



OPEN SOURCE STAGE

The programme of a stage at Flow Festival is created by the audience.

The Results

We got 3,500 suggestions that were liked 18,500 times by 38,000 visitors. For example, a rap band's reunion wouldn't have happened without the pressure of 645 likes. Thousands of people gathered around the venue that was meant for 200 people. It became the most talked about act of the festival whose line-up included Kanye West. Countless bootleg clips have tens of thousands of views on YouTube. Heineken sold more beer than ever in Flow's history.

The Challenge

How to connect with the audience of a huge hipster festival? Hipsters don't like to be told what's cool.

The Solution

We invited hipsters to suggest artists to the "Open Source Stage". Then we built the stage and invited the most liked acts to perform on it.

