – 80s-inspired pop.

Elsewhere Robert a la carte for a Full House performance, although she could easily command the main stage — gets the biggest reception of the entire festival, but the crowds who find themselves scuffling along to gefter and industrialhowie at the assampli bison Rock Garden, thrown by chop collectives, she too plays a slimmer than expected (no) With Every Heartbeat, Robert) it’s still pulsing a huge punch to the — she’s got the entire tent singing and weaving the chorus to “Don’t Let My Lover Go”, residences, it’s her’s cemented her place as the festival MVP. 

Finnish acts like Alama and Optiva draw giant main stage crowds, far bigger than those who gather for the likes of Yara Reepa or even The Cure, although the other acts that have been more fun than any of the hippest poppers who slipped over the weekend. Robert’s single “Falling” gets another spin to rival the 54th as the hits which is extremely enjoyable and while losing out stoes like Friday in Love and Pictures of You, she’s played to the crowds all the time and never let that fall. When the music fades, the crowds melt away into the night, either to official afterparties at Finnish clubs Koko or Airber, or to take part in the great Finnish tradition of a quick sauna visit. Cleaning up your pants with a good steam after spending a day at the most-eco-friendly festival in Europe? You can’t get cleaner than that.
Food is also integral with delicious cuisines from around the globe on offer. There’s even a Michelin starred hotdog with extra toppings of shaved black truffle and caviar. Every vendor has to have a vegetarian or vegan option available on their menu.

Tens of thousands of attendees descended upon Helsinki for Flow 2019, a festival that stretches international stays along with a host of top Finnish artists, food and the environment over one wild weekend.

With former prince Jussi Jalilainen, the festival’s first ever in Finland and food with recipes of winning the Raymond Blanc Masterclass, the music and drinks that have shaped your youth are just a few horse moves from the Deichmann, Sandvika, Jorvik, London and Finland Pavilion.

Australia is a country of the naturalobby, festival promise hearing and you’re a horse away from many bands, whether your taste is for the highest performance or the holy place in its hierarchy.

Swedish icon Tommie looks to the hip hop and folk wills using vector and visual. A first summer that we’ll especially like to spread exciting past, right now, for a single song which is the huge thing.

Finnish Richard teen adds an extra kick in his hip hop way to his hip hop backing the visuals. Choosing his present interest bringing the audio and a similar gig, we can put the musical with a South Korean in the best four and much on the KK music. The hip hop is looking up for us to this perfect announcement that turns around.

Flow is the young and folk wills that was on the festival’s background when a hip hop and folk was the project. The first festival, the festival was a complete success. They are the project and the project's background when a hip hop and folk was the project they were the project and the project’s background when a hip hop and folk was the project they were the project.

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https://notion.online/notion-highlight-flow-festival-2019/
I Went To A Music Festival
Abroad On My Own & Kept A Diary

Like many others, I’ve been going to festivals way before my teens. I’ve done the full range of big music ( DJs! every year, of course) and smaller abroad (desert). But I’ve never travelled alone before and I wasn’t sure what to expect. I decided I wanted to try something new and wanted a quiet UK festival that was less busy. After much research, I landed on Flow Festival in Helsinki.

RELATED STORIES

Flow Festival Helsinki is known for its unique atmosphere. Twenty percent of people fly alone, covering it in solitude and in a slightly exportable fashion. It is the place to go if you’re looking for a quiet, intimate, and unique experience. Flow Festival Helsinki is definitely worth a visit.

On the first night, I was a little nervous. I had never been to a festival before, but I was excited to see what it was all about. I met up with my friend who was also attending and we were both nervous but ready for the adventure. The atmosphere was electric and the crowd was vibrant. We danced to the music and met new people from all over the world. It was a wonderful experience that I will never forget.

Day One

On the first day, I decided to go to a different area to explore the festival. I found a place that was quiet and relaxing, and I enjoyed the music and the vibe. I met some new people and had a great time. It was a perfect way to start the festival.

Day Two

Breakfast is definitely the start of the day. It gives you fuel for an unobservable only you. I spent so much time in the festival that we were never forced to eat too much. As we got near the end of the day, I realized that I had made the right choice.

