

# FLOW FESTIVAL®

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## Flow Talks Program Explores Creativity, Inclusivity and Culture in the Age of AI

Flow Talks, Flow Festival's series of discussions that touch on current topics, returns to the festival. This year, Flow Talks partners with Google, Tieto, HS Musta laatikko and the University of the Arts to host discussions on creativity, inclusivity, and culture in the age of AI.

On Friday, 14 August, a discussion hosted in cooperation with Google opens the Flow Talks series. The theme is how artificial intelligence can be harnessed to accelerate creativity, growth, and innovation. The session will explore what happens when technology meets culture, curiosity, and the courage to experiment. Joining the discussion are **Eric Malmi**, Research Scientist at Google DeepMind and Adjunct Professor at Aalto University, and Customer Engineer **Sandra Calvo** from Google Cloud.

On Saturday 15 August, Tiivistämö will host two programs exploring timely perspectives on technology, society and culture. In cooperation with Tieto, Flow Talks All Inclusive AI & Design brings together leading voices to examine the intersections of artificial intelligence, design and inclusivity, while also identifying the unseen barriers embedded in AI development. The discussion features social influencer **Jani Toivola**, Senior AI Engineer **Rayene Bech** and Head of Design **Petra Tarkkala** of Tieto Tech Consulting, **Teemu Roos** of the University of Helsinki, **Katharina Schmidt** of Rovio, and **Katja Toropainen** of Inklusiiv and Women in Tech.

Saturday's program also includes Helsingin Sanomat's Musta laatikko, which celebrates its tenth anniversary this year. The acclaimed live journalism concept presents previously unpublished stories ranging from artificial intelligence to the current state of culture in the United States. At Flow, feature writer **Samuel Nyroos** will discuss how AI is affecting science, food journalist **Katja Nordlund** will offer insight into how restaurant reviews are written, and culture journalist **Vesa Sirén** will examine the impact of President Donald Trump on American culture.

On Sunday, 16 August, the program continues at The Other Sound, where the Sibelius Academy of the University of the Arts Helsinki invites for a conversation on the university as a space for creativity and risk-taking. London-born pianist and Sibelius Academy lecturer **Keval Shah**, who made his Flow debut last year, returns to the festival with his curated Siba Talks discussion series. The conversation will explore the dynamics between creativity, market expectations and academia, as well as the role of universities in enabling artistic experimentation and risk-taking.

**Flow Festival takes place in Helsinki, Finland, 14–16 August 2026.** See the program for Flow Festival on the website: <https://www.flowfestival.com/en/artists/>.

**FLOW FESTIVAL®**  
Flow's main partner for 2026 is Heineken. Partners are Nordica, Novelec, Lyko, Vaasan, Champagne Lanson, Tise, Scandic, Tieto, Google, and City of Helsinki. Media partners are Bauer Media Outdoor, Helsingin Sanomat, Radio Helsinki, and Finkino. Production partners are Creative Technology, Stopteltat, and Sun Effects.

**Tickets:**

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

3-day ticket: 279 €

3-day Platinum ticket: 419 €

2-day ticket: 249 €

1-day ticket: 169 €

1-day Platinum ticket: 259 €

[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.tiktok.com/@flowfestival](https://www.tiktok.com/@flowfestival)

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

**Media accreditation:** <https://gest.fi/customers/aedhjf/9390?lang=en>

**Additional information:**

Flow Festival

Communications Manager Eeva Palmén

[eeva@flowfestival.com](mailto:eeva@flowfestival.com) / +358 40 613 9933

**PR for international media:**

Paul Geddis [ppeddis@infamouspr.com](mailto:ppeddis@infamouspr.com)