

FLOWWWWWWW
FFFFF FESTIVAL
PHOTO00000000
BBBBBBBBBB BOOK
20112011201120

FESTIVAL AREA



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FLOW TAKES PLACE IN MID-AUGUST, WHICH MEANS ENJOYING THE RARE DARK EVENINGS DURING THE FINNISH SUMMER. THE FESTIVAL AREA MAY BE THE BIGGEST ANNUAL OUTDOOR LIGHTING PROJECT IN FINLAND.

FESTIVAL AREA



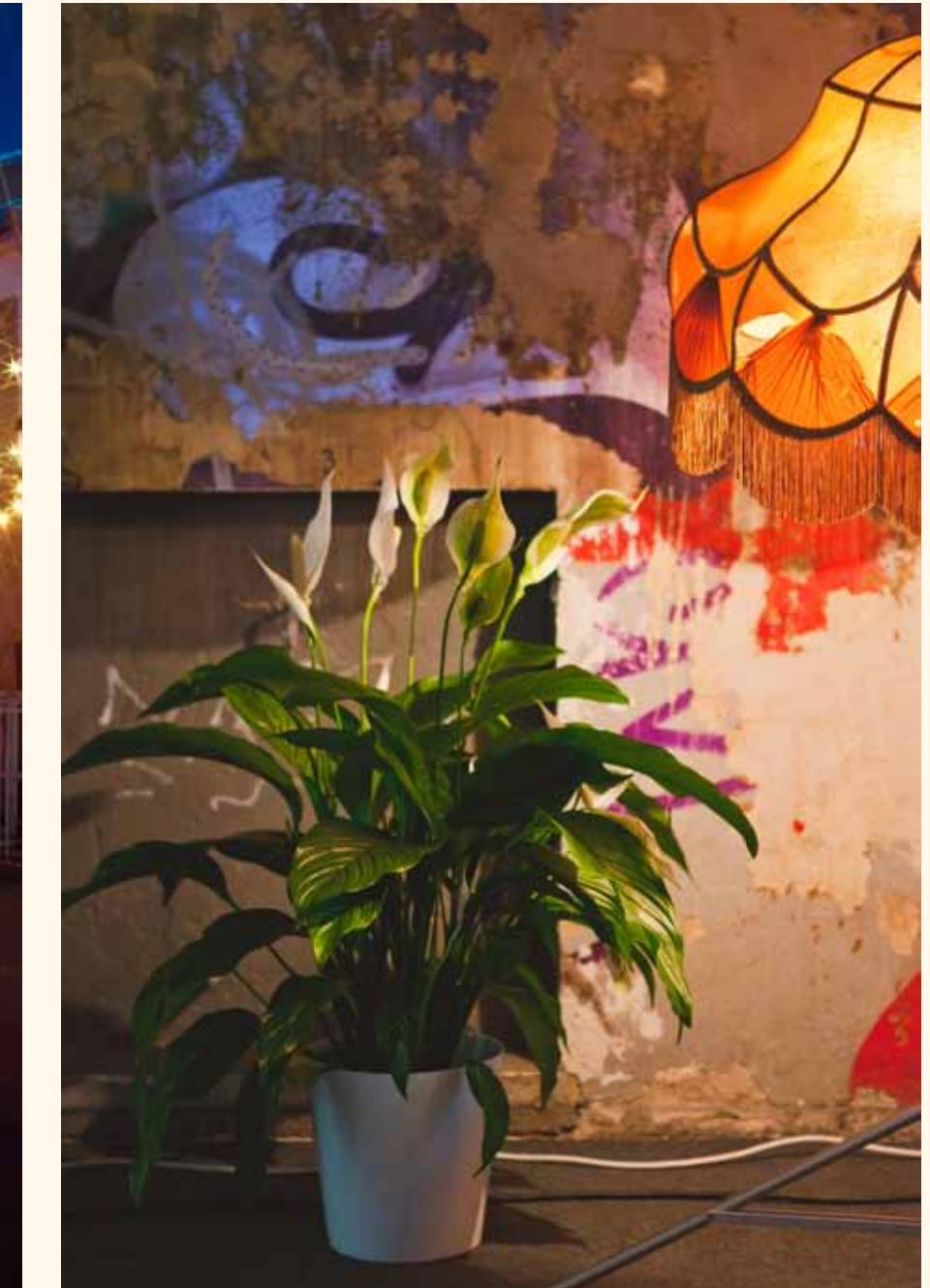
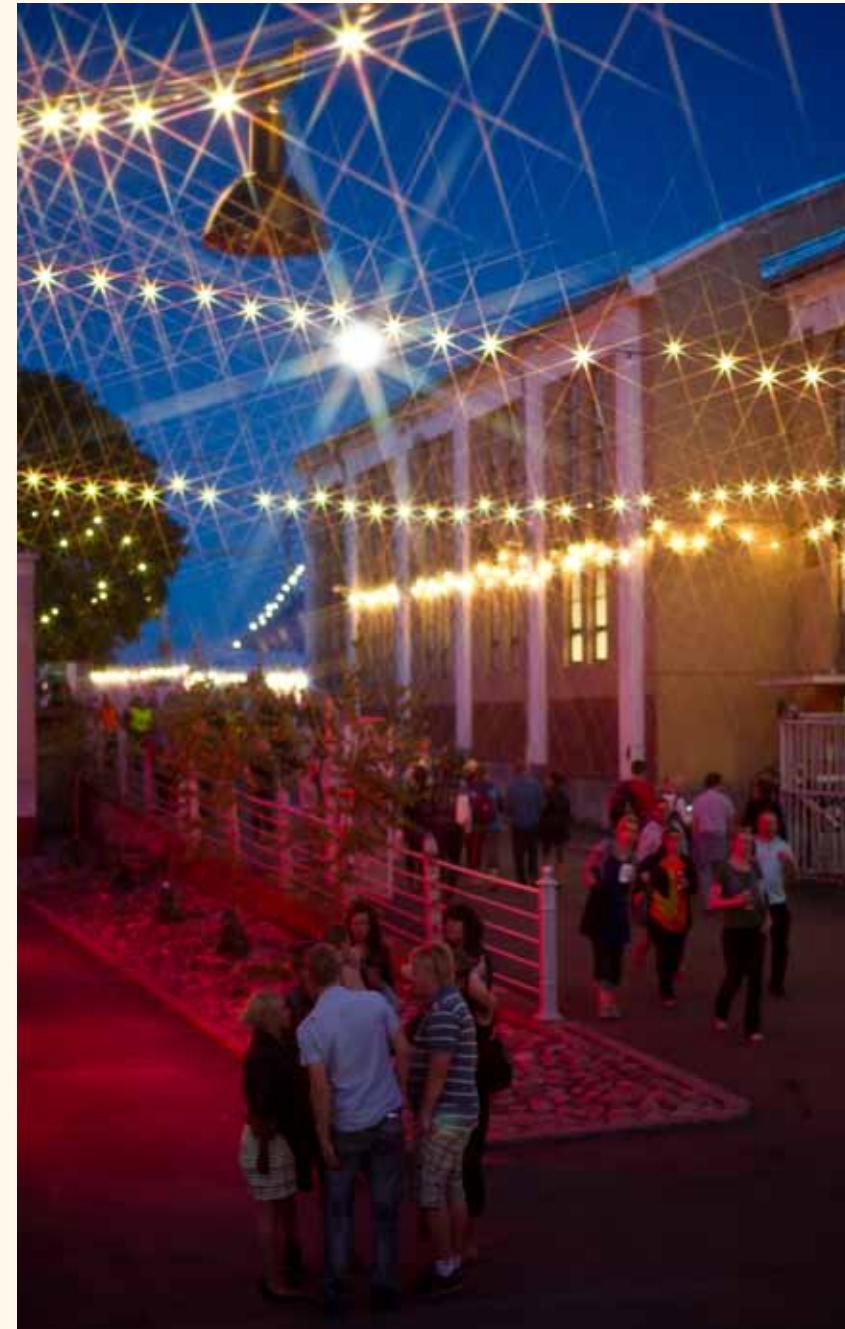
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FESTIVAL AREA



