

Flow Festival's record-breaking 20th anniversary culminated to a spectacular Sunday

Record-breaking number of 92,000 festival-goers arrived in Helsinki's Suvilahti to celebrate Flow Festival's 20th anniversary. After the sold-out Friday and Saturday, the climatic Sunday provided the audience with glamorous neodisco, iconic Brit Rock legends, and extremely tight club beats, surrounded by the unique atmosphere of Suvilahti.

The eagerly awaited performance of the Brit Rock giant **Pulp** was one of the festival's peak moments. The charismatic frontman Jarvis Cocker made the audience sing from the bottom of their hearts evergreen hits like *Disco 2000* and *Common People*. The stellar icon of contemporary disco **Jessie Ware** brought the groove to the people. In Ware's powerful performance, every note knew its place in how to make people's hips move.

At Silver Arena, the ultra-chic **L'Impératrice** took its audience on a feel-good voyage to the world of French space disco, where energy never came down from the stratosphere. The intimate and touching performance of **James Blake** turned even silent pauses into moments of lyrical beauty. The living Brazilian musical legend **Marcos Valle** brought his fine-tuned groove on the Balloon 360°. With musicianship that has lasted more than six decades, Valle knew exactly how to make the audience dance to his irresistible flow.

Different kinds of beats were experienced at Flow's club venue X Garden, where tight techno beats found their sweaty climax with **Korgy X Garden's** ferocious DJ sets. Especially the Swedish **Narciss** made people dive completely into the depths of the remorseless beat.

The final program of Flow Talks presented discussion about sustainability from different themes. Michelin star chef **Kozeen Shiwan**, researcher **Essi Pöyry**, accessibility consultant **Atso Ahonen**, and fashion designer and professor **Ervin Latimer** discussed sustainability from their own fields of expertise.

Flow Festival 2025 will be held at Helsinki's Suvilahti on August 8–10, 2025. Super Early Bird tickets will go on sale on Monday, August 12, 2024, at 9:00 AM for a price of 199€.

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.

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