

14.8. 12.-14.8.
2022 2022

**FLOW
FESTIVAL
HELSINKI
12.-14.8.
2022**

PHOTO BOOK





- 4-29** FLOW FESTIVAL
- 30-53** PROGRAM
- 54-79** FESTIVAL AREA & VENUES
- 80-87** EAT & DRINK
- 88-99** PARTNERS



FLOW FESTIVAL 2022 IN A NUTSHELL

Sold out

3 festival days

90 000 visits

30 000 capacity per day

48 335 unique festival visitors

11 venues

156 music acts

87 domestic acts

69 international acts

11 art projects

70 food stalls, cafes and bars

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LOW FESTIVAL FLOW FESTI

THE LEADING NORDIC CITY FESTIVAL

Flow, the truly urban boutique city festival, has been organised in Helsinki annually since 2004. Flow Festival was born out of the founders' passion for culture. Over the years, Flow Festival has grown from a small club event to the trailblazing European music and arts festival it is today. While the scale and breadth of Flow have 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.

In 2018, Flow Festival joined Superstruct Entertainment Group. Providence Equity-backed Superstruct is a London-based, live entertainment platform which owns and operates 50+ large-scale events in Europe and Australia, such as Sonar in Spain, Sziget in Hungary, and Øya in Norway.

Flow Festival 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, a thoughtfully designed and decorated festival area and an extensive sustainability program, Flow has put a new benchmark on the European festival scene.

Responsibility is at the core of Flow's values and operations. Flow considers the environment and sustainable development in everything it does and is one of the world's first carbon-neutral festivals. In 2021, Flow launched a research project with environmental expert company D-mat to understand the holistic environmental impacts of festival production even better. Flow is also committed to promoting justice, equity and equality and strives to improve their realisation continuously. Everyone is welcomed to the festival as they are, and no form of discrimination is tolerated. The entire Flow staff, as well as associates, are expected to adhere to the same values.

Flow was finally back in 2022 after two covid-cancelled editions. The long-awaited return was celebrated with a record-breaking crowd and a monumental lineup. The sold-out festival drew an audience of 90 000 visitors to the unique former power plant area in the Suvilahti district of Helsinki.



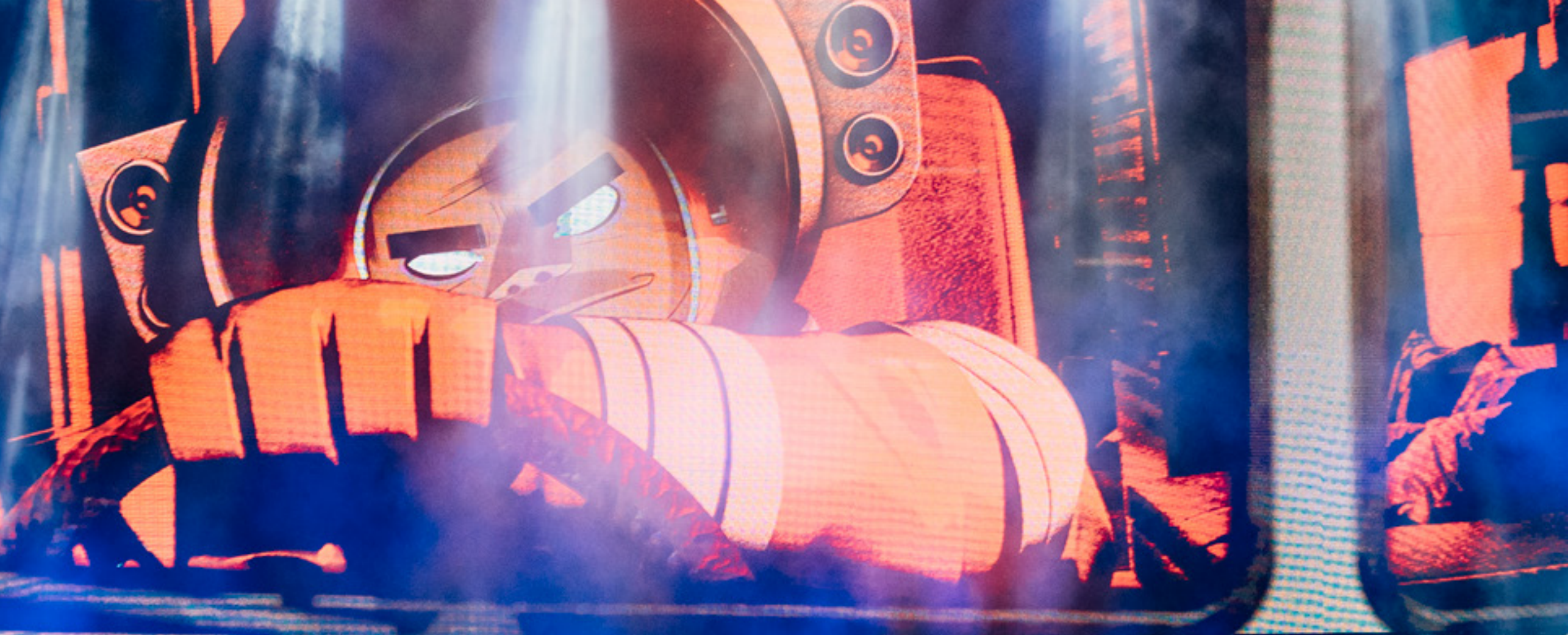
© KIRIL KAINULAINEN

DIVERSE AND LOYAL DEMOGRAPHICS

Flow Festival is a people and customer-driven festival, and therefore, the visitor experience is emphasized in every aspect of the event. The Flow 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. Flow Festival emphasizes equality and safety, thereby creating a festival with an open-minded community spirit where everyone has a great time.

While demographically, Flow's audience is more heterogeneous than at most festivals, Flow's inclusive and tolerant 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, Flow strives to offer its audience experiences year-round. Outside of the festival weekend, this is mainly achieved through the active use of digital marketing and well-timed program announcements throughout the year. Flow is active in social media and currently has over 80 000 followers on Facebook, 32 000 on Twitter and 42 000 on Instagram.



"Flow Festival is the happiest place in the world"

- THE LINE OF BEST FIT

© HAYLEY LE







LXANDRA

© RIIKKA VAAHTERA



DJ PAULETTE

© HAYLEY LE





© KONSTANTIN KONDRUKHOV



© PETRI ANTILA



© RIIKKA VAAHTERA



© SAMULI PENTTI



© JANITA AUTIO

"Festivals so often encourage us to run away from reality, *Flow Festival* does the polar opposite; it challenges us to embrace our surroundings, meet new people and tell everyone from back home about it. Never have I felt so welcome at a festival."