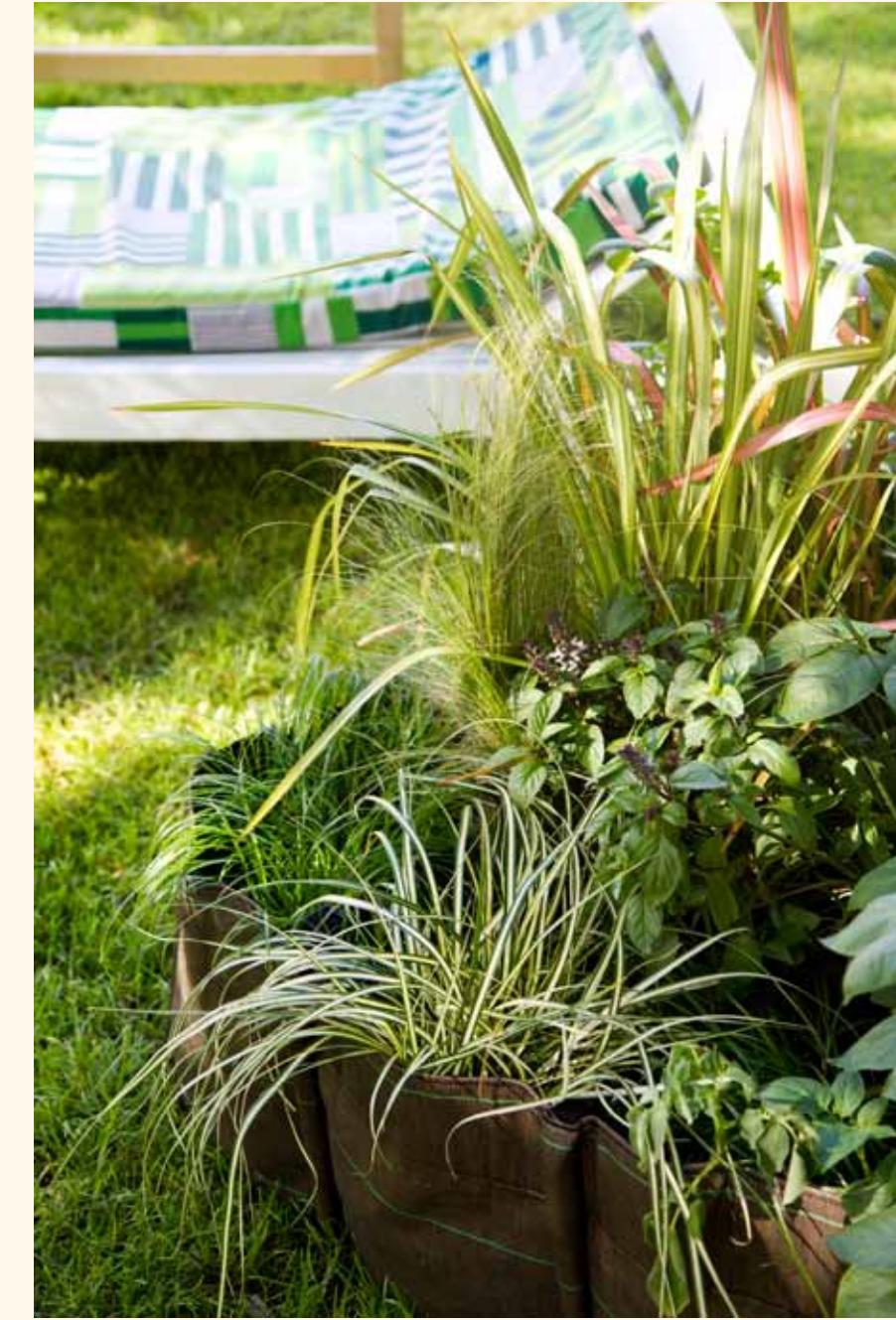
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