

## Flow Talks brings the most topical discussions to Flow Festival

**Flow Talks, which received significant attention at last year's Flow, returns to the festival as a comprehensive program of talks throughout the weekend. The daily changing themes delve into the topics of internationalisation of the Finnish music industry, quality journalism, and sustainable development.**

The Flow Talks program kicks off on Friday, August 11, with Flow Talks Music, organised in collaboration with YouTube and Musiikkiala.fi. The panel, which garnered much praise at last year's festival, invites influential figures of the Finnish music industry and high-level political decision-makers to seek solutions for the internationalisation of Finnish music. The discussion aims to answer how the nearly billion-euro domestic music industry can grow even bigger. Where can we find the spark and the skills to conquer international markets? Furthermore, how can different actors in the creative industries, from the music industry to platforms and legislators, support the endeavours for global success?

Helsingin Sanomat brings its successful concept Black Box (Musta laatikko), to Flow Talks on Saturday. In these highly popular presentations, HS journalists and photographers share high-quality journalism as unique live performances. On Flow's stage, we will see **Mari Manninen**, HS's Asia correspondent, with a presentation on Hong Kong's micro-apartments, **Panu Jansson**, HS's children's news reporter, with a presentation on the real metaverse, and **Laura Kangasluoma**, a producer from the lifestyle editorial, who called every single person on their phone's contacts to ask them how they are doing.

On Sunday, in collaboration with the City of Helsinki, the talks program focuses on sustainable development with Flow Talks Sustainability. The climate emergency calls for urgent actions from businesses, national and local authorities, and individual citizens. The session explores how everyone can contribute to the change and is hosted by **Thomas Kolster**, a pioneer of change and an internationally renowned thinker in marketing, business, and sustainable development. In his keynote speech, Kolster reflects on the future of the climate agenda and the role of companies in the transformation. He also offers concrete advice on how to make one's voice heard and how to encourage companies to do better. Following the speech, a panel discussion will take place with Kolster and three top experts: Helsinki's Deputy Mayor **Anni Sinnemäki**, **Anu Ubaud**, the co-founder of a value-driven branding and communications agency, United Imaginations, and **Thijs Biersteker**, an environmental artist whose latest work, Gasp, illustrates air pollution and will be showcased at Flow. The discussion will focus on the role of cities, brands, media, creatives, and the art community in driving change. Ultimately, the goal is to inspire individuals to take action in both small and big ways.

In addition, on Flow Sunday, the Sustainable Meal panel will choose the most sustainable dish of the festival based on ecological assessment and panel tasting. The panel will take place at the Wine Garden near Flow's main stage, and the participants will be announced later in the summer.

Flow Talks opens each festival day at The Other Sound x Sun Effects venue in Suvilahti. The Friday and Saturday programs will be in Finnish, while the Sunday keynote and discussion will be in English. Explore the program further here: <https://www.flowfestival.com/en/talks/>.

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, YouTube, 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](http://www.flowfestival.com)

[www.instagram.com/flowfestivalhelsinki](https://www.instagram.com/flowfestivalhelsinki)

[www.facebook.com/FlowFestival](https://www.facebook.com/FlowFestival)

[www.twitter.com/FlowFestival](https://www.twitter.com/FlowFestival)

#### **Tickets:**

Ticketmaster [www.ticketmaster.fi](http://www.ticketmaster.fi)

Tiketti [www.tiketti.fi](http://www.tiketti.fi)

3-day ticket: 239 €

2-day ticket: 189 €

1-day ticket (sat): 135 €

1-day ticket (fri & sun): 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:**

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