

PRESS COVERAGE REPORT

CLAIRE AHO: STUDIO WORKS 19 APRIL - 21 JULY 2013



UK Nationals	
The Daily Telegraph (Review)	23 March 2013
The Independent (Independent Magazine)	29 June 2013
Arts and Consumer	
Aesthetica	April 2013
Amateur Photographer	27 April 2013
Icon	May 2013
World of Interiors	May 2013
Amateur Photographer	25 May 2013
10 Magazine	June 2013
Scan Magazine	July 2013
Local London Publications	
Where London	April 2013
London Planner	May 2013
London Planner	June 2013
London Planner	July 2013
Where London	1 July 2013
International Publications	
Horisontti	Spring 2013
Gloria	March 2013
Blue Wings (Finnair Magazine)	14 March 2013
Kauppalehti	May 2013
Kamera	May 2013
Online	
Artlyst online	18 February 2013
Photomonitor online	18 February 2013
Noovo online	19 February 2013
Culture Critic online	14 March 2013
London Calling online	22 March 2013
Rooms online	2 April 2013
Finn-Guild online	4 April 2013
CNN online	6 April 2013
Helsingin Sanomat online	9 April 2013
The Cultural Exposé online	14 April 2013
Artabase online	16 April 2013
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The Glass Magazine online	19 April 2013
The Pop online	19 April 2013
Wallpaper online	23 April 2013
Nordic Odyssey online	23 April 2013
Photomonitor online	29 April 2013
We Heart online	29 April 2013
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Aesthetica online	2 May 2013
Because Magazine online	9 May 2013
Self Service online	11 May 2013
Scout online	21 May 2013

Work magazine online	3 June 2013
PJB Consulting online	4 June 2013
Pages online	13 June 2013
The Art Ship online	16 June 2013
Ikon online	21 June 2013
Time Out online	25 June 2013
Image Source	8 July 2013
Agnostica online	15 July 2013

UK NATIONALS

The Daily Telegraph (Review)
23 March 2013



Food & Drink Special

IN THE FRAME

This party isn't celebrating a birthday. They are mini-models in a shoot by Finnish photographer Claire Aho. From 1950 to 1970, Aho produced fashion, interior design and advertising work from her Helsinki studio; her vivid colours still delight.

Claire Aho: Studio Works is at The Photographers' Gallery, 16-18 Ramillies Street, London W1, until 21 July



ARTS AND CONSUMER

10 to See

RECOMMENDED EXHIBITIONS
THIS SEASON



6

6 Claire Aho The Photographers' Gallery, London

19 April - 21 July

thephotographersgallery.org.uk

Studio Works is the first international solo showcase of Finland-born Claire Aho's inventive photographs. A pioneer of bright colours, Aho was born in 1925 and is now hailed as a significant cultural figure in her homeland. She demonstrates great skill in balancing the fine line between commercial and creative art. Beginning as a documentary filmmaker, Aho's style exudes detail as she records a distinctive era of Finland's history.

Amateur Photographer

27 April 2013

A week of photographic opportunity

PHOTODIARY

Thursday 25 April

EXHIBITION Claire Aho: Studio Works, until 21 July at The Photographers' Gallery, London W1F 7LW. Tel: 0207 087 9300. Visit www.thephotographersgallery.org.uk. **EXHIBITION** Findings, pinhole photography by Tom Hunter, until 19 July at Church Street, Birmingham B3 2RT and St Paul's Square, Birmingham B3 1QZ.

Icon

By Fatema Ahmed

May 2013, 1/2

Pastoe

The Dutch furniture manufacturer, best known for its low-key minimalism, marks its centenary with a surprisingly flamboyant show in Rotterdam

WORDS:

Fatema

Ahmed

The Dutch furniture manufacturer Pastoe is celebrating its centenary this year with an exhibition devoted to its work that has recently opened in the Kunsthal Rotterdam and will run until June. For most of its 100 years, the Utrecht-based company has been associated with careful craftsmanship and a series of long relationships with designers of a markedly minimalist tendency, such as Cees Braakman, who began working for Pastoe in the 1950s and was the head of the design department until 1978. In recent years, like many companies with a long history and rich archive, Pastoe has been collaborating with high-profile designers, such as Maarten van Severen and, more recently, Scholten & Baijings.