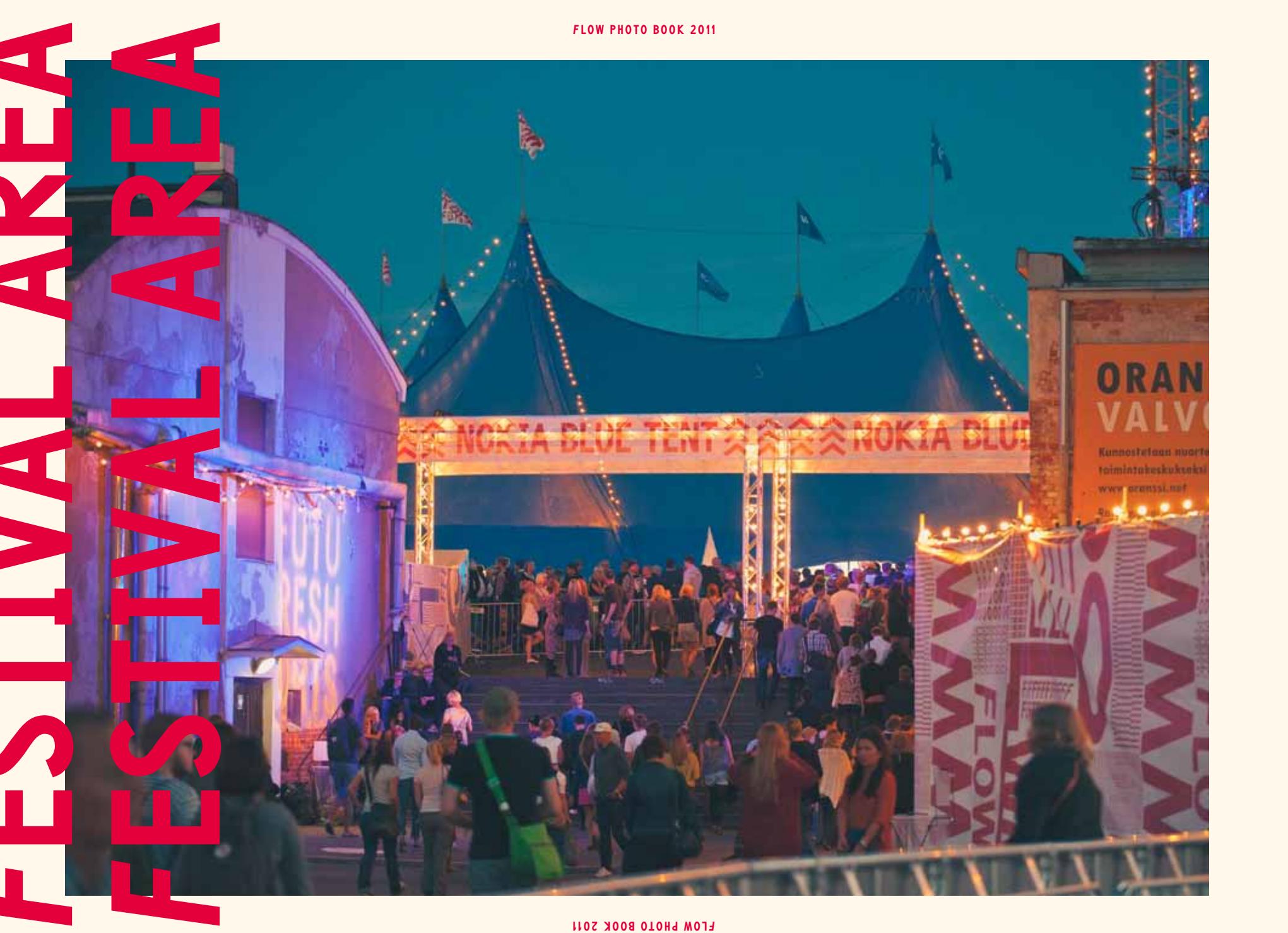
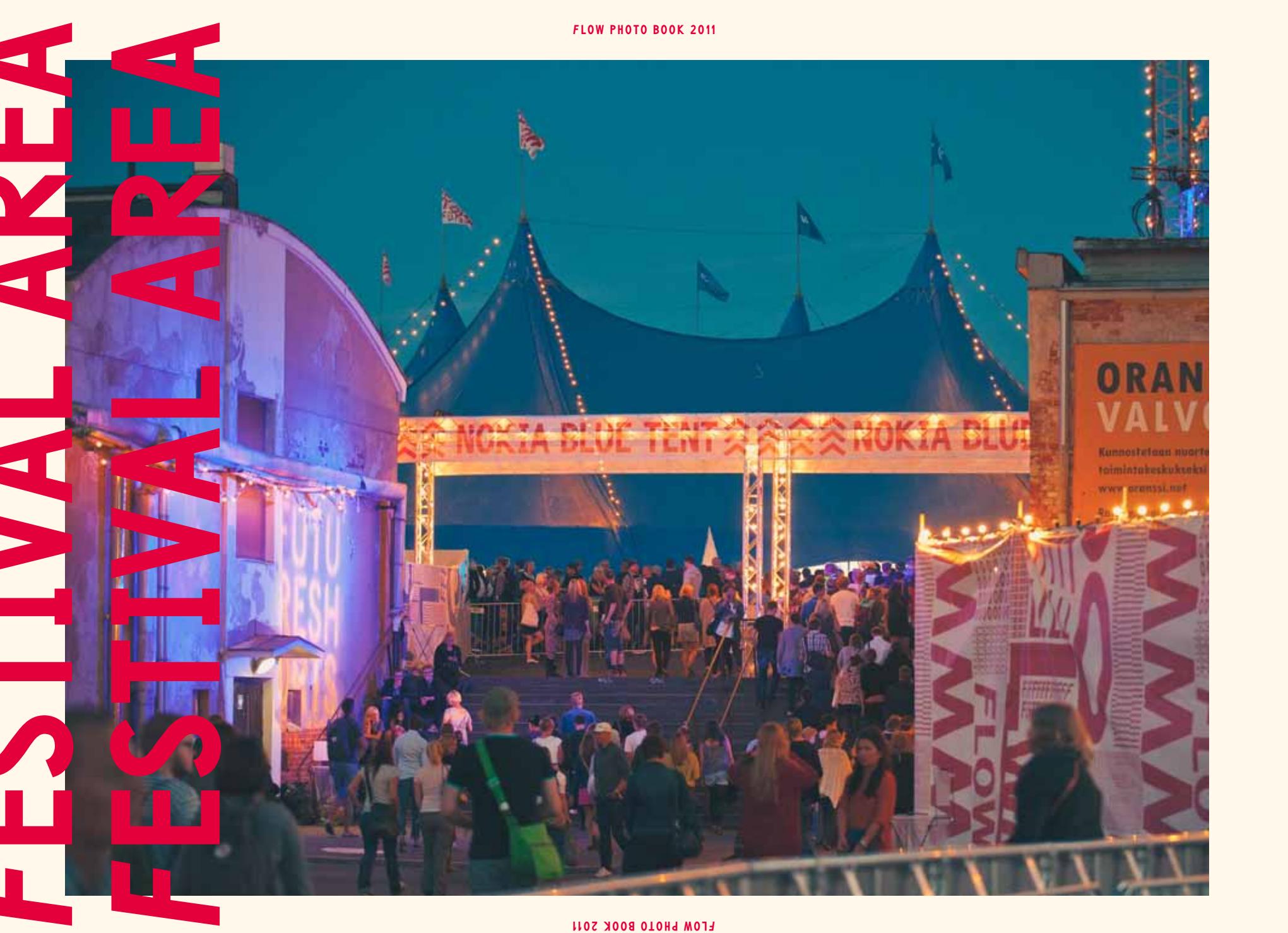
