

F L O W

F E S T I V A L

P H O T O

B O O K

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FLOW FESTIVAL

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- An annual music and arts festival organized in Helsinki in August since 2004.

- Flow is an inspired mixture of popular culture and experimental arts.

- The event stages a handpicked selection of the most interesting fresh and forward thinking music. In addition to music, the event features visual arts, design, film, seminars and culinaryism.

- A City "boutique" festival: no camping area provided, no rubber boots needed.

- An event founded by musicians, DJs, and music lovers, not concert promoters.

- Flow Festival has won all the major industry awards in Finland (e.g. Musiikki & Media's The festival of the year award in 2009, 2011 and 2012)

A trail blazing festival event



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FESTIVAL AREA

- Flow Festival has taken place at the historical Suvilahti power plant area since 2007.

- In 2012 the festival site's total capacity was 20 000 visitors per day (2011: 16 000) with fill rate of 96%.

- The festival takes place in mid-August, which means enjoying the rare dark evenings during the Finnish summer.

- Flow site is the biggest annual outdoor lighting project in Finland.



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For over a century
Suvilahti - the festival site
area - generated energy
for Helsinki. Now the form
of energy has changed
from electricity and gas to
culture.

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VISITORS

© JOEL NIEMINEN



Total number of visitors
in 2012 was 63 000

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- Total number of visitors in 2012 was 63 000 over 4 days (2011: 50 000 / 3 days, 2004: 4 500 / 2 days)

- Average age 27,5 years (55% / 25-34 years, 27% / 18-24 years, 18% / + 34 years)

- Female 60 %, male 40 %

- 70% visitors from greater Helsinki region, 23 % from elsewhere in Finland and 7 % from abroad

- More than 60 % of visitors have a higher education degree

- A social event – most visit the festival with their friends



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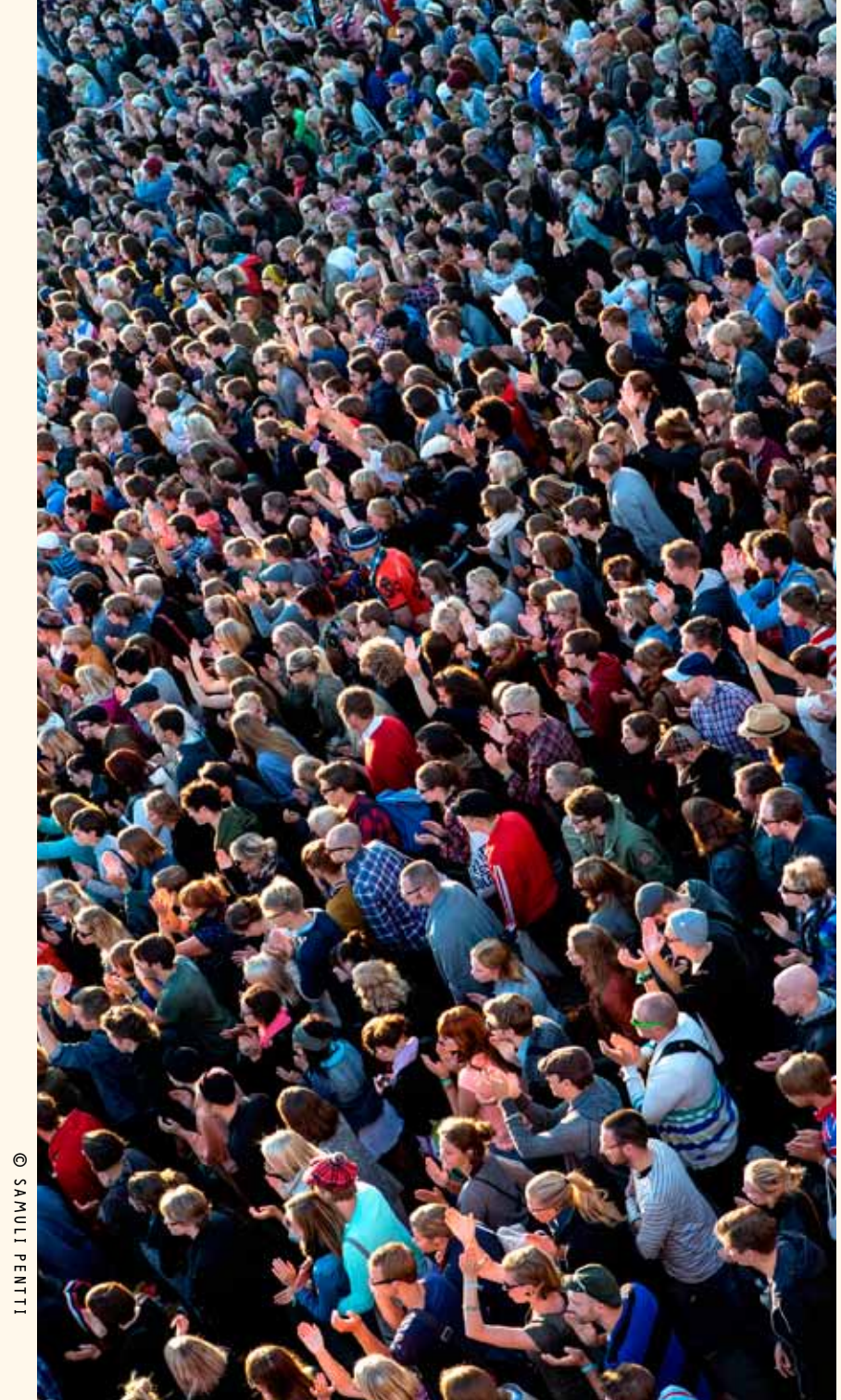