Pastoe is best known for its low-key, modular cabinets such as Karel Boonzaaijer and Pierre Mazairac's Vision series. A visit to its factory, by a canal in the heart of Utrecht (sadly, the company needs more space and has plans to move out) reveals a kind of anti-Ikea, where everything is done by hand, from cutting to spraying

to the polishing away of any signs of uneven spraying.

It's hard to make a display of such painstaking craftsmanship, but the exhibition in Rotterdam is a surprisingly flamboyant affair. The most striking element is the design by architect Anne Holtrop and artist Krijn de Koning. To break up the monolithic Kunsthal, the space has been divided into three life-size "houses", made of felt with cut-out windows. It's a playful way to show off the kind of furniture that wasn't made to draw attention to itself.

The exhibition designers have paid particular attention to displaying Pastoe's archives and using past designs as a reference point. The felt houses, for instance, take their colour cues from vintage company posters and catalogues. If the posters look familiar, that's because Dick Bruna, most famous for creating the cartoon rabbit Miffy, worked with Pastoe in the 1960s. The catalogues, in particular, are worth considering in their own right. (As an upcoming show at London's Photographers' Gallery, of the Finnish photographer Claire Aho, indicates, commercial work of this period is starting to be looked at more closely.)

Back in the present, designers such as Konstantin Grcic and Scheltens & Abbenes have created new pieces for the exhibition, with Gric's Clouds cabinet being a sunset-coloured take on the Vision series.

Icon

By Fatema Ahmed
May 2013, 2/2



Right
Maarten van
Severen's
Leather Lounge
Chair 2012



Left
Three felt
houses in
the Kunsthal
Rotterdam

World of Interiors

May 2013

EXHIBITION diary

THE PHOTOGRAPHERS' GALLERY RAMILIES ST, W1
*19 April-30 June. Mon-Wed, Fri, Sat 10-6, Thurs 10-8,
Sun 11.30-6. The Deutsche Börse Photography
Prize. 19 April-21 July, witty, clever commercial
photography of 1950-70 from the studio of
Finnish colour pioneer Claire Aho.*

Amateur Photographer

25 May 2013


A week of photographic opportunity

PHOTODIARY

**Wednesday
22 May**

EXHIBITION Every Man and Woman is a Star by Martin Parr and Tom Wood, until 18 August at Walker Art Gallery, Liverpool L3 8EL. Tel: 0151 478 4199. Visit www.liverpoolmuseums.org.uk/walker.

EXHIBITION Claire Aho: Studio Works, until 21 July at The Photographers' Gallery, London W1F 7LW. Tel: 0207 087 9300. Visit www.thephotoartistsgallery.org.uk.





**KITSCH PICS:
CLAIRE AHO**

Carefully staged, deeply saturated images of nip-waisted 1950s mannequins in sets that seem designed for a Bild Lilli. Claire Aho: Studio Works recognises the brilliance of a photographer largely unsung outside her native Finland. Her setups are as meticulous as those of the likes of Tim Walker. *Until Jul 21; The Photographers' Gallery, W1.*

WWW.THEPHOTOGRAPHERSGALLERY.ORG.UK



Claire Aho. From Cotton Rhapsody Catalogue, 1958. 14"x12".
© JB. Courtesy of the artist and Photographers' Gallery

Claire Aho: Studio Works (Until 21 July)

This is the first international solo showcase of Claire Aho's photographs; she's a pioneer of Finnish colour photography and a key cultural figure in her homeland. This exhibition focuses on Aho's 1950-70 studio-based works, displaying images from the world of advertising, editorial and fashion, alongside original Finnish lifestyle magazines featuring her cover pictures. Brightly coloured, formally inventive and full of wit, Claire Aho's photographs capture a distinctive era in Finland's history while maintaining contemporary vitality and relevance. Mon-Sat 10am-6pm, Thu 10am-8pm, Sun 11.30am-6pm. The Photographer's Gallery, London, W1F. thephotographersgallery.org.uk

