



The Grand Old Lady of Finnish Photography

Interior photographs from the “Age of Elegance” – exhibition at Kunsthalle Helsinki 29 April – 7 August 2011

Date: November 26, 2013. This document comprise **24** scanned photographs from the Kunsthalle Helsinki exhibition. The images are “working scans”, done at different occasions with different settings and do therefore not accurately reflect the quality, nor the size of the actual photographs. All photographs on the walls and all the magazine covers in the vitrines are by CLAIRE AHO. All rights reserved. Copyright: JB. This document contains 20 pages. Contact details: www.ahosoldan.com, info@ahosoldan.com.(Photographs in this document are taken by Jonatan Rieder Lundqvist and JB). Web site: www.claireaho.com

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Age of Elegance - Claire Aho, Kunsthalle Helsinki April 29 - August 7, 2011

FASHION, ADS AND COVERS 1950–1967

Relishing the style of the 1950s and 60s, Kunsthalle Helsinki presents the first-ever exhibition of the fashion, advertisement and cover photographs of Claire Aho, a leading photographer of that age.

Through colourful and humorous pictures, Age of Elegance recreates the atmosphere of a period when elegant couture creations were replaced by jazzy Marimekko stripes, when the supremacy of the garter belt began to crumble and the latest high-tech craze was the mechanised kitchen.

Claire Aho (b. 1925) is a pioneer of Finnish colour photography whose exhibition of photographs from Helsinki drew audiences last summer. Grandchild of the author Juhani Aho and the painter Venny Soldan-Brofeldt, Claire Aho obtained her first camera at the age of ten.

She learned the basics of composition already as a child by photographing her grandmother's paintings. Aho began her professional career as a news camera operator in the famous filming office run by her father and uncle, Aho & Soldan.

Colour printing was first used in periodicals in the early 1950s. Claire Aho was put in charge of the development of colour photography at Aho & Soldan. She photographed for several magazines, including Eeva, Sorja, Viikkosanomat and Hopeapeili.

The young Finnish celebrities Lenita Airisto and Pirkko Mannola first appeared on magazine covers in photographs taken by Aho. She had a knack for capturing the natural sensitivity of her subjects.

Claire Aho photographed a lot of fashion for magazines and advertisements; this was the heyday of the Finnish textile industry. Aho's customers included Suomen Trikoo and Figura, for whom she shot an impressive series on the manufacture of Figura bras, corsets and girdles. In lingerie ads, the models' faces were modestly concealed.

The exhibition also includes a look behind the scenes at shooting sessions, where models sweated under the glare of studio lamps and illusions were created with the aid of bedsheets, boxes and wire.

The exhibition comprised appr. 140 photographs together with appr. 100 original magazine covers from the 1950's and 1960's. The floor space was appr. 550 sqm.

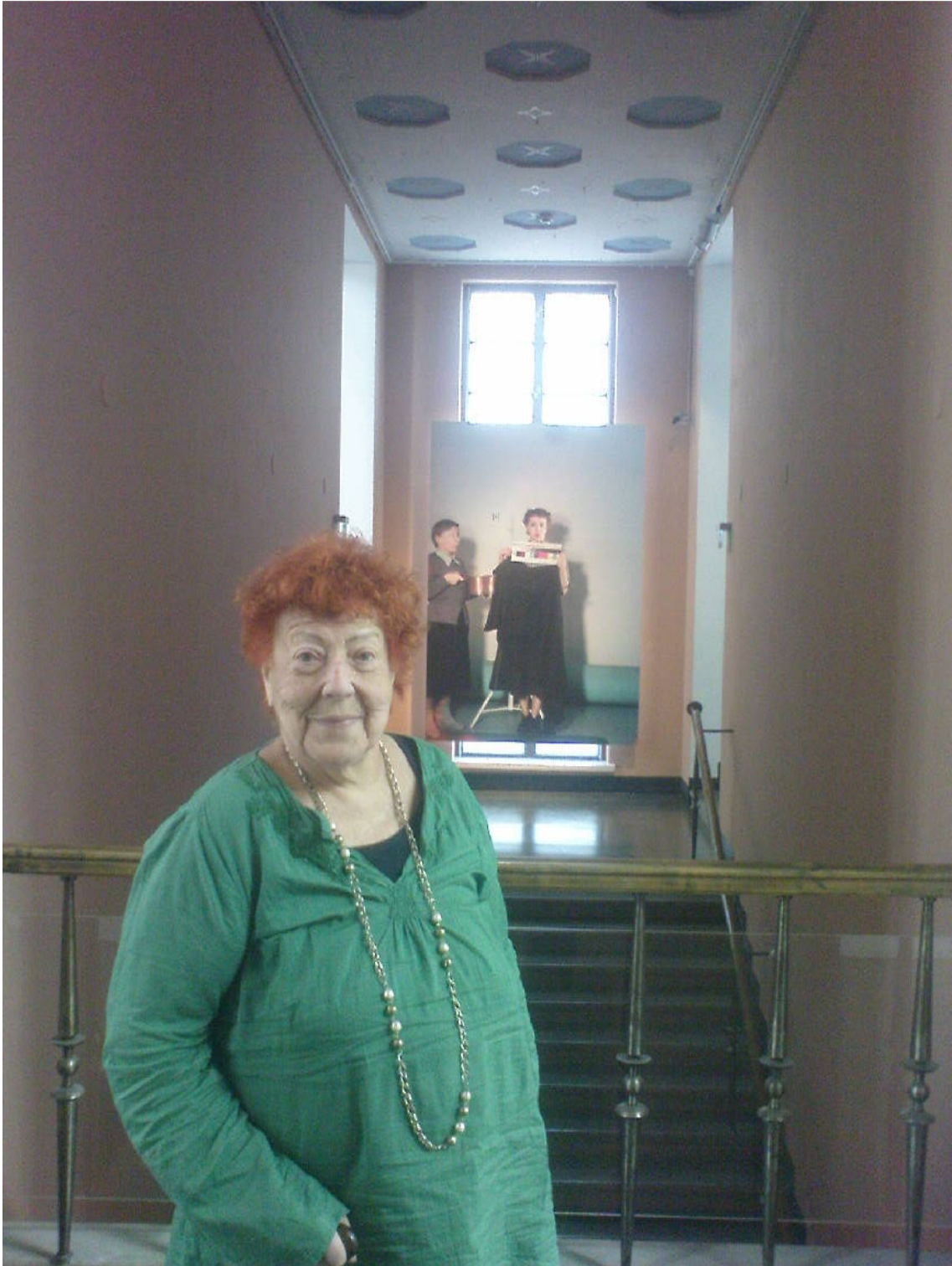
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Claire Aho 2011 and 1948

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Claire Aho 1958 and 2011

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Model (in the background and left) Lenita Airisto and Claire Aho

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