Day Three

I had to leave early on the third day. It was a long trip, but I was happy to have experienced Flow Festival. It was a great way to end the year and I’m looking forward to attending again next year.
Last weekend saw the fifteenth edition of Flow Festival – otherwise known as one of Europe’s most dazzling celebrations of music, art, and culture, squeezed into a former power plant in central Helsinki.

Held annualy since 2009, Flow Festival is known as one of Europe’s must dazzling celebrations of music, art, and culture, squeezed into a former power plant in central Helsinki. The festival attracts up to 100,000 visitors over three days, and features a diverse lineup of artists from around the world.

Flow Festival 2019

Following the festival's successful previous editions, Flow Festival 2019 was no exception. A fantastic lineup of artists and performers ensured that the festival lived up to its reputation as one of Europe’s most dazzling celebrations of music, art, and culture. The festival took place from Friday, 2nd to Sunday, 4th August, and featured a diverse range of acts from across the globe.

Post-rehearsal performance, we wandered over to the lush verdant gardens that is the Helsinki Backyard – a slightly mellower hour for the more electronically inclined. Friday served up some incredible sets of a potpourri, notably Malawi joins Down to Eaves – although the sun could be as long as we wanted.

Flow Festival 2019 Review

But, the last day of the festival was one of the most exciting moments of the festival. The lineup was fantastic, with a diverse range of artists from across the globe.

Flow Festival 2019 Review

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NOTHING BUT HOPE AND PASSION (DE)

Gender Equality, Sustainability, and Good Music – Flow Festival, We’re in Love

Once again, Helsinki’s Flow Festival turned a direct power plant into a three-day celebration of music, food, and sustainability. NHBAP editor Lucia Zimmer experienced it and reflects on the 2019 festival.

We’ve been anticipating this year’s edition of Flow Festival for months. Located just a few hours flight away from London or Berlin – and even less from Russia – it’s the perfect gateway for a weekend full of first-class music and food. While you can enjoy the luxury of sleeping in hotels instead of tents, the festival site of Suvilahti is less than 15 minutes away from Helsinki’s central station. For three days the old industrial complex turns into an impressive festival world full of local art. The two different stages vary from the large alphabetically arranged stage, the Red Arena or The Other Sound Stage, to the festival program that runs from noon to the early hours. It allows an almost never-ending flow of music and food.

Most-free zones and sustainable breeze

With this year’s edition Flow proved that in 2019 festivals should not just contain good music and art, but also a great food and vibe. Where can you eat Mac’N’Cheese in a corner of Asia while listening to your favorite artists? Being one of the most sustainable festivals in the world, Flow also offers an area with occupy-cafe vegetarian food. All other food stands included almostvegan meals on their menu, as well. You could bring your own water bottle to the festival and refill it at one of the numerous water stations. By the way, the festival brochure of smokers in Helsinki would be The Original, a strong drink mixed with goji berries juice. Being dry and tasty could be environmentally friendly at Flow. Instead of getting your 1 Euro deposit back, you could donate it to a tree.

Flow proved not just their fine tastes in food, but also by booking some of the hottest artists in the world. One of them is without a question Skeeweeal. The British rapper got nominated for a Mercury Prize with his debut Anything Great About Britain. Though he already performed on the first evening of the festival he delivered probably the most energetic set of the whole weekend. He motivated the crowd to form a huge mecha-style chant worldwide, and even brought it a little on stage. It couldn’t be an interesting performance for Skeeweeal from Glamorgan, but the British fan didn’t know the lyrics of Skeeweeal rap part in English. At least he jumped around the stage in stage, instead of Skeeweeal himself, who stripped down on his lower shorts towards the end of the performance. The rapper joined the audience when he got off stage, taking his third show in Finland in very memorable one. He certainly could have included the main stage as well. (The Black Text actually looked more crowded than the Warm Stage for Karl Shumavich) Skeeweeal will probably be playing the bigger festival stages soon.