– CLASH



© JANITA AUTIO



AN INTERNATIONALLY RECOGNIZED BRAND

Flow Festival is a strong brand with a distinguishable brand identity. Its most essential and perceptible aspects are the program and services, the festival location and area, and the story behind the event. Additional brand components include sustainability, year-round operations, visual identity and marketing communication.

Flow's brand identity can be seen in the international 360 marketing communication, from innovative digital and outstanding outdoor advertising to the magnificent executions at the festival area, such as the Main Stage's dashing led screens with tailor-made animations and playful typography. Environmental responsibility is also at the core of the brand, and Flow has created an identity with the modularity of production year after year, ensuring that many of the elements are reusable, especially at the festival area.

Helsinki-based design agency studio Tsto together with a type foundry and graphic design studio Schick-Toikka designed Flow Festival's visual identity, pushing and playing with the typography. The Flow Festival brand and visual identity is protected since 2018 by an EU wide trademark registration that is currently valid until February 2025.



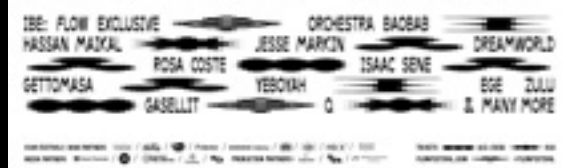
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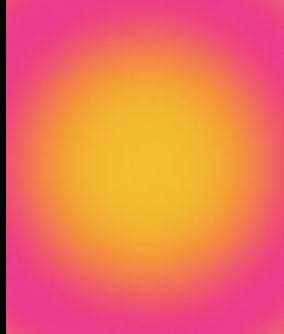
BURNA BOY
BURNA BOY
DI IDNA BOY



MADONNA
THE BLESSED
MADONNA
TUE DI ECCEN



GORILLAZ
GORILLAZ
GORILLAZ



14.8. 12.-14.8. 2022
FLOW
FESTIVAL
HELSINKI
2022



JAMIE XX
JAMIE XX
JAMIE XX



14.8. 12.-14.8. 2022
FLOW
FESTIVAL
HELSINKI
2022

SIGRID
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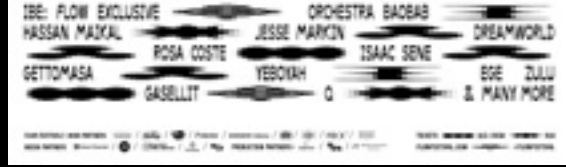


GIBBS
FREDDIE
GIBBS
EDENITE

NOKIA
PRINCESS
NOKIA
DDTICECC



MADONNA
THE BLESSED
MADONNA
TUE DI ECCEN



BURNA BOY
BURNA BOY
DI IDNA BOY

GORILLAZ
GORILLAZ
GORILLAZ



JAMIE XX
JAMIE XX

FLOW POSTER BOLD

ABCDEFGHIJKLMNO
PQRSTUVWXYZÄÖ
abcdefghijklmnop
qrstuvwxyzääö
0123456789[#!&?]

FLOW POSTER ALTERNATES

AAABBBDDCCDDDEE
GGHH/IJKKLLMMNN
OOPPPQQRRSSTTU
VVWWYZ

FLOW COLORS



C0 M20 Y90 K0



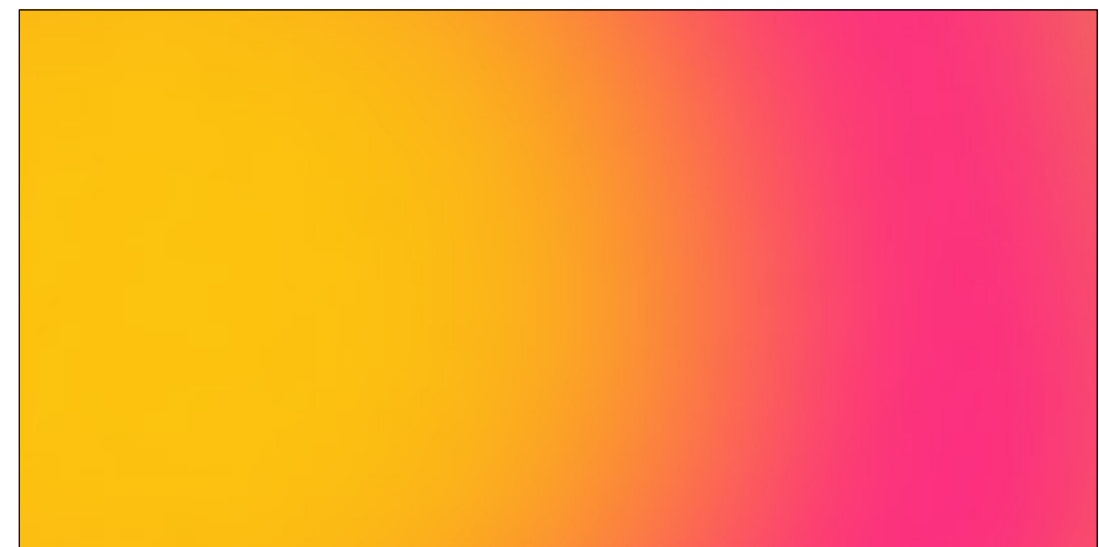
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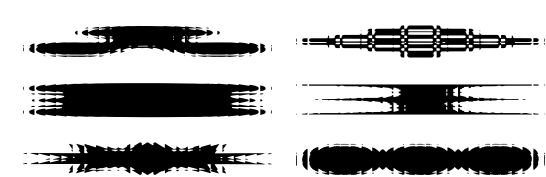
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FLOW2022 INVERTED

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FLOW DINGBATS





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 2022 Flow presented 156 music acts at 11 venues in its versatile program.

Flow participates in the European Keychange initiative, which works towards a gender-balanced music industry. Among other things, Keychange participants commit to choosing an equal amount of male and female, trans and non-binary performers by 2022. This year, approximately 55 % of artists and groups performing at Flow had female, trans or non-binary members.

International names for the 2022 Flow included, among many others, Gorillaz, Florence + The Machine, Nick Cave & The Bad Seeds, Burna Boy, Jamie xx, Michael Kiwanuka, JARV IS... , Princess Nokia, MØ, Sigrid, Bikini Kill, Freddie Gibbs, and Fred Again..