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Over 27 000
Facebook
likes

Number of
unique visitors at
flowfestival.com
varies between
350 000 - 400
000 per year

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FLOW PHOTO BOOK 2012

Flow Festival's twitter account has 8 500 followers and is growing steadily.

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V E N U E S : M A I N S T A G E

- Flow Festival Main Stage hosts a lineup ranging from top Finnish acts to international bill-toppers with grand stage shows.
- In 2012 the Main Stage artists included Björk, The Black Keys, Lykke Li and Feist.



The festival featured a total of 16 venues in 2012: a combination of larger outdoor and tent stages plus intimate indoor and outdoor venues.





VENUES: NOKIA BLUE TENT

- The atmospheric Kayam Tent a.k.a. Nokia Blue Tent holds some 5 500 festival goers and provides a sizable yet compact-feeling backdrop for the performances, completed with stunning stage visuals.

- In 2012 the Nokia Blue Tent artists included Bon Iver, Richie Hawtin, A\$AP Rocky, Ane Brun, Nicolas Jaar, Swans and St. Vincent.

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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 ball galore.

- The Flow afterparty happens here, right at the festival site.

- In 2012 the Black Tent artists included Four Tet, Caribou, Chromatics, Huoratron, Friends.

V E N U E S :

B L A C K

T E N T



V E N U E S : W A S T E L A N D S



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• The Wastelands “Balloon” stage was produced in relation to the architectural competition co-organised by Flow Festival and EASA (European Architecture Students Assembly).