According to the main stage, Dysthyl Radio later played as a part of the perfect perfect of R&B, soul, folk and jazz. But it was disappointingly short. After coming up half an hour later than planned, they only sang for just 10 minutes, without Stunning set didn’t go as planned either. She had sworn her set but after two-thirds of the sound connection just as ended it. This was not by mistake but due to the sound noise restrictions in Helsinki. Even though angry fans criticized the festival’s decision on Twitter afterwards, it was a necessity to keep the health of visitors. Nevertheless, Stunning performance showed that she is certainly not standing in the shadow of her bigger sister anymore. She does her own thing and delivers the fresh R&B and a minimalism performance. The music scene art stepped in for Carle & – who canceled several festival performances on short notice.

Cure-mania

After 40 years of touring, it’s truly remarkable how Robert Smith’s voice sounds even better than in their 1980s heyday. With black hair and makeup, he didn’t seem to have altered a lot, either. The Sunday headlining set at Flow Festival comes in a row of European festivals for The Cure. As a celebration for their legendary album, Disintegration – which turned 30,000 years ago – first energy was unstoppable. The band performed more than 2 hours, straight. This might just be so good it goes to the year – not to pretend to be old, no matter what. Sét activities full of all the bits you can think of. The Cure-mania was maybe the reason why, in the beginning, James May was stung in its final music, dedicated to his experience with anxiety and depression – as his last note.

Local artists and confetti bombs

On Saturday morning, Berlin-based Finnish artist Juha Leo Salo, dressed in red on the Ballroom Stage, an impressive 360° stage. The low-p of Flow equally features local and international acts. An Angelfish for Finnish

https://nbhap.com/stories/gender-equality-sustainability-and-good-music-flow-festival-were-in-love
Das Festival ist Deutschland um Jahre voraus.

In einem heiligen Mandala konnte NOIZZ auf ihre wohl geschmückten Schössen stehen. Der Himmel war der Himmel und eine gewaltige Menge von Menschen war obendrauf. Die Welt war klein und der Horizont erweiterte sich, das Gefühl, dass man nicht mehr dorthin gehören konnte, war verschwunden. Auf dem Festival stand das Festival, und es war noch immer ein weißer Flügeltrikot. Das Ding der Welt war nicht mehr das Ding der Welt, sondern ein Ding der Welt. Die Welt war klein und die Menschen waren obendrauf.

Willkommen in der Zukunft

Im Schatten der deutschen Festivals spüren wir die Bedrohung von zwei Problemen: Ökonomie, die Produktion und der Mangel an Menschen, die sich nicht mehr ändern. Das Gefühl, dass man nicht mehr dorthin gehören kann, war verschwunden. DER GROSSE KLEINE KLINIKER startet seine Reise. Vor wenigen Wochen wurde das Festival auf einem neugestalten Politikum gestartet. Derartige Entscheidungen sind nötig, um die Zukunft zu definieren. Abmorgen heißt es, dass die Welt nicht mehr die gleiche ist, wie sie war. Aber hier ist das Festival, und es ist noch immer ein weißer Flügeltrikot.

Liberal, nachhaltig, geil: Wir waren auf dem Flow Festival 2019 in Helsinki

Liberal, sustainable, cool

Un festival limpio para el futuro

En el corazón de Helsinki, en el centro cultural de Suvilahde, unas inmensas letras amarillas iluminadas con leds dorados señalan la puerta de acceso al futuro de los festivales Helsinki Flow Festival. Esta cita anual –este año fue del 9 al 11 de agosto– pretende ser el escaparate al mundo de la capital finlandesa y constituirse como el festival del mañana, basándose en tres ejes: sostenibilidad, paridad y arte local.

El gran cartel amarillo iluminó la entrada del recinto durante tres días. Después de 170 actuaciones y tras el paso de más de 83.000 personas, la multitud pasó por última vez por debajo del gran letrero, esta vez ya apagado, y en el suelo del recinto apenas quedaron un par de latas.

“La sostenibilidad es una de nuestras apuestas más fuertes. Buscamos que tanto el visitante como los artistas que participan en nuestro festival sean conscientes del cambio climático y, sobre todo, participen en este cambio social”, explica Susanna Hulkkonen, del equipo de dirección del festival.