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

FLOW FESTIVAL 2022 SCHEDULE

PLEASE NOTE THAT FLOW FESTIVAL RESERVES THE RIGHT TO POSSIBLE CHANGES. DOWNLOAD THE FLOW FESTIVAL APP FOR UP-TO-DATE INFORMATION.

FRIDAY 12.8.

MAIN STAGE

22:00 GORILLAZ
20:00 BURNA BOY
18:30 SIGRID
17:00 YESALA
15:45 ANTTI AUTIO + JOUSET

RED ARENA BY LAPIN KULTA PURE

00:00 MØ
24:00 JARV IS...
19:00 IBE
17:45 ERIKA VIKMAN
16:15 ROSA COSTE

FREE.FI BLACK TENT

00:00 M HUNCHO
21:00 ARPPA
19:15 ALDOUS HARDING
18:00 NEW RO
16:30 PEHMOAINO

BALLOON 360°

23:00 ALFA MIST
21:15 NIHILOXICA
19:30 ISAAC SENE
17:45 JOHANNA JUHOLA REAKTORI
16:00 VILMA JÄÄ

RESIDENT ADVISOR FRONT YARD

23:00 THE BLESSED MADONNA
21:00 DIXON
20:00 UNCLE WAFFLES
19:00 KATERINA
17:00 ELECTRONIC MARKET
15:30 IRMA & HELMZ

BACKYARD

23:00 KAMMA & MASALO
21:30 OK WILLIAMS
20:00 YUNG SINGH
18:30 DJ RENAZ
17:00 ZERNELL
15:30 SOUL SURVIVORS

THE OTHER SOUND X SUN EFFECTS

00:15 HUORATRON DECONSTRUCTED
23:15 TRAINS
20:30 CATERINA BARBIERI
18:45 PROJECT VAINIOLLA: WAVES OF INNER PEACE
17:00 HELI HARTIKAINEN: CHRONOVIATIONS

RED GARDEN

23:30 MIKE Q
22:30 COCO NINJA & ICONIC HOUSE OF NINJA
21:30 CARDINAL & NUN
20:30 LAZERCAT
19:30 NAKS
18:30 ELINA TAPIO
17:30 LISKOKUNINGATAR
16:30 DENZEL
15:30 ANNA VÄNTTINEN

CHAMPAGNE BAR & LOUNGE

00:00 BOX'N'DICE
22:15 TBOY
20:30 JOSHI DJ
18:45 HITOSHI
17:00 DJ BUNUEL
15:30 DJ BUNUEL

VIINILINNA

16:00 FLOW TALKS MUSIC

SATURDAY 13.8.

MAIN STAGE

22:30 FLORENCE + THE MACHINE
20:30 PRINCESS NOKIA
18:30 VESTA
16:15 GETTOMASA
14:30 F

RED ARENA BY LAPIN KULTA PURE

00:00 JAMIE XX
24:30 FREDDIE GIBBS
19:30 BIKINI KILL
17:15 DREAMWORLD
15:15 JESSE MARKIN

FREE.FI BLACK TENT

00:00 FONTAINES D.C.
24:30 HOLLY HUMBERSTONE
19:30 YEBOYAH
17:15 MALLA
15:30 EGE ZULU
14:15 HASSAN MAIKAL

BALLOON 360°

23:00 ORCHESTRA BAOBAB
20:45 LXANDRA
19:00 LINDA FREDRIKSSON JUNIPER
17:40 KIT SEBASTIAN
16:00 UMO & JIMI TENOR
14:30 UMO & JIMI TENOR

RESIDENT ADVISOR FRONT YARD

23:00 MARCEL DETTMANN
21:30 DJ STINGRAY 313
20:00 ANZ
18:30 SHERELLE
17:30 ANTTI SALONEN
16:45 MONO JUNK (LIVE)
16:00 MORPHOLOGY (LIVE)
15:00 LARA SILVA
14:00 EMKAY

BACKYARD

23:30 DANILO PLESSOW / MCDE
22:00 LIL' TONY
20:15 MILLOS KAISER
18:30 BÁRBARA BOEING
17:00 TRUJILLO
15:30 HANNA OJANEN
14:00 DJ JESE

THE OTHER SOUND X SUN EFFECTS

00:15 TAL & SAPIDUZ ENSEMBLE
21:00 CUCINA POVERA
19:30 MARJA AHTI
17:45 HERRALA/LÖTJÖNEN
15:30 NYKY ENSEMBLE: ARVO PÄRT
14:30 KATRI NAUKURI & JANNE MYLLYMÄKE: MURSKAUTUMINEN

RED GARDEN

23:00 MARCIA CARR
22:00 KARLAINHEMIX
21:00 PRECIOUS BLOOM
20:00 MARIA WESANDER
19:00 ELEONORA SJJANDA
18:00 ESSI EIRENE
17:00 ALEC SIBBALD
16:00 JAAKKO RINTALA
15:00 DJ WUF
14:00 OLB

CHAMPAGNE BAR & LOUNGE

00:00 DJ WEKESA
24:45 CUMBIA BEAT
20:00 JOSEYSRADIOS
18:25 MIIA LAINE
17:00 MARC FRED
15:30 VESA LIEDE
14:00 VESA LIEDE

SUNDAY 14.8.

MAIN STAGE

21:00 NICK CAVE & THE BAD SEEDS
19:00 MICHAEL KIWANUKA
17:00 CHISU
15:00 GASELLIT

RED ARENA BY LAPIN KULTA PURE

20:00 FRED AGAIN..
18:00 BLACK MIDI
16:00 GOLDLINK
14:00 LOUIE BLUE

FREE.FI BLACK TENT

20:00 ACID ARAB (LIVE)
18:00 Q
16:00 DONNY BENÉT
14:30 SEXMAME
13:30 WILLIAM

BALLOON 360°

22:15 ERIKA DE CASIER
20:00 MDOU MOCTAR
18:30 BRANDEE YOUNGER TRIO
17:00 PEPE WILLBERG & JUKKA ESKOLA: "NIIN VÄHÄN ON AIKAA"
15:30 TIMO LASSY & TEPPU MÄKYNEN
14:00 PEKKA LAINE & THE ENCHANTED

RESIDENT ADVISOR FRONT YARD

21:00 DJ KOZE
19:30 DJ TENNIS
18:00 DJ HOLOGRAPHIC
16:30 HELENA STAR
15:30 JULIO VICTORIA (LIVE)
14:15 JENIFA
13:00 ERIC FILIPUS

