

Flow Festival's Talks Program and Art Deliver Immersive Experiences and Bold Ideas on Creativity

Flow Festival's 2025 art and talk program offers a deep dive into sensory experiences and timely topics. In Suvilahti's Kattilahalli, a large-scale sound art installation by Kalle Vainio explores the sonic world of rain, creating a powerful audiovisual experience. Meanwhile, Flow Talks brings themes such as artificial intelligence, creativity, and financial literacy to the forefront of societal dialogue.

The Flow art program transforms Kattilahalli into a massive spatial artwork, where monumental video projections and The Other Sound venue merge into a unified immersive environment. **Kalle Vainio's** *The Land Where It Always Rains* is a large-scale multimedia installation featuring ten reel-to-reel tape recorders, umbrellas, and projected video. In addition to Vainio, the creative team includes **Ville MJ Hyvönen** and **Merle Karp**, responsible for the venue's visual design. The tape machines run loops of various lengths created from field recordings, producing a surreal soundscape that invites listeners into a world of eternal rain. Additionally, more of the art program will be announced later.

Flow Talks kicks off on Friday, August 8, with a session from Google exploring AI's possibilities to solve societal challenges in Flow Talks AI session. In the program, experts will share insight on the latest innovations and tools in AI and examine how they can be applied across multiple sectors. The discussion will also review how AI can promote Finland's growth and elevate creativity, productivity, and wellbeing. The opening speech will be delivered by **Mari-Leena Talvitie**, Finland's Minister of Science and Culture, with the conversation continuing afterward with **Itxaso Araque**, Google's Head of AI for EMEA North, and Google's team of AI specialists.

On Saturday, August 9, Flow Talks will feature two separate discussion programs. First, Flow Talks Radical Creativity will discuss how we can enable creativity in organisations and individuals. Hosted by Tietoevry Create and Aalto University, the session explores how everyone can foster bold creativity and adaptability in times of constant change. Speakers include **Denny Royal**, Global Head of Design at Tietoevry Create, **Tuomas Auvinen**, Dean of the School of Arts, Design and Architecture at Aalto University, **Amel Gaily** CEO of Cuckoo, and **Jussi Herlin**, Vice Chair of the Board at KONE. The discussion is hosted by Assistant Professor **Eeva Vilkkumaa**.

Later on Saturday, Flow Talks Dare to Dream session will discuss money and dreams. Organised in collaboration with Nordea, the conversation will delve into the role of money and finances in pursuing your personal dreams—lightheartedly, but in a firm manner. The discussion will feature, among others, **Daniel Sazonov**, Mayor of Helsinki, and **Pia-Maria Nickström**, CEO at Startup Foundation and founder of the *Mimmit sijoittaa* media, and one of the leading and most versatile DJ's and producers in the Nordics, **Orkidea**. The session will be hosted by Journalist **Adile Sevimli** and Communications Consultant **Antti Isokangas**.

The program finishes on Sunday, August 10, with the beloved journalistic performance Musta laatikko (Black Box) by Helsingin Sanomat. HS Visio Economics Reporter **Tuomas Niskakangas** will explore the future of Europe's economic policy from a Central European perspective, Feature Journalist **Laura Kangasluoma** will reflect on the dating scene

through the lens of blind dates, and Journalist **Maria Pettersson** will share her experiences from a journey to Antarctica to see her favorite animals—penguins—in a trip that takes an unexpected turn.

You can find more information about Flow's art program [here](#) and Flow Talks [here](#).

Flow Festival's 21st edition takes place in Helsinki, Finland, from August 8th to 10th, 2025. The festival will host nearly 150 artists, including Charli XCX, Burna Boy, FKA twigs, Little Simz, Air play *Moon Safari*, Underworld, Khruangbin, Yung Lean & Bladee, Bicep, Lola Young, Beth Gibbons, Black Star, Veronica Maggio, Fontaines D.C., Montell Fish, Amaarae, Kneecap, Sam Quealy, Autechre, Snow Strippers, Joy Orbison ja Avalon Emerson. See the program on Flow's website: <https://www.flowfestival.com/en/artists/>.

The main partner for Flow Festival 2025 is Heineken. Other partners are Cult, the City of Helsinki, Google, Lanson, Lyko, Nordea, Scandic, Tietoevry, and Vaasan. Media partners include Clear Channel, Finnkino, Helsingin Sanomat, and Radio Helsinki. Production partners are Creative Technology, Stopteltat, and Sun Effects.

www.flowfestival.com

www.instagram.com/flowfestivalhelsinki

www.facebook.com/FlowFestival

Tickets:

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

1-day ticket (FRI): 159€

1-day ticket (SAT, SUN): 169€

2-day ticket (FRI–SAT, FRI+SUN): 229€

2-day ticket (SAT–SUN): 239€

3-day ticket: 279€

1-day Platinum-ticket (FRI, SUN): 239€

1-day Platinum-ticket (SAT): SOLD OUT

3-day Platinum-ticket: 449€

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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