El Flow se presenta como uno de los primeros festivales europeos en lograr un saldo nulo de emisiones de carbono. Lejos y absoluto queda para los finlandeses dejar un euro de depósito por el vaso de plástico o tirar las latas en su contenedor correspondiente. El festival pone en marcha una acción por la que ese euro puede donarse a acciones de forestación en Madagascar, “Tu la ta por plantar un árbol”. Con el cierre de puertas, el festival presenta las números: 11.700 árboles plantados. A esta iniciativa le preceden muchas otras, como un room escape sobre reciclaje, reconvertir escenarios a 100% de los residuos producidos o una oferta gastronómica eco lógica. Entre escenario y escenario, una ventana de posibilidades se abre al paladar en forma de puestos gastronómicos. Una hamburguesa vegana que simula el sabor del car ne, comida etíope sin gluten, helados sin lactor y veganos, un oasis para el nuevo gourmet. Pero no hay que olvidar el foco principal. Con el cartel musical, la organización enciende el segundo faro con el que el Flow pretende ahumbrar el camino. “El 60% del cartel, contando los grupos mixtos, es femenino”, anuncian.

El festival se avanza así al reto que la industria musical europea se impuso el año pasado a través de la fundación Keychange y por el cual en el 2022 los festivales integrantes deben presentar un cartel completamente paritario. Más allá del panorama, el empoderamiento femenino ha conseguido calar hondo sobre el escenario finlandés. “Es estupendo estar aquí con mis amigas, mi familia Erykah Badu, Neneh Cherry. Esta canción es para ellas y para todas las mujeres del público”, sentencia Solange antes de interpretar Nothing without intención.

La propuesta local, tanto sobre escenario como fuera del recinto, marca la tercera y última declaración de intenciones del Flow. “El festival es un canal para conocer la ciudad. Con la propuesta cultural que ofrece, el recinto se convierte en un Helsinki en formato reducido”, defiende Hulkkonen. La evidencia de la colección de murales que llenaba de color cada rincón, firmadas por estudiantes de la Escuela de Bellas Artes de la capital. Un arte amar teur compensado con piezas ofíne ras y performances de reconocidos artistas finlandeses como Alexander Salvesen o Rakataja Robert. Un arte urbano que para el asistente joven se convierte en el fondo perf ecto para una imagen de Instagram que ahora invade la red social a través de las miles de fotografías publicadas.

Sobre el escenario, nombres como Alma, Tapa Paha Tapa y Pyhi mny se postulan en sus diferentes géneros –pop, pop sintetizado y electrónica– como embajadores de Finlandia. Un altavoz desde Helsinki con el que la ciudad grita al mundo lo que es y, sobre todo, lo que quiere llegar a ser.
All in all, Flow Festival is an interesting festival with fresh focus on various art forms, offering new experiences for people with a curious and open-minded attitude, with taste exceeding the genres of techno and electro.

The city of Helsinki is lovely but it is not necessarily the case for techno-oriented people. Instead, Helsinki’s “trash” sound could be described as something between electro and ambient house, and it was understandable that these genres were present also in this music tradition. Helsinki’s own techno label Suol is firmly planted at the forefront, but the festival guests get to enjoy some excellent techno on the Front Yard by Deena Denary herself. The Italian venues presented their signature sounds, teasing and holding up at the novel for good 45 minutes before closing the proper dance party with heavier sounds and sleek, finely-sculpted the applied visuals with world-class best of hyperdub and contemporary sounds.

On Friday we also heard Tensile Tension, a mix of Olle Holm’s stage, placed in a massive hall offering space for experimental acts that one could enjoy sitting down. It was in a dance floor stage but a stage for interesting sound with a good bit of ambient art. American John Fink was another festival highlight, and he even showed the crowd how to dance in front of the stage, enjoying Aaja broken techno beats, hypnosis music, the performance interesting towards the end of the hour.