BACKYARD

21:00 ANTAL
19:30 JAYDA G
18:00 ESA
17:00 ZOUKOUS
13:00 SKIDI BACKYARD

THE OTHER SOUND X SUN EFFECTS

22:45 ISLAJA
21:00 KMRU
19:15 SMERZ
17:30 AT/PT
16:00 ANNAMÁRET: NIEGUID DUOV DAGAT
14:15 ONA KAMU

RED GARDEN

21:00 PATRICK MASON
19:00 GIANT SWAN (DJ SET)
17:00 DJ PAULETTE
16:00 JUSSI KANTONEN
14:00 OK SOUND
13:00 LAURI SOINI

CHAMPAGNE BAR & LOUNGE

21:30 AFRO SUNDAY DJS
19:45 AFRO SUNDAY DJS
18:00 AFRO SUNDAY DJS
16:20 AFRO SUNDAY DJS
14:45 AFRO SUNDAY DJS
13:00 AFRO SUNDAY DJS

VIINILINNA

14:00 SUSTAINABLE MEAL



HOLLY HUMBERSTONE

© PETRI ANTILA



ANTTI AUTIO + JOUSET

© RIIKKA VAAHTERA



GOLDLINK

© KIRIL KAINULAINEN



NICK CAVE & THE BAD SEEDS

© RIIKKA VAAHTERA



"...Flow is impeccably programmed and detail driven."

- CRACK



BURNA BOY

© RIIKKA VAAHTERA



ARPPA

© KIRIL KAINULAINEN



BIKINI KILL

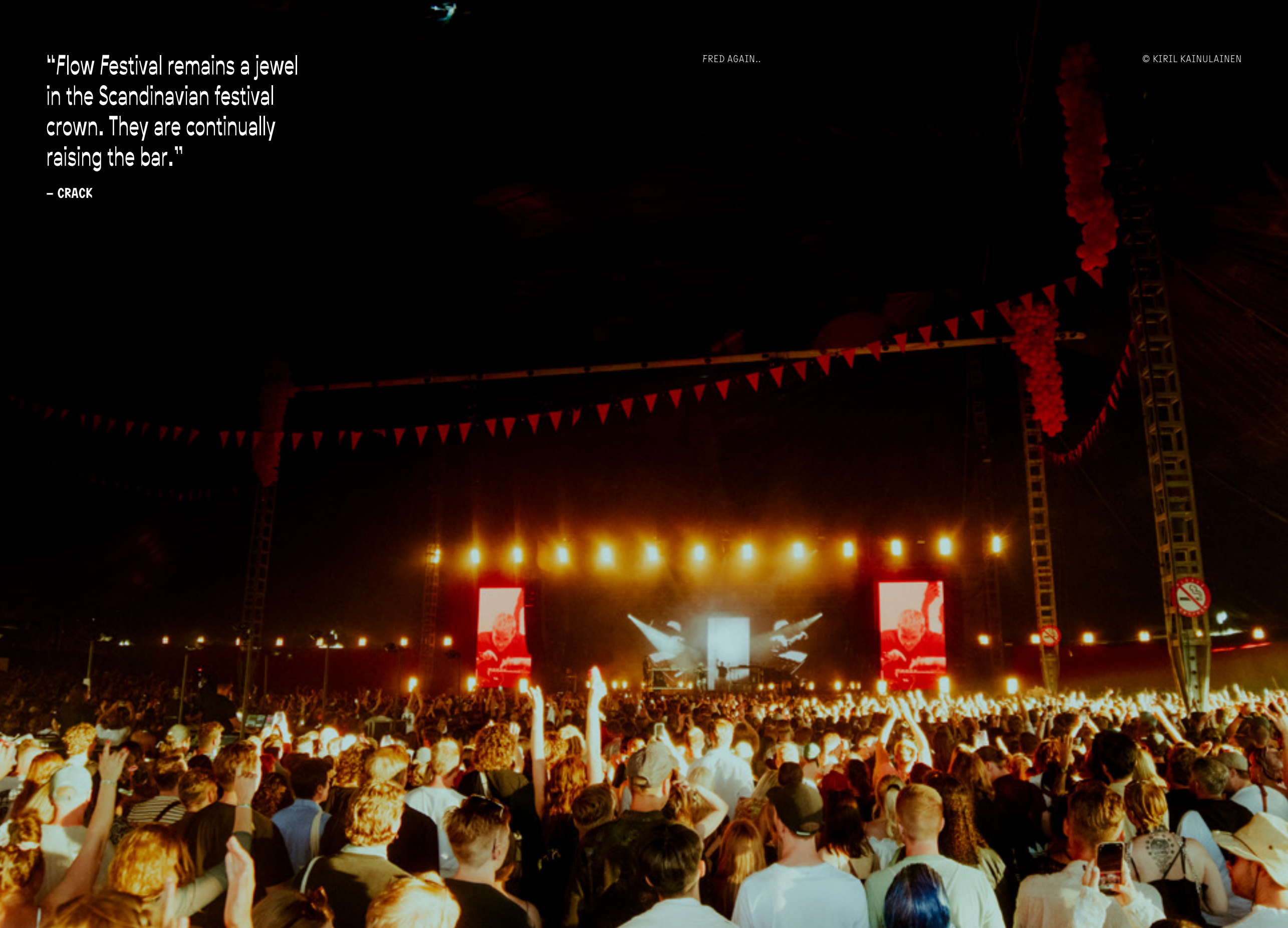
© KONSTANTIN KONDRUKHOV

"Flow Festival remains a jewel in the Scandinavian festival crown. They are continually raising the bar."

– CRACK

FRED AGAIN..

© KIRIL KAINULAINEN





A GENUINE ART FESTIVAL WITH A SOUL

Beyond music, Flow offers a warm embrace of visual and cross-disciplinary art. In 2022, Flow Festival's art program featured an impressive collection of works by a diverse group of artists ranging from thought-provoking video installations, immersing spatial and sound art, topical video and light art to painted art and photography. Flow is a genuine art festival with a soul, guided by artistic principles and maximizing visitor experience.

The most recent work by established Finnish-Iraqi new media artist Adel Abidin, the video installation *Musical Manifest*, premiered in Europe at Flow 2022. A brand new event space was also presented as the awe-inspiring old gasometer of Suvilahti was open to the public for the first time. The impressive Tiilikello x Polestar venue hosted an exhibition including *Blowing Flower* by artist Hanna Vihriälä and *Butterfly Effect* by composer and sound artist Antti Tolvi.