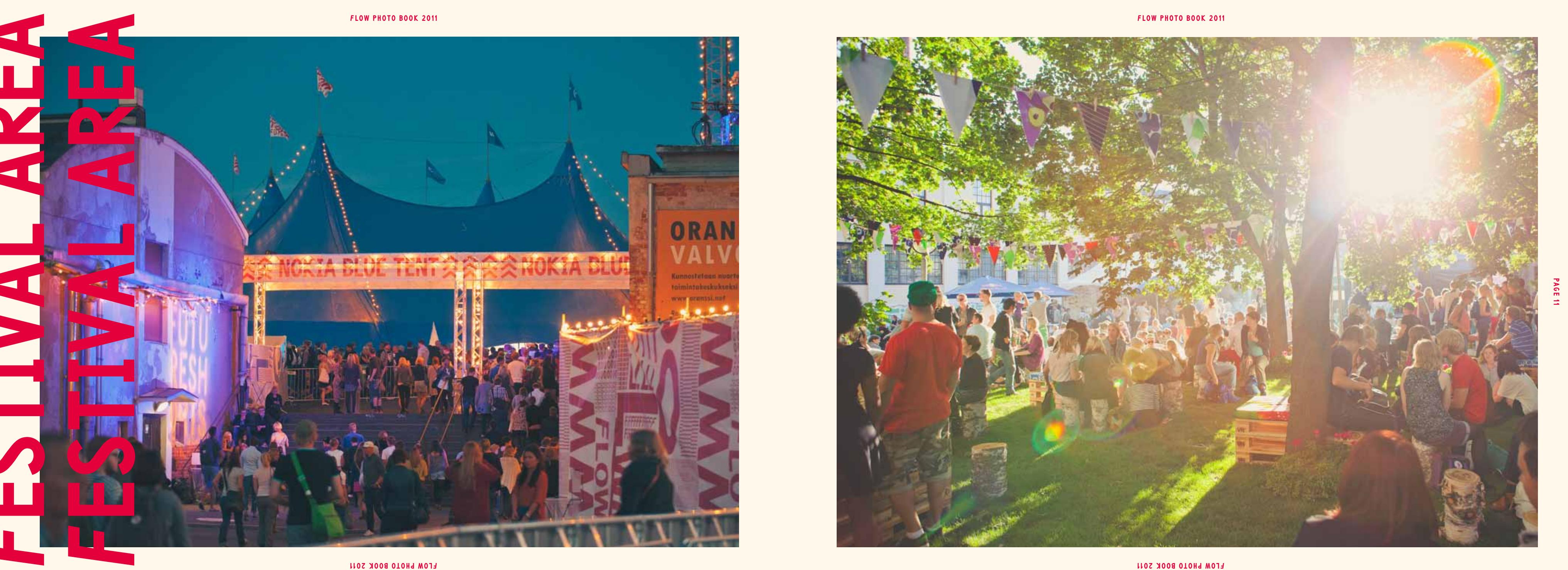
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MAIN STAGE