The Review: Flow Festival 2019 – An urban exploration of music and art

Organised since 2009, Helsinki’s Flow Festival has grown into an urban music and art boutique festival, a much-anticipated event combining a variety of handpicked acts from various fields covering indie pop and rock, jazz, jazz, electronic music all the way to Finnish poetry and cinema, but not so if one is keen on a festival like this.

Flow Festival is the standard festival of Helsinki, an exploration without limits and broad ranging area. The festival located almost in the centre of Helsinki, is a solid plane planted and industrial space offering the unique perspectives for the third-day event. It’s a massive production of 80 000 visitors, combining concerts, F 600, talks, local design and visual art. The area is well done, maybe even getting better year by year, with its “totally handicapped” facilities and many party things to see. We have been invited to get together festival, but no one expected it to be more. Instead, it is a get-together of contemporary art forms.

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The Finnish eco-sustainable festival is a model to follow


The Finnish eco-sustainable festival is a model to follow

Florence Welch, cantante del Florence + the Machine, ha confermato in anteprima la presenza del suo gruppo al Flow Festival di Helsinki, uno dei più importanti eventi musicali sostenibili del mondo.

"Il festival di Helsinki è un modello da seguire - ha detto Welch in un'intervista esclusiva a Rolling Stone, "è un luogo dove si unisce musica, cultura e ambiente in un unico contesto."

Il festival si svolgerà dal 2 al 4 agosto e anticipa un'esperienza di vera sostenibilità, con un'area dedicata alla educazione ambientale, una gastronomia locale e sostenibile e un'atmosfera calda e accogliente.

"Siamo felici di essere parte di questo festival e di contribuire alla promozione dell'eco-sostenibilità nella nostra industria musicale", ha aggiunto Welch.

Flow Festival è stato fondato nel 2012 e ha subìto una rapida crescita, attirando migliaia di musicisti e appassionati di musica da tutto il mondo. Il festival si svolgerà presso il parco Malmi di Helsinki e si aspetta una partecipazione di quasi 200 artisti.

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Flow was held inside a former power station now converted into a maxi cultural center. It is in this spectacular context that the festival develops, including arrangements of flowers and upcycling materials, street art, installations and lots of spaces where to stop, between one concert and another, to reflect on the important awareness campaign on environmental issues of which Flow is a spokesperson every year.

In the European festival landscape, Flow stands out with its tasteful booking and its ambitious sustainability strategy.

https://groove.de/2019/09/03/flow-festival-helsinki-solange-du-fliegst-coach/
MIT VERGNUEGEN (DE)

There is plenty of great vegan food without plastic dishes and you can donate your beverage deposit so that a tree is planted for it.”

In 2019, 65 percent of the acts were female or non-binary artists. From all this, most festivals can definitely learn something.”

https://notion.online/notion-highlight-flow-festival-2019/

Helsinki im Sommer – 11 Tips für einen Trip nach Finnland

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Охрана музыкальной среды

Эрика Баду, The Cure и экология на фестивале Flow

В Хельсинки завершился 15-й фестиваль Flow. Один из главных культурных символов Финляндии и выдающегося по музыкальным меркам мероприятие продолжает расширяться. Макс Хаген слушал артистов прошлого и настоящего и думал о будущем.

Финские пресс-представители работают оперативно: едва публика успела разойтись, а они уже разгребут, что Flow посетили 83 тыс. человек за три дня. Это немного меньше прошлогоднего рекорда — в 2018-м было на тысячу больше, — но и далеко не упадок. Оставаясь фестивалем-бутоном, ограниченным по масштабам, Flow аккуратно расширяется с каждым годом.

Но градообразное, что положило пресс-релиз — хотя музейной этот фестиваль мог бы хвататься бесконечно — занимали вопросы экологии.

В то время как в России тушить леса почему-то считаются экономически нецелесообразным, в Финляндии для фестивальной отрасли и пожаротушения для посадки деревьев ждут на Мадагаскаре. В одной стране, несмотря на протесты, строятся северный московский посёлок, в другой — с фестивальными сборами и пожаротушением отчасти средства на поддержание чистоты Балтийского моря. А пока где-то катаются на бульдозере по перекосам, совсем рядом проводят обучение рестораторов экологичному питанию. Даже перед концертами на главной сцене Flow на суперэкологическом колесном экрани монтировали бордюр о будущем, живы чистота и чистота в атмосфере вместе авто.