The Other Sound x Sun Effects venue presented a topical video and light art exhibition curated by the design collective Sun Effects. Artists Björk Hijoort and Tiia Kasurinen created a collaborative piece, *Millennial Muses to Resident Advisor Front Yard*, and in the *Make Your Mark Gallery*, an exhibition by artist Mina Mania was on display. Suvilahti DIY comprised a photography exhibition, *DIY Yesterday – Gone Tomorrow!*, for the Suvilahti skatepark.

"It's an ethos reflected at *Flow Festival* – whose willingness to reinvent themselves knows no bounds, positioning it as one of Europe's flagship festivals."

– CLASH



ADEL ABIDIN

MUSICAL MANIFEST 2022

ARTIST PROFILE

Adel Abidin is a Syrian-born artist who has spent most of his life in London. He is a multi-talented musician, producer, and DJ, known for his work in the electronic music scene. His music is characterized by its raw energy and emotional depth, often drawing on his experiences of displacement and identity.

TEXT

Adel Abidin's music is a powerful reflection of his life and experiences. He has collaborated with some of the most prominent figures in the electronic music industry, including Disclosure, Skrillex, and Diplo. His work has been featured on major platforms and has earned him a dedicated following of fans.

SETLIST

1. Introduction
2. [Track Name]
3. [Track Name]
4. [Track Name]
5. [Track Name]
6. [Track Name]
7. [Track Name]
8. [Track Name]
9. [Track Name]
10. [Track Name]

FLOW FESTIVAL







SINI PARIKKA: FIREGAMI

© PETRI ANTILA



SINI PARIKKA: WASTELAND JUNGLE

© PETRI ANTILA



BJÖRK HIJOORT & TIIA KASURINEN: MILLENNIAL MUSES

© KONSTANTIN KONDRUKHOV



LAURA LEHTINEN: FLOW

© JUSSI HELLSTEN



AT THE FOREFRONT OF TOPICAL ISSUES

Flow Festival has also worked as a platform for public discussion and aims to bring forth social issues and solutions. In 2022, the festival compiled the *Flow Talks* program. On Friday, 12.8., Flow hosted a panel discussion arranged with Music Finland and six other music industry organizations on advancing a more vigorous and international music industry, titled *Flow Talks Music*. The panel consisted of top Finnish decision-makers: Finland's Prime Minister Sanna Marin, Minister of the Environment and Climate Change Maria Ohisalo, Kai Mykkänen, Eeva Kalli, Ritva Elomaa, Jussi Saramo, and Anders Adlercreutz. The six co-arranging organizations, Gramex, Teosto, IndieCo, The Finnish Musicians' Union, Finnish Music Creators' Association, and LiveFin, had gathered questions from their members and acted as a voice of the public, addressing them to the panelists. The discussion aimed to reinforce the music industry's cooperation and promote its dialogue with decision-makers.

Additionally, on Sunday, 14.8., Flow arranged the Sustainable Meal panel, in which a jury of professionals selected the most sustainable and delicious dish from Flow's restaurants. The crowd's favorite Sustainable Meal was also chosen by popular vote. The jury selected as their winner *LoiLoi's Tofu Okonomiyaki*, and the crowd's favorite was *The Glass' dish Common Roach & Potatoes*. The jury of the Sustainable Meal panel consisted of member of parliament Emma Kari, food author and chef Meri-Tuuli Väntsi, and the Head Chef of restaurant *Grön Janne Keskevaari*.



© MIIA NÄRKKI

AN EXPERIENCE FOR THE WHOLE FAMILY

Flow's popular Family Sunday offers something for the whole family as it takes over the festival area on the festival Sunday. On Family Sunday, adults visiting the festival can bring their children aged 12 and under to enjoy the magical festival area during the afternoon.

In 2022 on Family Sunday, Skidit arranged a fun garden party at Backyard. The area was filled with music performances, DJ sets, self-written songs by kids and youngsters, and a crazy family disco hosted by Moikkulit. Kids and grown-ups alike could also tune their outfits in the party's tune-up workshop or join a movie workshop hosted by IhmeFilmiry. The Startup Refugees Garden offered block printing and drawing workshops for kids.

Colouring, painting and glitter make-ups were available at the FREE. fi area, Oddlygood's Tasteland hosted a delicious amusement park for children and child-like souls, and The Bao restaurant arranged a mouth-watering hot dog workshop where kids could fill their own delicious hot dogs.

FESTIVAL AREA & VENUES

A UNIQUE URBAN SETTING

Since 2007, *Flow Festival* has been held at the monumental former power plant area of Suvilahti, adjacent to central Helsinki. The site 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 10-ha festival area with impressive light design, furnishing and decorations. To create a unique urban festival atmosphere and the high-quality visitor experience, careful attention is paid to each detail of the area. At *Flow 2022*, the festival area housed 11 unique venues, including massive outdoor and tent stages for thrilling and atmospheric spectacles, as well as other indoor and outdoor venues of various sizes for more intimate moments. The Main Stage area holds a crowd of 25 000 people and the biggest tent Red Arena by Lapin Kulta Pure has a capacity of 15 000, while the smallest venues are suited for a few hundred people.

MAIN STAGE

All roads lead to the Main Stage, which dominates the centre of the festival area. This eye-catching primary stage is located at the core of the Flow environment, and is reachable or visible from almost every part of Suvilahti. The Main Stage also has a huge video screen implementation, with physical dimensions of 57 m x 8.4 m. The classic outdoor Main Stage has seen some of the brightest stars of the global music scene and been the epicenter of unforgettable Flow discoveries.

This year, the Main Stage included performances by Gorillaz, Florence + The Machine, Nick Cave & the Bad Seeds, Burna Boy, Michael Kiwanuka, Princess Nokia, Sigrid, Gasellit, Chisu, Vesala, Vesta, Gettomasa, Antti Autio + Jousset, and F.



© HAYLEY LE





RED ARENA BY LAPIN KULTA PURE

First introduced to Flow Festival's audience in 2016, the gigantic tent stage, boasting a capacity of almost 15,000 persons, has become one of the festival area's reference points. The flagship tent by Kayam has a maximum height of 20 metres, and the stage structure equals the Main Stage in size. This year, a fully self-sufficient Lapin Kulta Pure container bar running on solar power was introduced next to the Red Arena.

Performing at Red Arena by Lapin Kulta Pure in 2022 were Jamie xx, MØ, Fred Again., Jarv Is..., Bikini Kill, Freddie Gibbs, Black Midi, GoldLink, ibe, Erika Vikman, Dreamworld, Jesse Markin, Rosa Coste, and Louie Blue.