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THE MAIN STAGE HOSTS A LINEUP RANGING FROM TOP LEVEL FINNISH ACTS TO INTERNATIONAL BILL-TOPPERS WITH GRAND STAGE SHOWS. THIS IS THE FOCAL POINT OF THE OUTDOOR ACTIVITY AT FLOW.

MAIN STAGE



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MAIN STAGE





NOKIA BLUE TENT



THE ATMOSPHERIC KAYAM TENT AKA NOKIA BLUE TENT HOLDS SOME 5,500 FESTIVAL GOERS AND PROVIDES A SIZEABLE YET COMPACT-FEELING BACKDROP FOR THE PERFORMANCES, COMPLETE WITH STUNNING STAGE VISUALS.

NOKIA BLUE TENT



BLACK TENT



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THE BLACK TENT FEATURES A BULK OF THE FLOW FESTIVAL CLUB PROGRAM IN BOTH LIVE BANDS AND DJS. INCLUDING A LARGE DANCEFLOOR, TWO BARS, PLUS MIRROR BALLS GALORE, THE FLOW AFTERPARTY HAPPENS HERE, RIGHT AT THE FESTIVAL SITE.

BLACK TENT



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2011



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BLACK BLACK ENTERTAINMENT



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SMALLER VENUES



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**BACK YARD / DIESEL / NOKIA
LOUNGE / OSS / ...**
**- A KEY FEATURE AT FLOW
FESTIVAL IS THE DISCOVERY OF
NUMEROUS INTIMATE VENUES
ACROSS THE FESTIVAL SITE.
THESE OFFER DISTINCT WORLDS
UNTO THEMSELVES, OFTEN
PRESENTING AN ESPECIALLY
ADVENTUROUS RANGE OF
PROGRAMMING OVER THE
WEEKEND.**

SMALLER VENUES



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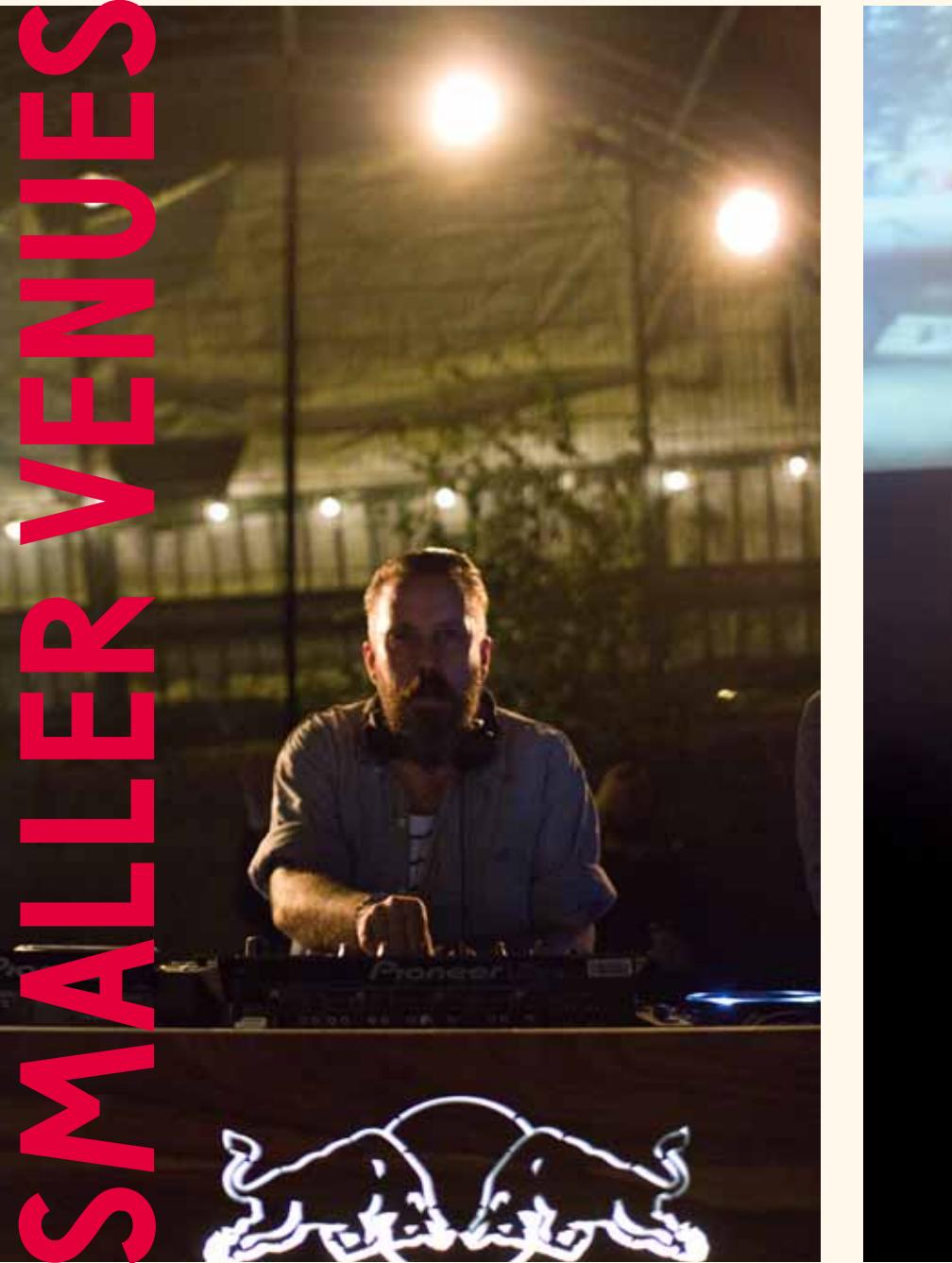