LOCAL LONDON PUBLICATIONS

Where London

April 2013



PHOTOGRAPHER'S GALLERY—London's largest gallery devoted to photography, recently reopened. **To 7 Apr:** *Geraldo de Barros – What Remains*. Subtle connections between photography and design by the key 20th-century Brazilian artist. **From 19 Apr:** *Claire Aho*. Studio works from 1950-70 by this pioneer of Finnish colour photography. Mon-Sat 10am-6pm; Thurs 10am-8pm; Sun 11.30am-6pm. Admission free. www.thephotographersgallery.org.uk.

Museums | & Galleries |

With Beatrice Yeatman-Biggs |



Fashionable flair for wit

Cutting edge photographs from the worlds of fashion, editorial and advertising are brought together in this vibrant show of Claire Aho's work from 1950-70. **Claire Aho: Studio Works (until 21 Jul)** displays images from the pioneer of Finnish colour photography, renowned for capturing humorous, brightly coloured scenes that often graced the covers of Finnish lifestyle magazines. Her ability to channel wit and contemporary relevance has cemented her reputation as a key cultural figure in her homeland.

The Photographers' Gallery,
p. 58.

**PHOTOGRAPHERS'
GALLERY**

Soho gallery specialising in international and British photography. **Until 21 Jul** *Claire Aho: Studio Works*. A collection of works from the renowned Finnish photographer, who was well-known for her vivid, wit-filled images from the world of fashion, editorial and advertising. Mon-Wed & Fri-Sat 10.00-18.00; Thurs 10.00-20.00; Sun 11.30-18.00.

Admission free.

**16-18 Ramillies Street,
W1F 7LW. ☎ 020 7087
9300. 🌐 photonet.org.uk
⊖ Oxford Circus.
Map B5.**

MUSEUMS & GALLERIES

PHOTOGRAPHERS'
GALLERY

Soho gallery specialising in international and British photography. **Until 21 Jul**
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A collection of works from the renowned Finnish photographer, who was well-known for her vivid, wit-filled images from the worlds of fashion, editorial and advertising. Mon-Wed & Fri-Sat 10.00-18.00; Thurs 10.00-20.00; Sun 11.30-18.00.

Admission free.

16-18 Ramillies Street, W1F 7LW. ☎ 020 7087 9300.

💻 photonet.org.uk

⊖ Oxford Circus.

Map B5.

Where London
July 2013

Galleries

PHOTOGRAPHER'S GALLERY—London's largest gallery devoted to photography. **To 10 Jul:** *Born In 1987: The Animated Gif*. The digital display experiments with the file format GIF. **To 21 Jul:** *Claire Aho*. Studio works from 1950-70 by a pioneer of Finnish colour photography. Mon-Sat 10am-6pm; Thurs 10am-8pm; Sun 11.30am-6pm. Admission free. www.thephotographersgallery.org.uk. 16-18 Ramillies St, W1F 7LW. T: 0845-262 1618. **D7.** U: Oxford Circus.

INTERNATIONAL PUBLICATIONS

Features

Claire Aho's photographs come to London on exhibition



Claire Aho (b. 1925, Finland) is the Grand Old Lady of Finnish colour photography. Grandchild of the author Juhani Aho and the painter Venny Soldan-Brofeldt, Aho established her own commercial studio in the early 1950s working across a broad range of industries including editorial, advertising, magazine covers and fashion. She is now about to have her first exhibition in London.

The exhibition at the Photographers' Gallery, from 19 April to 21 July, will include a large selection of original Finnish lifestyle magazines with Aho's cover photographs and up to seventy images from her archive. Saturated with colour and full of humour, her images, although distinct to Finland and to the period, still remain relevant to young practitioners today.



Claire Aho started her career as a documentary filmmaker before eventually setting up her own commercial studio in the 1950s – a formative time in Finnish design.

Whether capturing her models in amusing poses or meticulously composing still life scenes, Aho's cutting edge approach to image-making was a reflection of the bold and lively atmosphere prevalent in the creative sector in Helsinki at the time. Her prolific, quality output across a broad range of industries created a demand for her services – making her one of the most prominent photographers of the period.