© KIRIL KAINULAINEN



© KIRIL KAINULAINEN

FREE.FI BLACK TENT

The Black Tent is known for its palpable atmosphere. The eye-catching milieu invites festival visitors to dive into the music and enjoy! This year was no different, as the Black Tent served as a venue for the most current names, both domestic and international.

The performers at FREE.fi Black Tent in 2022 were Fontaines D.C., Holly Humberstone, Aldous Harding, M Huncho, Acid Arab (live), Donny Benét, Arppa, Yeboyah, william, Malla, New Ro, pehmoaino, Hassan Maikal, Sexmane, and Ege Zulu.



© KONSTANTIN KONDRUKHOV



M HUNCHO

© KONSTANTIN KONDRUKHOV

BALLOON 360°

Balloon 360° is the beating heart of *Flow Festival*. The stage was born ten years ago as the result of an architecture competition and has since become one of the festival's hallmarks. The stage is like a planet of its own, with an always enchanting and intimate atmosphere. The grandstand surrounding the stage offers festival goers goosebump-inducing performance spectacles. Not surprisingly, the captivating Balloon 360° has proven to be immensely popular.

This year Balloon 360° hosted performances by Nihiloxica, Alfa Mist, Orchestra Baobab, Kit Sebastian, Mdou Moctar, Erika de Casier, Brandee Younger Trio, UMO & Jimi Tenor, Lxandra, Linda Fredriksson Juniper, Pepe Willberg & Jukka Eskola: "Niin vähän on aikaa", Timo Lassy & Teppo Mäkynen, Johanna Juhola Reaktori, Isaac Sene, Vilma Jää, and Pekka Laine & The Enchanted.



ORCHESTRA BAOBAB

© KIRIL KAINULAINEN





RESIDENT ADVISOR FRONT YARD

Premiered in 2017, the lush Resident Advisor Front Yard offers a large outdoor venue to see the top names in electronic music. At Front Yard, the parties take place in the middle of grungy containers and dazzling lights. Moreover, at Front Yard, visitors don't have to worry about moments of silence as the music plays non-stop.

Presenting their gripping sets at the Resident Advisor Front Yard this year were DJ Koze, The Blessed Madonna, Dixon, Uncle Waffles, Marcel Dettmann, Heléna Star, Anz, DJ Stingray 313, Sherelle, DJ Tennis, DJ Holographic, Julio Victoria (live), Mono Junk (live), Morphology (live), Electronic Market, Katerina, Irma & Helmz, Antti Salonen, Lara Silva, emkay, Eric Filipus, and Jenifa.



© KONSTANTIN KONDRUKHOV



© KONSTANTIN KONDRUKHOV

BACKYARD

Flow Festival's Backyard is a verdant oasis full of good vibes for club music enthusiasts in the post-industrial Suvilahti area. In 2022, the legendary Backyard offered a diverse set of DJ music that drew the crowd into the sonic worlds of house, disco and soul, as well as influences from different parts of South America and Africa.

Performing at Backyard were Danilo Plessow / MCDE, Antal, Jayda G, Zernell, Millos Kaiser, Bárbara Boeing, Trujillo, Kamma & Masalo, OK Williams, Yung Singh, Esa, Lil' Tony, Hanna Ojanen, DJ Jese, Soul Survivors, and Zoukous.



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THE OTHER SOUND X SUN EFFECTS

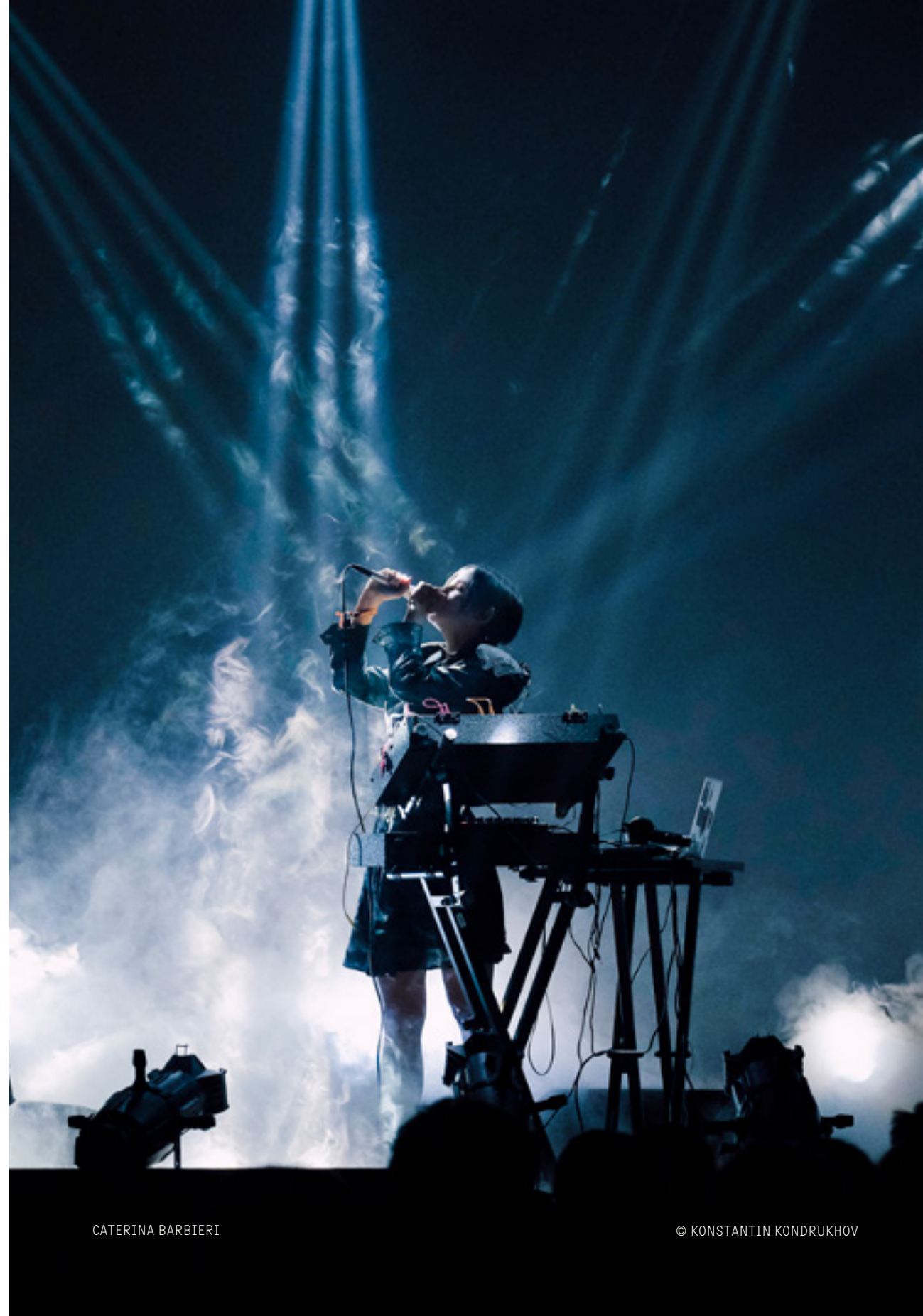
The old powerplant of Suvilahti is the largest of the industrial structures in the area. The wide open, thousand-square-meter hall has the distinction of serving as the Flow Festival's official sanctuary for The Other Sound program, which shines a light on the gems of experimental music. This year, The Other Sound was executed in collaboration with the design collective Sun Effects. The Other Sound x Sun Effects program featured experimental music from a variety of artists and a topical video and light art collection curated by Sun Effects.