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SMALLER VENUES



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FLOW



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SMALLER VENUES



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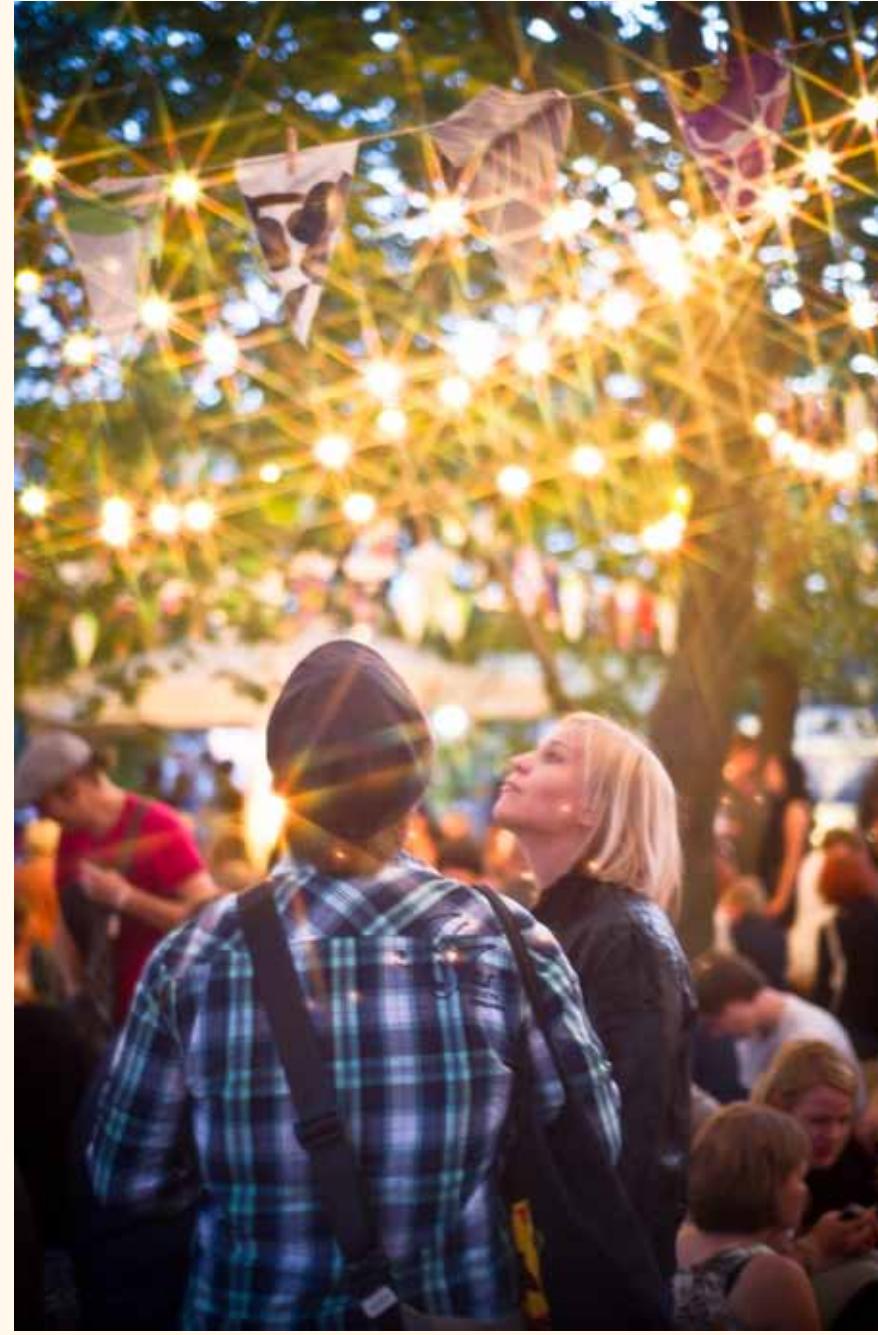
SMALLER VENUES



