

Flow's 20th anniversary Friday was full of stunning stars and powerful rhythms

The most awaited weekend of the year began on Friday, when 32 000 people arrived at the sold-out Suvilahti to celebrate the 20th anniversary of Flow Festival. The audience was enthralled by stunning stars, punk energy, and powerful rhythms by artists with unparalleled style and talent.

The British soul queen **Raye** embraced the Flow audience with her majestic vocals that soared to the pink Suvilahti skies. **Halsey** lit up the Main Stage with a set that was pulsating, intimate, and deeply personal. The powerful vocals and natural coolness weaved the whole audience together with a performance full of emotion and sincerity.

The unique and irresistible groove of **KOKORO!** took the Balloon 360° by storm with its genre-defying style. On the same venue, the Finnish indie rock group **The Holy** played its last festival show preceding its hiatus later this year. The legendary DJ trio **Body & Soul** turned Heineken Backyard into a massive groove without compromises, while The Other Sound was captivated by **Evicshen's** highly original avantgarde performance, where well-composed and yet reckless sounds turned into an innovative work of noise and performance art.

In Silver Arena, the rapper-actor **Vince Staples**, who owned the stage with his performance, was followed by the unstoppable **IDLES**, who brought their powerhouse live and kicking. The dynamic, cheeky, and ferocious band filled the stage with rage, energy, and love, leaving nobody in the audience untouched. The unparalleled **Janelle Monáe** closed the Silver Arena evening with their style and talent, delivering a wild show that bumped, grinded, and concluded a heart-felt night in the best way imaginable.

The unique Tiilikello was a place to admire sculptural works of Timo Viialainen, whose hypnotic *Seakey (and then I picked up my...)* gave the festival audience place for a minimalistic and meditative experience. Like all the other works of art on Flow Festival, Viialainen's piece will also be on display throughout the whole festival weekend.

The Flow Talks program kicked off with the Flow Talks AI & Creativity panel, in collaboration with YouTube, where distinguished panelists including Google DeepMind Product Manager **Hema Manickavasagam**, research scientist **Ethan Manilow** the role of AI in creative and artistic practice.

The Sustainable Food competition found its winner. After a hard contemplation, the jury decided to choose the restaurant **N4KU** as the winner of the Sustainable Food competition, earning its title by qualifying best at its taste, accessibility, responsibility, and sustainability.

The Flow Festival continues on Saturday and Sunday in an enthusiastic atmosphere. Over the weekend, electronic music superstar **Fred again..**, the French sensation **L'Impératrice**, and the British pop legend **Pulp**. In addition to the great artists, festival-goers will enjoy high quality food, first-class art and a topical talk program throughout the weekend.

Flow Festival 2024 main partner is Heineken. Partners are Lanson, Vaasan, Tietoevry Create, Finnair Visa Credit, Cult, and the City of Helsinki, media partners Clear Channel, Helsingin Sanomat, Finnkino, Radio Helsinki, and Resident Advisor, and production partners Creative Technologies and Stopteltat.

www.flowfestival.com

www.instagram.com/flowfestivalhelsinki

www.facebook.com/FlowFestival

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Tickets:

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

1-day ticket (FRI): SOLD OUT

1-day ticket (SAT): SOLD OUT

1-day ticket (SUN): 129 €

2-day ticket (FRI+SAT SOLD OUT, SAT+SUN SOLD OUT)

2-day ticket (FRI+SUN): SOLD OUT

3-day ticket: SOLD OUT

1-day Gold ticket: 229 €

3-day Gold ticket: SOLD OUT

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/6209?lang=en>

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