While running her own studio Aho remained in complete control of the space, commanding every stage of the production from casting, styling and construction of sets to liaising with designers, manufacturers, magazines and advertising agencies. This exhibition will look at Aho's inventive working methods and practices within the studio environment as well as her relationship to the models, objects, forms and patterns depicted.

Photographs will be hung in loosely themed groups complemented by vintage publications, placing them in the broader context of how they were disseminated and used. Occasional glimpses through the pictures of the machinations of the studio – lighting gear, colour charts, the casual artist portrait – will further enhance the photograph's journey from initial conception to its various commercial applications. **H**

See the Six Aho-Soldan events for more details.

Six Aho-Soldan events in 2013

Works of various members of the Aho-Soldan family are celebrated this year both in Finland and in Britain.

BRITAIN

CLAIRE AHO EXHIBITION 19.4.2013 – 21.7.2013

The Photographers' Gallery presents Claire Aho: Studio Works, the first solo international showcase of Aho's photographs, a pioneer of Finnish colour photography and a key cultural figure in her homeland. 6 – 18 Ramillies Street, London W1F 7LW, <http://thephotographersgallery.org.uk>

AHO-SOLDAN SEASON AT THE LONDON ICA

Brothers Heikki Aho and Björn Soldan – the former an engineer, the latter a photographer – were pioneers of Finnish documentary. Founded in 1925, the Aho & Soldan company produced over 400 documentaries, ranging in subject matter from ethnography to propaganda. 12 Carlton House Terrace, SW1Y 5AH. www.ica.org.uk

Fri 24.5. at 18.30 JUHA

Dir: Nyrki Tapiolaara, 1937. In 18th century Eastern Finland, the eponymous farmer Juha raises and then marries the orphaned Marja, only for her to fall prey to the advances of visiting trader Shemeikka. Based on the Juhani Aho's book, this is the only fiction film produced by the company.

Sat 25.5. at 15.00 SUOMI KUTSUU/FINLAND CALLING

Commissioned by the Finnish Foreign Ministry, *Finland Calling* appeared in a number of incarnations between 1932 and 1940, culminating in this version, which was first presented at the 1939 World Expo in New York in 1939. Followed by a programme of Aho-Soldan short films.

Sun 26.5. at 15.00 AHO & SOLDAN PROGRAMME 2: CLAIRE AHO

Heikki Aho's daughter Claire is the unifying figure for this second programme of shorts. Jean Sibelius Kodissaan, meanwhile, completes an arc of Aho & Soldan productions on the Finnish master composer, commemorating him through idyllic images of the country landscape surrounding Sibelius' villa 'Ainola'.

Wed 29.5. at 20.45 SPLINTERS/ LASTUJA

Dir: Peter von Bagh, 2011. Finnish with English subtitles.

Over three generations, the Aho-Soldan family has made a profound contribution to Finnish culture.

A fascinatingly layered essay film that charts a century in Finnish history, *Splinters* uses the prism of the Aho-Soldan to explore concepts of time and memory, of national identity, and of the way the arts both reflect and enrich a society.

THE RAILROAD IN ENGLISH

Juhani Aho's small masterpiece is published in English by Norvik Press, an independent publisher specialising in Nordic literature. Available on www.norvikpress.com

FINLAND

HELSINKI CITY THEATRE

In February the Helsinki City Theatre premiered the play *Omatunto – kahden sisaren välissä* (Conscience – between two sisters) by Lauri Sipari. It tells the story of Juhani Aho's triangular relationship with sisters Venny and Tilly Soldan. He married Venny and had two children with her, but he also loved Tilly and had one child with her. All three lived in the same family household in Tuusula. Helsingin kaupunginteatteri/ Helsinki City Theatre, Ensi linja 2, 00530 Helsinki. www.hkt.fi

