

The program for Flow Festival's Balloon 360° has been announced

Balloon 360° is the unique landmark stage of Flow Festival, known for its musically diverse and international program. This year, Balloon will present an inspiring group of musicians from around the world, including sounds from Brazil, Pakistan, Indonesia, Palestine, and the Democratic Republic of the Congo. Performing are the living legend of Brazilian music Marcos Valle, the Grammy-winning Pakistani singer and composer Arooj Aftab, the most exciting star of alternative soul and R&B serpentwithfeet, the Palestinian creators of the powerful Shamstep genre 47SOUL, the hottest soul band of the moment Thee Sacred Souls, and many more.

On Friday, August 9, Balloon will feature Grammy-winning singer, composer and producer **Arooj Aftab**. Aftab's widely acclaimed music combines traditional Sufi music with folk, electronic music, Hindustani classical music and even jazz. On Balloon's Friday, the Congolese **KOKOKO!** will make the crowd dance, as the band's characteristic way of combining electronic music and more traditional rhythms is genuinely captivating. The critically acclaimed musician, producer and DJ **Nabihah Iqbal**, on the other hand, leads the audience into her musical world, which combines hazy dream pop, attitudinal postpunk and intellectual electronic music in a fascinating and personal way. In addition, indie rock band **The Holy**, with a 10-member exclusive line-up and drummer-producer **Teppo Mäkynen's** alias, **The Stance Brothers**, will take the stage.

On Saturday, August 10, the Palestinian band **47SOUL**, which takes influence from hip-hop, electronica, and R&B and melds them with the compelling sounds of Dabke, a traditional folk dance, and other Shaabi roots music from the Levant region, will perform on the iconic Balloon. Hailing from San Diego, **Thee Sacred Souls** are known for their smooth groove, where the soft grace of 60s soul mixes with the rawer R&B of the early 70s. Thee Sacred Souls, one of the hottest soul bands of the moment, will bring their irresistible sound to Balloon's Saturday. In addition, one of the most exciting stars of experimental and alternative soul and R&B of recent years, **serpentwithfeet**, and the Indonesian band **Precious Bloom**, whose unique sound draws from Asian city-pop, new beat bass and Indonesian disco melodies, will take the stage. The previously announced acclaimed Finnish acts **Verner Pohjola: Monkey Mind** and **Tinyhawk & Bizarro** will also perform on Saturday.

On Sunday, August 10, the legendary Brazilian musician **Marcos Valle** takes over the Balloon in the evening's twilight. Valle, who celebrated his 80th birthday last year, is a true iconic master whose music transcends generations and cultures, celebrating the joy of life and rich Brazilian heritage. In addition, **Artemas**, who became one of the most interesting new voices of alternative indie with his viral single *if you think i'm pretty*, and **Another Taste**, who will release their debut album in March, and whose groove exudes alternative disco, 70s funk, and boogie, will take to the stage. On Sunday, Balloon will additionally feature a diverse collection of top Finnish music, when saxophonist **Timo Lassy** and trumpeter **Jukka Eskola's** joint project **Nordic Stew**, **Inginmaa/Hypnomen**, who released their album *Maailma katoaa* in January, and **Selma Savolainen Horror Vacui**, recently awarded Jazz of the Year award at the Emma Gala (the Finnish Grammys), will bring their bands to the stage.

Balloon 360° lineup:

Marcos Valle, Arooj Aftab, serpentwithfeet, 47SOUL, Thee Sacred Souls, KOKOKO!, Artemas, Precious Bloom, Nabihah Iqbal, Another Taste, Verner Pohjola: Monkey Mind, Lassy-Eskola: Nordic Stew, Inginmaa/Hypnomen, Selma Savolainen Horror Vacui, The Holy, The Stance Brothers, and Tinyhawk & Bizarro.

Flow Festival's 20th anniversary is celebrated in Helsinki, Finland, from August 9th to 11th, 2024. The festival will host around 150 artists, including Fred again.., Pulp, The Smile, PJ Harvey, RAYE, IDLES, Jessie Ware, Denzel Curry, Blonde Redhead, L'Impératrice, Kenya Grace, Alvvays, and Overmono. See the program on Flow's website: <https://www.flowfestival.com/en/artists/>.

Flow Festival 2024 main partner is Hartwall. Other partners are Lanson, Vaasan, Tietoevry Create, Cult, the City of Helsinki, Clear Channel, Helsingin Sanomat, Finnkino, Radio Helsinki, Resident Advisor, and Stopteltat.

www.flowfestival.com

www.instagram.com/flowfestivalhelsinki

www.facebook.com/FlowFestival

www.twitter.com/FlowFestival

Tickets:

<https://www.flowfestival.com/en/tickets/>

1-day ticket (FRI & SUN): 129 €

1-day ticket (SAT): 149 €

2-day ticket: 199 €

3-day ticket: 239 €

1-day Gold ticket: 199 €

3-day Gold ticket: 349 €

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

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

Additional information:

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