Performing and displaying their works at The Other Sound x Sun Effects were Caterina Barbieri, Huoratron Deconstructed, KMRU, Smerz, TAL & Sapiduz Ensemble Trains, Cucina Povera, NYKY Ensemble: Arvo Pärt, Project Vainiolla: Waves of Inner Peace, Islaja, AT/PT, Herrala/Lötjönen, Marja Ahti, Heli Hartikainen: CHRONOVARIATIONS, Ánnámáret: Nieguid Duovdagat, Ona Kamu, Katri Naukari & Janne Myllymäki: Murskautuminen, Ville Mäkelä, Alexander Salvesen, Jaakko Mattila & Jussi Ängeslevä, Immanuel Pax, and Merle Karp.



KATRI NAUKARI & JANNE MYLLYMÄKI: MURSKAUTUMINEN

© KONSTANTIN KONDRUKHOV



CATERINA BARBIERI

© KONSTANTIN KONDRUKHOV

RED GARDEN

First introduced at Flow Festival in 2017, Red Garden is the passionate beating heart of Flow Festival – a synergistic space open to everyone, where people, music, and the collective experience meet. It's a vibrant communal garden of nightlife beats, a diverse breeding ground where everyone is free to blossom out as fiery red flowers.

This year, Red Garden included acts by Giant Swan (DJ set), DJ Paulette, Patrick Mason, Mike Q, Cardinal & Nun, Marcia Carr, Precious Bloom, Lazercat, Naks, Anna Vanttinen, Denzel, Elna Tapio, Coco Ninja & Iconic House of Ninja, Liskokuningatar, Alex Sibbald, Maria Wesander, DJ Wuff, Eleonora Šljanda, Essi Eirene, Jaakko Rintala, Karlainthemix, OLB, Jussi Kantonen, and OK Sound. Red Garden was also hosted throughout the Flow weekend by a diverse bunch of characters brought together by Andre Pozosis and Minttu Vesala.



PATRICK MASON

© KONSTANTIN KONDRUKHOV



© PETRI ANTILA



CHAMPAGNE BAR & LOUNGE

The bubbles in the tall drink at *Flow Festival* are provided by the popular Champagne Bar & Lounge by Lanson, located near the Balloon 360°. In addition to the sparkling beverages, talented DJs can also be found here, blasting their best selections.

This year, playing at the Champagne Bar & Lounge were DJ Bunuel, DJ Wekesa, Afro Sunday DJs, Box 'n' dice, Cumbia Beat, HiToshi, Joseysradio, Joshi DJ, Marc Fred, Miia Laine, Tboy, and Vesa Liedes.



© PETRI ANTILA



© JUSSI HELLSTEN

THE BEST FOOD YOU'LL FIND AT ANY FESTIVAL

Food plays an essential role in the Flow program – the restaurants attending the festival are handpicked, and there are more than 60 different restaurants, cafés and bars serving the varied audience tastes. Organic, locally sourced, meat-free and environmentally friendly options are emphasized on 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 exciting restaurants offer their signature styles and dishes for the benefit of Flow visitors. Flow's wide selection has it all: the best fine dining restaurants, dishes inspired by flavors from different parts of Asia, North Africa and the Middle East, and a versatile selection of street food. In 2022, visitors got to enjoy food from 46 restaurants and drinks from over 20 bars. In addition, Flow continued its trail-blazing work on sustainability by cutting red meat and poultry entirely out of the menus, ensuring all restaurants have at least one vegan option and training the restaurants according to the Sustainable Meal guidelines. The festival also presented a wide variety of wines, craft beers, and desired additions to non-alcoholic beverages.



RESTAURANTS

- Anton&Anton
- Ape Gelato
- Baba Hummus Bar
- Bali Brunch
- Bun2Bun
- CALAMARI by POBRE
- Casa Moro
- Churros & co.
- Crusty Pizza
- Eat Poke
- Fat Ramen
- Freeesh Sushi
- Georgian Street Kitchen
- Green Hippo
- Juhla Mokka Smooth Lounge & Cafe
- Just Vege
- Kajo
- Kimchi Fries
- Lehmus Roastery
- Levant
- Lie Mi
- Loi Loi
- Lopez y Lopez
- MeEat
- Mex-Man
- Momo House
- Oddlygood Tasteland
- Ônam
- Outrun
- Satama Bistro
- Seksico Tacos
- Social Burger Joint
- Story
- Thai Papaya
- The Bao
- The Glass
- Twisted Street Kitchen
- Vanhan Porvoon jäätelötehdas
- W30
- Way Bakery
- Yakitori by Brasa



BROCCOLI
& CHILI



ROACH &
POTATOES

SUSTAINABLE



MARINATED
POTATOES

"The result was some of the best tasting festival food I've ever encountered, from cauliflower korma to curry dumplings hitting the spot."

- FLOOD MAGAZINE



© JUSSI HELLSTEN



© ANDREW TAYLOR



INNOVATIVE BRAND PARTNERSHIPS

The forward-thinking *Flow Festival* is associated with brand partnerships which are innovative, high quality, and always adding value to the festival experience. The musical content and additional programming, plus the uniquely decorated Suvilahti festival area offer remarkable grounds for innovations and visibility for brand partners. Each of *Flow Festival's* partnerships are individually tailored concepts that are not limited to the 3-day festival but are on the agenda throughout the year.