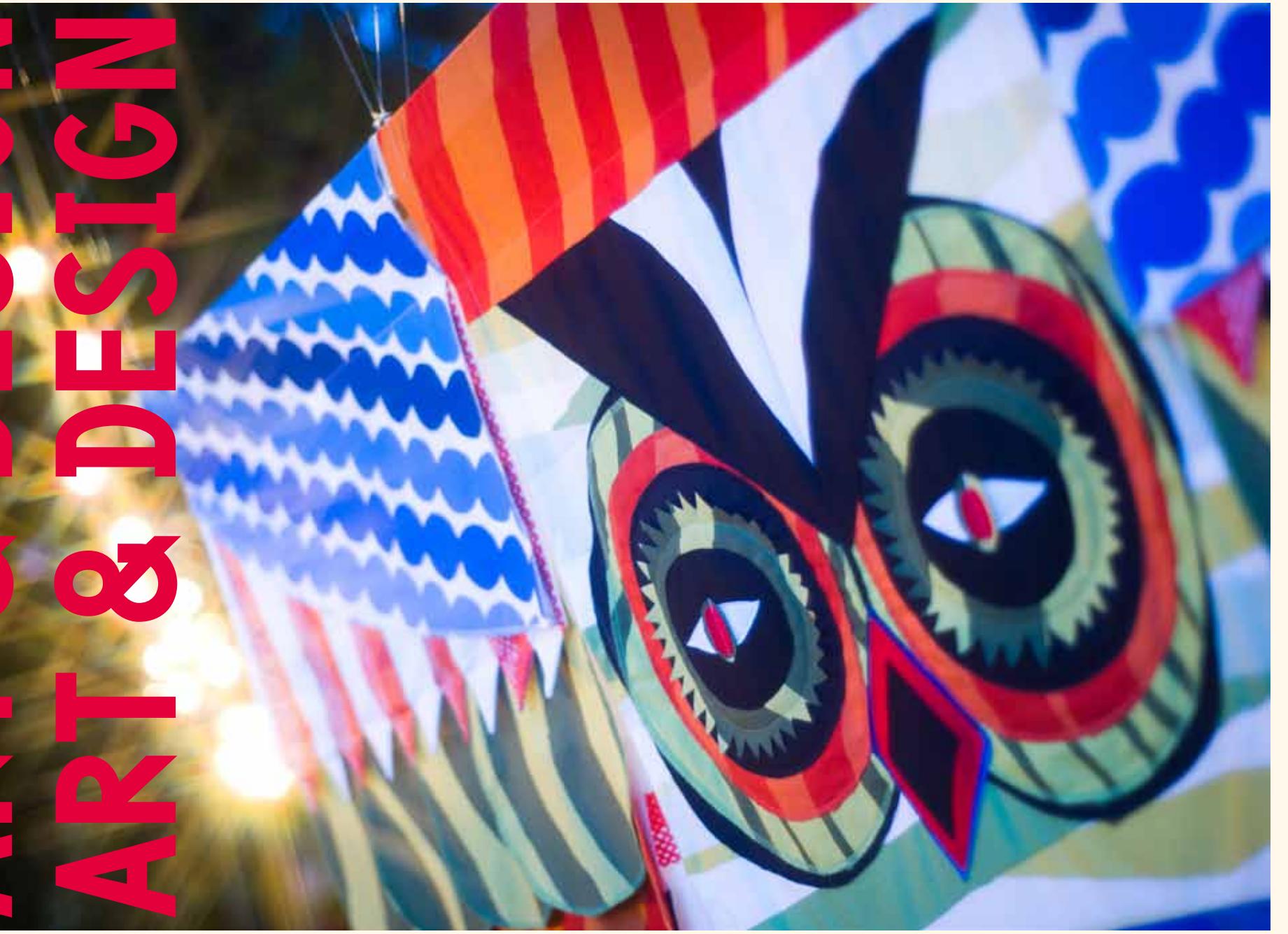
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DESIGN AND ART



**IN ADDITION TO GREAT MUSIC,
FLOW IS ALSO ABOUT ART AND
DESIGN. THE FESTIVAL AREA
FEATURES SEVERAL KINDS OF
DECORATIONS AND ART PROJECTS.
THE OVERALL ETHOS HERE IS
BUILDING A SMALL VILLAGE OF
VIBRANT CITY CULTURE DURING
THE FESTIVAL WEEKEND. THE
EXPERIMENTAL MUSIC CONCEPT,
“THE OTHER SOUND”, FEATURES
A LARGE-SCALE INSTALLATION
TAKING OVER ONE OF THE TWO
ROOMS OF THE VENUE.**



ART & DESIGN AND ART

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ART DESIGN ART



THE 2011 FESTIVAL
FEATURED THE BERLIN
BASED VISUAL ARTIST IVANA
FRANKE PRESENTING HER
INSTALLATION "YEARS AWAY",
ESPECIALLY COMMISSIONED
BY FLOW FESTIVAL.

