

Kaytranada to Flow Festival

Kaytranada, one of the hottest producers of today, has been added to Flow's program. Kaytranada's performance crowns the Friday program at Flow Festival's newest venue, the 15,000-capacity Heineken Silver Arena.

Breaking genre boundaries, **Kaytranada** is one of the most sought-after producers and successful artists today. Kaytranada, who has worked with **Anderson .Paak, Kendrick Lamar, Chance the Rapper, Pharrell Williams, Robert Glasper, Snoop Dogg** and **Alicia Keys**, among others, started his career in the early 2010s by releasing more interesting mixtapes and remixes. Moving nimbly in hip-hop, R&B and electronic music, the producer released his debut album **99.9%** in 2016, quickly becoming a phenomenon. The second album, **Bubba**, received an even better reception and was recognised with multiple awards, including two Grammys. At this year's Coachella, Kaytranada's show astounded the audience with its numerous visitors, including rapper **Aminé**. A debut album by their duo, **Kaytraminé**, has since garnered rave reviews.

Playing solo at Flow, Kaytranada crowns the festival Friday with a performance at Flow's second biggest venue, the Heineken Silver Arena. The Silver Arena, realised with Flow Festival's main partner Heineken, is the festival's brand new venue, replacing the Red Arena, located in the same area in previous years. The impressive TFS-style tent measures 60m x 75m and can hold up to 15,000 people. Heineken Silver Arena is Flow's unique eye-catcher, where in addition to Kaytranada, **Suede, Tove Lo, Pusha T, 070 Shake, Christine & The Queens**, and **Moderat** will perform.

Flow Festival takes place for the last time in its current location at Suvilahti, Helsinki, on the 11th–13th of August, 2023. The festival will host around 150 artists. Already announced acts include **Lorde, Blur, Wizkid, Kaytranada, Christine & The Queens, Tove Lo, Devo, Pusha T, Caroline Polachek, Suede, Moderat**, and many more.

See the program for Flow Festival on the website: <https://www.flowfestival.com/en/artists/>.

The main partner for the year 2023 is Heineken Silver. Other partners are Polestar, Vaasan, Valio Oddlygood®, Lanson, POOL by Antilooppi, the City of Helsinki, and Tietoevry. Media partners are Helsingin Sanomat, Clear Channel, Radio Helsinki, Finnkino, and Resident Advisor, and production partners are Creative Technology, Sun Effects and Stopteltat.

www.flowfestival.com
www.instagram.com/flowfestivalhelsinki
www.facebook.com/FlowFestival
www.twitter.com/FlowFestival

Tickets:

Ticketmaster www.ticketmaster.fi

Tiketti www.tiketti.fi

3-day ticket: 239 €

2-day ticket: 189 €

1-day ticket: 119 €

3-day Gold ticket: 345 €

1-day Gold ticket: 189 €

Prices are applicable for the time being. Prices include the service charge.

Press photos: <https://www.flowfestival.com/en/flow-festival/media/>

Media accreditation: <https://gest.fi/customers/aedhjf/5088?lang=en>

Additional information:

Flow Festival

Press Officer Eeva Palmén

eeva@flowfestival.com / +358 40 613 9933

PR in the UK

The Zeitgeist Agency

Jamie Muir / jamie.muir@zeitgeist.co.uk

PR in Europe

Dawn Creative Agency

Chanel Kadir / chanel@dawncreative.agency