

Flow Festival's Friday was enjoyed in beautiful weather

The most anticipated weekend of the year began on Friday, as nearly 30,000 festival-goers arrived at Flow Festival in Suvilahti, Helsinki, to enjoy fantastic artists, a diverse food selection, thought-provoking art, a topical speaker program, and a unique festival atmosphere.

On the opening day, Friday, Suvilahti was filled with cheerful people and a sunny atmosphere. Flow Festival's audience was enchanted by, among others, the king of afrobeats **Wizkid**, the legendary 90s British pop band **Suede**, and Finnish artists **Anna Puu** and **Paperi T** with their captivating performances on the main stage. Inside Flow's dazzling new tent, the Silver Arena, the audience danced from the beginning to the end of the festival day as the venue welcomed a series of hotter and hotter artists, from Finnish rapper **Kube** to **Ege Zulu** and from **Alma** and **070 Shake**. The evening at Silver Arena was concluded by the producer-artist **Kaytranada**, skillfully blending R&B, hip-hop, and electronic music, in an enchanting performance.

At Black Tent, London rapper **Shygirl's** provocative performance and **Jockstrap's** psychedelic art-pop took the audience by storm. In the Resident Advisor Front Yard, the dance floor was filled with beats from techno legend **Speedy J**, the New Zealand DJ duo **Chaos In the CBD**, and Berlin's esteemed underground scene **DJ Nene H**.

In the unique Tiilikello x Polestar art space, the audience got to engage with thought-provoking environmental art as Dutch artist **Thijs Biersteker's** commissioned work titled *Gasp* took over the space. The installation, depicting suspended airborne particulates, serves as a reminder of the importance of moving away from fossil fuels and raises awareness about the damage caused by invisible air pollution particles in an evocative manner. The artwork is on display at Flow Festival throughout the festival weekend.

The Flow Talks program, lasting the entire weekend, kicked off with the Flow Talks Music panel in collaboration with YouTube and Musiikkiala.fi. Distinguished panellists, such as the Minister of Science and Culture **Sari Multala**, internationally successful songwriter **Teemu Brunila** and Member of Parliament and Chair of the Music Industry Foundation **Nasima Razmyar**, discussed the internationalisation and further growth of the Finnish music industry. The well-attended discussion emphasised the importance of education and genuine collaboration between the music field and decision-makers.

Flow Festival continues on Saturday and Sunday in sunny spirits. Throughout the weekend, the festival will feature performances by pop superstar **Lorde**, the legendary British pop band **Blur**, who returned from an eight-year hiatus this summer, cult band **Devo**, the French sensation **Christine and The Queens**, and the uniquely original pop star **Caroline Polachek**. Additionally, festival-goers can enjoy high-quality food offerings, top-notch art, and topical discussions throughout the weekend.

The main partner for the year 2023 is Hartwall. Other partners are Polestar, YouTube, Vaasan, 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

2-day ticket: 205 €

1-day ticket (sat): 135 €

1-day ticket (fri & sun): 125 €

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/>

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