MAIN PARTNER

**LAPIN
KULTA** PUBE

BRAND PARTNERS

FREE.FI

Vaasan

Polestar

SAMSUNG Galaxy

ODDLY-GOOD

Lanson
CHAMPAGNE
REIMS FRANCE

JUHLA
MOKKA

POOL

Helsinki

MEDIA PARTNERS

Clear Channel

HS

RADIO HELSINKI

Finnkino

Fin

PRODUCTION PARTNERS

Stopteltat

SUN EFFECTS

CREATIVE TECHNOLOGY
NEP Live Events

skyproduction

Thanks to: Yle, Arte, Music Finland, Helsinki Partners, Visit Finland, Tsto, Lucky Few, Skyproduction, Mehiläinen, Tastery, Marski by Scandic, St. George, Puutarha Tahvoset, Aspire Brands, REDI, Marimekko and ST0.



PAULIG JUHLA MOKKA

© RIIKKA VAAHTERA



POLESTAR

© RIIKKA VAAHTERA



LAPIN KULTA PURE

© PETRI ANTILA

LAPIN  KULTA
PURE

100% OMAVARAINEN BAARI

LAPIN  KULTA
 ORGANIC LAGER BEER

LAPIN  KULTA
 ORGANIC LAGER BEER

“Our longtime cooperation with Flow, as the main partner, has strengthened Lapin Kulta Pure brand image and preference in our target group of young urban citizens.”

– HEIKKI SAVOLAINEN, HEAD OF CATEGORY MARKETING, HARTWALL



CITY OF HELSINKI

© TANU KALLIO



RESIDENT ADVISOR

© KONSTANTIN KONDRUKHOV



VAASAN

© RIIKKA VAAHTERA



CHAMPAGNE LANSON

© MIIA NÄRKKI

"Flow Festival is a one-of-a-kind city festival that gives visitors the chance to meet and connect with each other after a long break. These kinds of human interactions also form the very essence of our POOL concept."

– JOHANNA SAREKOSKI, ASSOCIATE DIRECTOR, POOL BY ANTILOOPPI



MAIN STAGE BY CREATIVE TECHNOLOGY

© PETRI ANTILA



VALIO ODDLYGOOD®

© SAMULI PENTTI

“For Samsung, Flow Festival 2022 is a place where we can spend time with a culture-loving festival audience and introduce them to Samsung's Korean roots and to new innovations...”

– MIKA ENGBLOM, COUNTRY DIRECTOR,
SAMSUNG FINLAND



SAMSUNG GALAXY
© HAYLEY LE

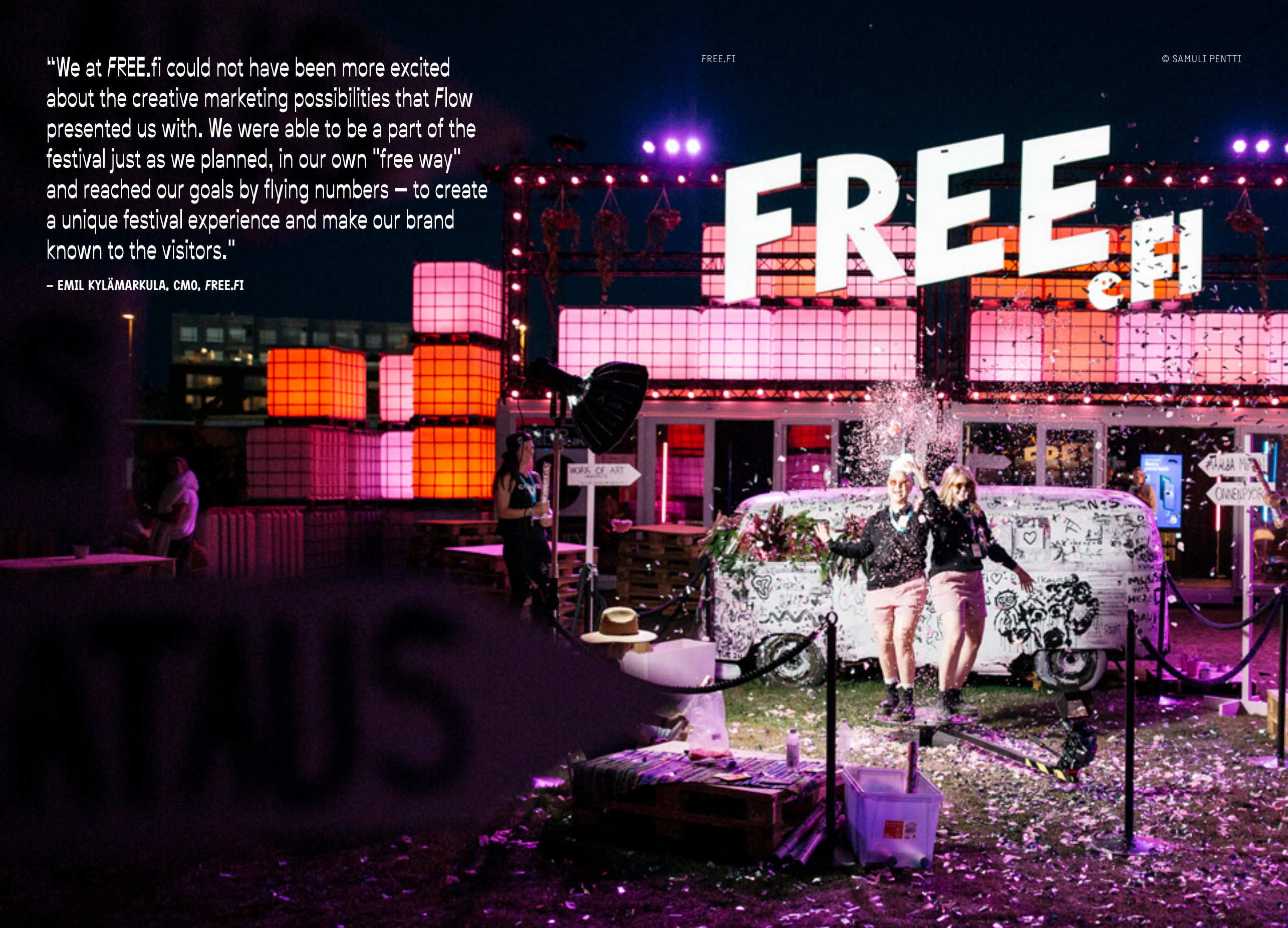
"We at FREE.fi could not have been more excited about the creative marketing possibilities that Flow presented us with. We were able to be a part of the festival just as we planned, in our own "free way" and reached our goals by flying numbers – to create a unique festival experience and make our brand known to the visitors."

– EMIL KYLÄMARKULA, CMO, FREE.FI

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FLOW FESTIVAL®