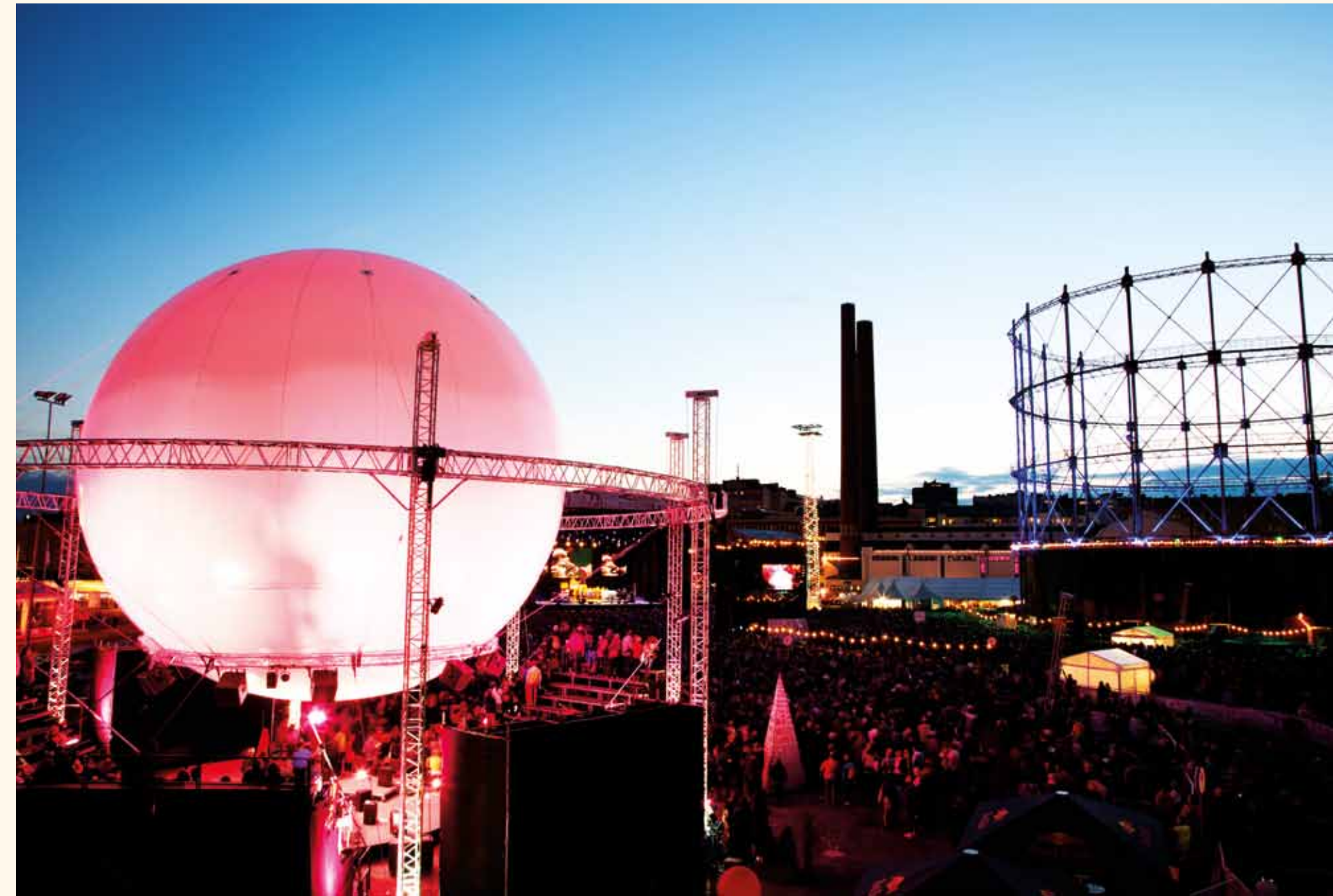
• The stage made its presence felt akin to the vintage gasometers located at the festival site.

• The audience area at the 500 to 1,000 capacity venue was built as an amphitheatre-like construction.

• On the festival map, the Wastelands stage worked as an installation, and a landmark.

• In 2012 the stage featured two special musical concepts: The music from West-Africa (such as Tamikrest and Orchestre Poly-Rythmo de Cotonou) and Turkey (such as BaBa ZuLa and Kolektif Istanbul). In addition the winner-of-all-polls jazz pianist, Jason Moran, performed 4 sets on the stage.

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S M A L L E R V E N U E S

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- Voimala club & concerts, Backyard, Open Source Stage, Nokia Lounge, The Other Sound @ Cirko, Film Garage, Tiivistämö, Champagne Bar & Lounge...

- A key feature at *Flow Festival* is the discovery of numerous intimate venues across the festival site.

- From the experimental music of The Other Sound @ Cirko (including Oneohtrix Point Never and Fennesz) to Voimala club shows (such as Monolake and Actress) and Voimala seated concerts to the non-stopping parties at the Backyard (with DJs like Nina Kraviz and Daniele Baldelli), the smaller venues at Flow offer distinct worlds unto themselves, often presenting an especially adventurous range of programming over the weekend.

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ART & DESIGN

- The 2012 festival offered numerous features in design, visual arts, films, architecture and talks.

- The festival area entry installation, "Fountain" was designed by the award-winning Harri Koskinen / Friends of Industry Ltd.

- Other design entries included the festival's visual artist of the year Tuomas Aleksander Laitinen's video piece "Passage" and the unique Wastelands stage, created in co-operation with the architectural assembly.

- Premiere film screenings in Finland included the documentaries "Marley" (life of Bob Marley), "SubBerlin" (Berlin based club Tresor), "Sounds and Silence" (jazz label ECM's mastermind Manfred Eicher), "7 Heaven Love Ways" (directed by the fashion designer Paola Suhonen).

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FLOW PHOTO BOOK 2012

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- Flow is known for its wide variety of quality festival cuisine.
- Once again, we invited some of our favourite Helsinki establishments to offer their take on the festival menu at both indoor at outdoor venues on the festival site.



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FOOD & DRINK

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“And so Flow – aside from being a wonderfully friendly, fun and varied place – is something of an embracing festival. The nationalities of the performers playing are as varied and far-reaching as those who have travelled to be in attendance, and then there is the amazing and world-spanning cuisine on offer, too, that tops any festival I’ve ever been to.”

- Daniel Dylan Wray, Loud and Quiet

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