ART & DESIGN



FLOW



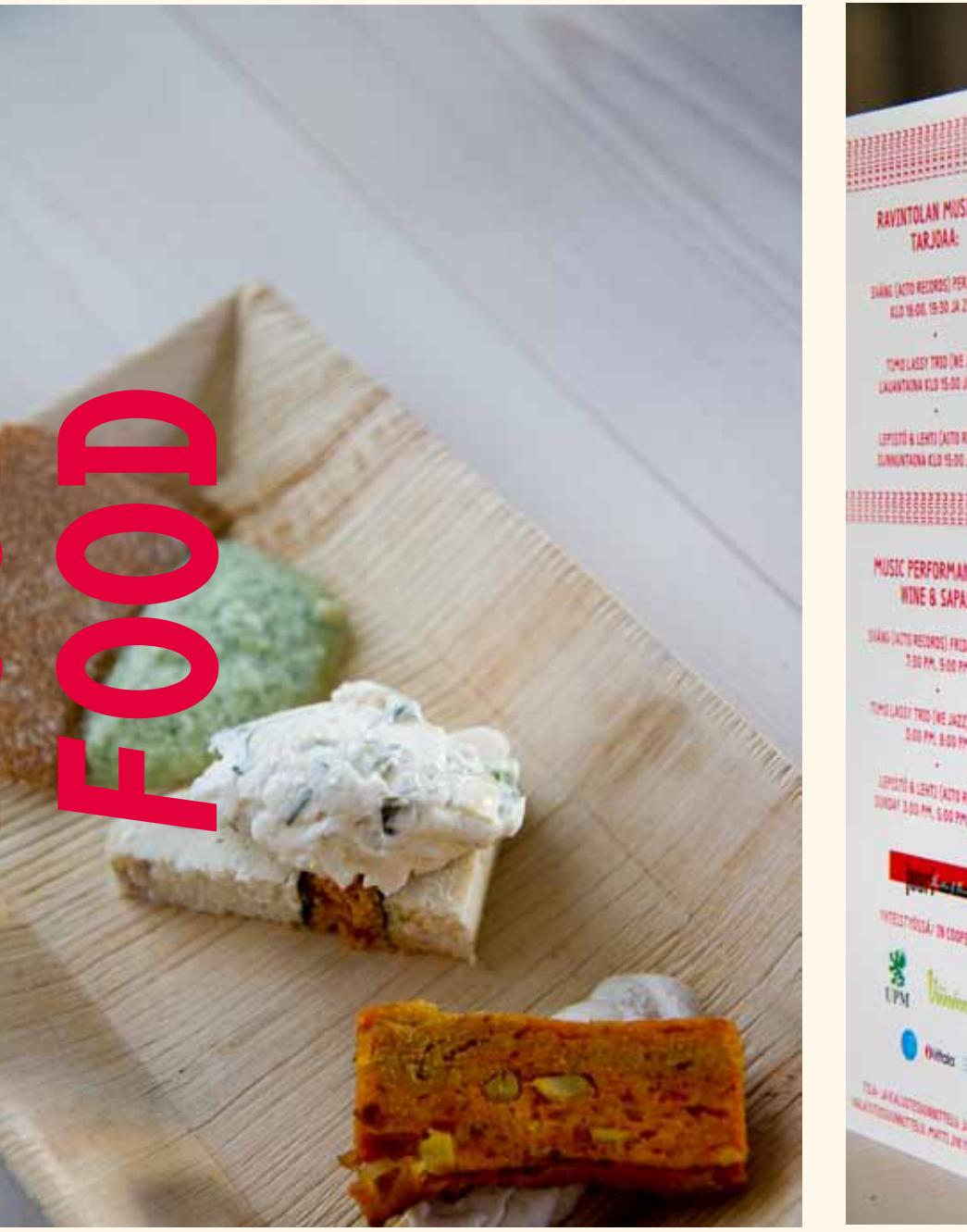
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FLOW IS ALSO A PLACE TO ENJOY YOUR FESTIVAL CUISINE. THE CATERING AT THE FESTIVAL IS A SELECTION OF OUR FAVOURITE HELSINKI RESTAURANTS.

FOOD



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FOOD



FLOW PHOTO



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VENUE CAPACITY FILL RATE 99 %
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VISITORS OVERVIEW 2011
806 141 VISITS
368 556 ABSOLUTE UNIQUE VISITORS
139 109 ABSOLUTE UNIQUE VISITORS IN AUGUST
294 533 VISITS IN AUGUST
SOURCE: GOOGLE ANALYTICS, JAN 1 – SEP 19, 2011

FLOW FESTIVAL 2011

50 000 VISITORS

VENUE CAPACITY FILL RATE 99 %

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VISITORS OVERVIEW 2011

806 141 VISITS

368 556 ABSOLUTE UNIQUE VISITORS

139 109 ABSOLUTE UNIQUE VISITORS IN AUGUST

294 533 VISITS IN AUGUST

SOURCE: GOOGLE ANALYTICS, JAN 1 – SEP 19, 2011

FACEBOOK

20 875 FANS

FLOW FESTIVAL IN THE MEDIA

CA. 450 HITS IN FINLAND

CA. 250 HITS INTERNATIONALLY

(MEDIA COVERAGE MONITORING BY CISIION FINLAND FROM APRIL 1 – SEP 30)

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