VENNY SOLDAN-BROFELDT EXHIBITION

Järvenpää Art Museum is celebrating the 150th anniversary of the birth of painter Venny Soldan-Brofeldt (1863-1945) with an exhibition of her works until 11 August. The exhibition "Nimimerkki VSB" includes over one hundred works covering her life-long career. Kirjastokatu 8, 04401 Järvenpää. <http://www.jarvenpaa.fi>

TUUSULA ARTIST COMMUNITY IN ATENEUM

The Ateneum Art Museum in Helsinki celebrates the Tuusula artist community with an exhibition lasting from October 2013 to February 2014. About 100 years ago young artists were looking for peace and inspiration at Lake Tuusula near Helsinki. Among the residents were Juhani Aho, Venny Soldan-Brofeldt, Jean Sibelius and painters Eero Järnefelt and Pekka Halonen. www.ateneum.fi

Photograph copyright: JB



KULTTUURI

Gloria

22

HUHTIKUUN KULTTUURIVINKKIÄ
Eiennut Laura Kangaslahti

Mainoskuvien pioneeri

"MINUSTA OLI AINA hirmuisen kivaa kuvata ihmisiä. Aloitin mainoskuvauksen 1950-luvulla ja olin pitkään ainoa naiskuvaja, joka kuvasi lehtiin. Juttein tuolloin usein isäni Heikki Ahon kanssa siitä, olisiko kuva laadultaan tarpeeksi hyvä, ja olin kuvaajana ehkä hieman varovainen. Ajan mittaan aloin painaa sulkijaa nopeammin. Alussa ei ollut mallitomis- toja, vaan kuvaja löysi mallin tai toisinpäin. Naiset olivat kuvissa iloisia ja ehkä luonnollisempia kuin nykyään. Kuvasin paljon Pohjois- esplanadin studiollani. Siellä on otettu myös Lontoon Photographers' Galleryn näyttelyyn tulevat noin 70 kuvaa. Illoksen, että kuvani pääsevät esille niin tunnettuun paikkaan. Että ihmiset pitävät niistä ja tulevat kiittämään."

► Claire Ahon näyttely Studio Works Photographers' Galleryssa Lontoossa 29. 4. – 21. 7. Siunattu on Pääsiäiskenttien myyntitaiton kartteista vuodelta 1960.

GLORIA HUHTIKUU 2013 135

Blue Wings (Finnair Magazine)

By Laura Palotie

14 March 2013



CLAIRE AHO

LADY BEHIND THE LENS

THE WORKS OF CLAIRE AHO, one of Finland's most legendary advertising and editorial photographers, are shown at the Photographers' Gallery in London starting in mid-April. The retrospective marks the first time that Aho's photos are showcased on their own outside of Finland.

Born in 1925, Aho launched her career in the 1950s and became known for her creative use of early colour photography. Among her clients have been several Finnish magazines, design company Marimekko and sweets manufacturer Fazer. She continues to take photos to this day.

April 19–July 21

16 – 18 Ramillies Street

THEPHOTOGRAPHERSGALLERY.ORG.UK



CLAIRE AHO



HYVÄ YMPÄRISTÖ

Claire Aho Lontoossa

84 Valokuvaaja Claire Ahon 1950- ja 1960-luvulla kuvaamat mainokset ovat kesään asti esillä Lontoossa. Optio tapasi uraa uurtavaa työtä tehneen Ahon Tukholmassa, jossa rouva nykyään asuu.

VÄRIKUVAN URANUURTAJA

Claire Aholla menee lujaa. Veteraanivalokuvaaja avasi viime viikolla näyttelyn Lontoossa. Englantilaiset ovat innoissaan. Ahon työt ovat värikkäitä dokumentteja puolen vuosisadan takaa.

» TEKSTI HEIKKI HAAPAVAARA KUVAT CLAIRE AHO & PHOTOGRAPHERS' GALLERY »



Pidot paranee. Claire Aho on onnellinen kuviensa kokemasta renessanssista.