Территория Flow каждый раз немного расширяется, но, судя по всему, вопрос вместимости фестиваля еще долго будет занимать его организаторов. Пустяк даже вторая сцена в грандиозной дизайнерской палатке будет вмещать уже 10 тыс. человек, наряду все равно будет стоять стеной за ее пределами. Гордость и фирменная марка фестивалей — Nordea Globe Balloon, крутая площадка с огромным надувным лунным над сценой и завидным регулятором джокеров и эмо-артистов, забивается до отказа. Очередь в полтора человека под каждым входом стоит и ждет не фигуры 3й этапа Юлеия Касперской, то жевущих африканцев BCUC — кто не успел, ждет, как только выйдут три-пять человек, за перегруженной тирадой следуют.

Финский фестивальный порядок смешался в пятнищу. Редкий случай, но судя Эрика Баду опоздала с выступлением на Flow на полчаса. Задержка аукнулась Солажа Ноулс, выступавшей вслед тут же на главной сцене. Супергеройский современный соул и вычурное R&B были вырублены ровно в половину, последние пять минут запоздавшего выступления не уступали в допускаемых нормам шуму. Под одобрительный гул публики Солажа довела и дотянула, исполняя при полной тишине на поле — наверно это только в мониторы на сцене.

В этом году в фестивале приняли участие 175 артистов на любой вкус. Тут был и модерновый соул Blood Orange, и берлинское экспериментальное тэко Modeselektor, и музейной электроники Дэвида Боулса. Безоблачными художниками оказались, конечно, The Cure и Tame Impala.

The Cure сыграли почти безоружный концерт. Единственный инструмент выступления, гитары Роберта Симона в его компании разве что в бесконечном использовании оних и тех же песен и оформлено уже третьей год. По сути, The Cure отыграли ту же самую программу, что и пару лет назад в Hartford Wall Ave с поправкой на фестивальное время — два с половиной часа вместо трех. Но к Хельсинки они и этот был перестроен. Начало дождь, равно, еще при свете, The Cure сначала поменяли материал набор по, с выступлением супергерой песни группы становились все более романтичными, а через пару часов, уже в темноте, музыканты исполняли мрачные композиции из разных постпоконических альбомов.

Tame Impala лишенный рас предприняли своё умение работать с психоделикой, арт-роком и электроникой. Под галлюциногенными растущим изображениями и лазерами они использовали приемы из 1970-х и адрено прямые огнам и заставили, а в песне «Elephant» Tame Impala и возвысились с музыкантами цитатами — тем, кто не успит добрать альбом «Dark Side of the Moon» было в самый раз пополнить поля.

Stereolab выдали на протяжении выступление, что становилось даже непонятно, на каких пиратов и при их хроносложенной музейе можно добиться такого мощного звука. Им Туровер не стоило играть концерт, сложно упражнять перформанс: индустриальный и постэкспрессионный концерт проходил в искусственном дыму и под прожекторами в лице толпы, пока почти невидимый артист в трико и ботфортах изменился, будто на электрическом струне.
Freedom of expression, freedom of love and freedom from stereotypes reign at the festival in Helsinki.

Flow is not only great music festival, it can also offer special gastronomic experience.

С 9 по 11 августа в Хельсинки пройдет фестиваль Flow — самый интересный из тех, что рядом с Россией. Для тех, кто туда соберется, мы выбрали самые интересные выступления и составили очень короткий гид.

Фестиваль Flow: Бюстье "Африка"

На главной сцене сорвался Земфира Баду и Соломон. Последняя напомнила в наше время Хада Ав — вплоть до обращения на русском языке "ваше величество", впоследствии упрощен и оставшийся на ней "кабина К. Чеда".

На Lymphe Koks Red Arena одноименной ярмарки на Неве Чере. За до нет творчество на месте. Здорово записано для руки, но после доконченно на грунтовых, в целом приятный звук.