Tapaamme **Claire Ahon**, 87, Tukholmassa, hänen nykyisessä kotikaupungissaan. Kohtaamispaikkamme on *Grand Hotel* – mikäs muu. Siellä voi seurustella rauhasa ja samalla lounastaa sivistyneesti. Koko Ahon suvulla on riittänyt pöhinää viime vuosina. Toissa vuonna juhlittiin laveasti Claire Ahon isoisän, kirjailija **Juhani Ahon** syntymän 150-vuotisjuhlaa. Myös Claire Aholla oli silloin useita näyttelyitä. Nyt juhla on jäänyt päälle, sillä kysyntää riittää.

Claire Aholla oli ainutlaatuiset lähtökohdat uralleen. Hän syntyi samana vuonna kuin hänen isänsä **Heikki Aho** ja setänsä **Björn Soldanin** elokuvayhtiö *Aho & Soldan*. Perheyhtiöstä tuli myöhemmin työpaikka yli kymmenen vuoden ajaksi myös Clairelle. Se oli tärkeä pohja kasvulle valokuvaajaksi.

Aho ja Soldan olivat hekin aikansa huipputekijöitä. Heikki Aho oli opiskellut Suomessa diplomi-insinööriksi ja jatkanut opin-

tojaan Dresdenissä, missä hän perehtyi Nobel-kemisti **Wilhelm Ostwaldin** kehittämään väriteoriaan. Velipuoli Björn Soldan opiskeli kamerataidetta 1920-luvulla Münchenissä. Hän eli silloin valokuvauksen modernismin sydämessä.

Elämä hemmotteli Claire Ahoa. Hänen lapsuuteensa kuului myös isoäiti, kuvataiteilija **Venny Soldan-Brofeldt**. Hän opetti pienelle Clairelle sommittelua ja leikkeli jopa tupakka-askiin neliön muotoisen reiän, jonka avulla tyttö sai harjoitella sommittelua. Venny Soldanin ikkunasta hän kuvasi jo kymmenvuotiaana kyttyräselkäisen lumenluojan, jonka kärryjä veti härkä. Clairen nappaama kuva julkaistiin lehdessä Tukholmassa. Toisen, lammasta esittävän kuvan julkaisi *Suomen Kuvalehti*.

"Otin lampaan kuvan Helsingin Malmgårdissa. Se on vieläkin jäljellä. Kamerana minulla oli isäni *Rollei*."

Claire Aho pääsi ylioppilaaksi 1944 *Tölö Svenska Samskolanista* ja opiskeli sanoma-

Kauppalehti

By Heikki Haapavaara

May 2013, 3/4

» lehtioppia ja yhteiskuntatieteitä *Helsingin yliopistossa* ja *Yhteiskunnallisessa korkeakoulussa*. Kesäisin hän oli töissä *Hufvudstadsbladetissa*, *Västra Nylandissa* ja *Tidningen Hangössa*. Sitten perheyritys voitti. Clairesta tuli isänsä yhtiökumppani, kun Björn Söldan muutti vuonna 1946 Englantiin.

"Olin naiskuvaaja. En osannut tehdä siitä mitään numeroa. Alalla ja muotokuvaajina oli naisia. Lehtikuvaajat olivat miehiä", Claire Aho muistelee. "Kuvilla ei rikastunut. Töitä piti tehdä paljon. Luulen, että mallien korvaukset olivat isompia kuin meidän palkkiomme. Osa töistä kului mainostointiston kautta. Lehtien kansia myimme itse."

Hän arvelee, että menestyksen pohjana oli hyvä materiaalien hallinta. Värikuvien tekemisestä suvulla ja yhtiöllä oli kokemusta jo 1930-luvulta saakka. Väriefilmit hankittiin ulkomailta itse. Samoin hankittiin alan oppi. Loppu oli kiinni taiteellisesta silmästä – ja sitä yhtiössä riitti. Claire Ahon suuri lahja oli tehdä tavalliset tilaustyöt niin, että ne jäivät kiinni aikaan ja muuttuivat samalla todisteiksi, kulttuuriksi ja historiaksi.

Yhtiön valokuvauuskameroita olivat 9 x 13 laakafilmi-kamera *Linhof Technika*, 6 x 6 Rolleita kaksi kappaletta, 6 x 7 *Hasselblad* ja useita *Canon*-pienoiskameroita kinofilmille. "Parhaat kuvat muistan ottaneeni Tele-Rolleilla. Olin siihen hyvin kiintynyt."