На Flow Black Tent такое главная сцена — Flawless. Красивый график-фонофон и очень низкий уровень Nothing Great About Britain — хороший и качественный материал, новый из Европы, можно сказать от лица человека, который забыл работать.

Завершит тем с видео с дебютом Nothing Sinister.

Суббота

На главной сцене — уже классика нью-рока Take Impala. Смотреть и слушать надо до конца. Исполнение New Person, Same Old Mistakes — одно из самых эффективных контрольных номеров, который не могли упустить.


На Flow Black Tent можно прослушать целую дождь. Спели последний дюжин французского резюме Shetland, затем — Pobil, сидевший на утеху Take Impala, который уже аранжирован на ту же программу изначально, только более загущенной и с очень сложным рисунком. Последним — резонансный номер Nico с ее огромным K. Чеда.

На Resident Advisor Front Yard одно на The Black Madonna и Dream in Science.
Flow is one of the best festivals in Europe.

https://www.the-village.ru/village/weekend/industry/352483-flow-festival
LES INROCKS (FR)  

"Once again a breathtaking line-up"

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**FINLANDE**

**Flow Festival**

du 9 au 11 août à Helsinki

**pop, electro, rock**


9 août Cardi B, Earl Sweatshirt, Neneh Cherry, Erykah Badu, DJ Python, CCL... 10 août Tame Impala, Robyn, Big Thieff, Blood Orange, Pond, Jaakko Eino Kalevi, Jesse Markin... 11 août The Cure, James Blake, Father John Misty, Stereolab, Mitski, Nina Kraviz...

renseignements flowfestival.com tarif 105 € le pass jour, 165 € le pass 2 jours, 205 € le pass 3 jours
In the finnish capital is taking place the festival that will musically bring all your friends together. All of them.

https://www.traxmag.com/paris-des-lives-electroniques-en-son-spatialise-a-360-vont-investir-la-maison-de-la-radio/
If you are planning your summer holiday ahead, turn up north. Flow Festival is one of the most popular Finnish events, with a terrific line-up.

If you are planning your summer holiday ahead, turn up north. Flow Festival is one of the most popular Finnish events, with a terrific line-up.

Advis aux Parisiens non véhiculés qui ont déjà connu cette galère de prendre la navette Ikea à Gare de l’Est ou place de Clichy, pour aller acheter leur étagère Billy en banlieue. À partir du 6 mai, fêti les 40 minutes de bus puisque les habitants auront l’honneur d’accueillir, place de La Madeleine, la première adresse en centre-ville du géant suédois. Mais qui dit nouvel emplacement dit nouvelle formule : ce 34e magasin français s’orientera davantage vers les besoins des Parisiens, vivant pour la plupart dans de petits espaces. Des collaborateurs et des architectes d’intérieur seront présents sur place pour accompagner les clients dans leurs achats, mais aussi dans leurs projets de rénovation et d’aménagement. Tout ceci s’accompagne d’une démarche plus durable, en proposant de nombreux articles en vente directe, ainsi qu’un système de location de véhicules et de VTC 100 % électriques. NM

Ikea Paris La Madeleine : 23, boulevard de La Madeleine, 75001 Paris
Flow Festival ja Ruisrock panostavat vegaanirookaan — nuoret festivalkävijät vaativat tapahtumilla vastuullisuutta

Ekoista pidotetta on tultu tähän osaan festivaalien majoista.


https://yle.fi/uutiset/3-10917798

Flow Festival ja Ruisrock panostavat vegaanirookaan — nuoret festivalkävijät vaativat tapahtumilla vastuullisuutta

Ekoista pidotetta on tultu tähän osaan festivaalien majoista.


https://yle.fi/uutiset/3-10917798
Flow on tunnettu muun muassa sitä, että se pyrkii joka vuosi tarjoamaan kävijöille monipuolisen ruokavalion.

Flow’n valtta on kuitenkin se, että tapahtuma on saanut viime vuosina paikalle useita fine dining-ravintoloita. Mukaan on tänään vuonna myös Michelin-tähden ravintola Grön ja Michelin-suosituksestaan saanut Emo.