"Kerran meillä oli lainassa Hollywood-tyyppinen sähköllä toimiva ja tavattoman painava kameranjalusta. Kun jouduin luopumaan siitä, purskahdin itkuun. Niin hieno peli se oli. Onneksi sain samanlaisen omakseni myöhemmin."

Claire Aho kuvasi muotia vuonna 1944 perustetulle *Sorjalle*. Siitä kehittyi Suomen pitkäikäisin muotilehti. *Eeva* tilasi Aholta värikuvauksia. Perässä seurasi *Me Naiset*. Pian kekseliäät ja nokkelat mainos- ja kansikuvat ja kuvareportaasit levisivät myös Suomen Kuvalehteen, *Avotakkaan*, *Annaan* ja *Viikkosanomiin*. Claire Aho tunsi päätoimittajat ja he tunsivat hänet.

Samaan aikaan Claire Aho ikuisti suomalaisen design-perinteen synnyin ja maan johtavat suunnittelijat töidensä ääressä. Aiheesta on valmis valokuvakokoelma.

Lisäksi oli tuote- ja mainoskuvauksia ja lyhytelokuvien tekoa. Niinpä Claire Aho kunnostautui myös elokuvaajana. Hänellä on nimissään kahdeksan dokumenttielokuvaa vuosilta 1950–1962. Tunnetuin niistä on *Jean Sibelius kodissaan*. Se oli ulkoministeriön tilaustyö. Se oli myös kooste Aho & Söldanin aikaisemmista, vuosina 1927 ja 1945 tehdyistä Sibelius-dokumenteista, joita Claire Aho oli ollut kuvaamassa.

Aho & Söldanin perheyritys loppui 1961 Heikki Ahon kuoltua. Claire Aho jäi vapaaksi valokuvaajaksi vanhoihin tiloihin.

Pääasiakkaita riitti. "Voi heidät muistan helposti ja heitä riittää: *Taucher, SEK, Paulig, Fa-*

zer, Elanto, Sokos, Kuusinen, Artek, Valio, Marimekko..."

Claire Ahon ympärillä liikkuvat malleina monien muiden muassa **Lenita Airisto, Mej-Ling Axberg, Taina Elg, Tea Ista, Leni Kattajakoski, Anna ja Anneli Koivisto, Irja Leino, Siw Malmkvist, Pirkko Mannola, Nora Mäkinen, Liana Kaarina Ohayo, Elina Salo, Teija Sopanen, Carola Standertskjöld, Ismo Kallio, Lasse Mårtensson, Rami Sarmasto...** Jo nimet ovat kaunistajankuvaa.

Minkälaista Claire Ahon kanssa oli työskennellä. Löydän puhelimeen kuuluisan 1960-luvun suomalaisen supermallin ja filmitähden **Carita Järvisen**, 69. Hän työskenteli mallina Lontoossa ja New Yorkissa ennen asettumistaan Pariisiin. Siellä hän on esitellyt **Coco Chanelin, Yves Saint Laurentin** ja **Karl Lagerfeldin** asuja.

Carita Järvisenkin elämä on suuri tarina. Ensiesiintymisensä valkokankaalla hän teki vuonna 1962 ranskalaisessa elokuvassa **Eddie ja naiset** (*Lemmy pour les dames*). Kyseessä oli yksi lukuisista Lemmy Caution -elokuvista, joiden pääosassa oli **Eddie Constantine**. Vuonna 1967 hän esitti pääosaa elokuvassa *Viikinkikuningatar* (*The Viking Queen*). Kolmas Järvis-elokuva oli ranskalaisen **Éric Rohmerin** vuonna 1986 ohjaama *Vihreä säde* (*Le Rayon Vert*). Elokuva palkittiin Venetsian elokuvajuhlilla *Kultaisella leijonalla*. Carita Järvinen on kertonut, että hänelle tarjottiin myös rooleja James Bond -elokuviin. Kuinka Carita Järvinen muistaa Claire Ahon?

"Hän on todellinen valokuvaaja", vakuuttaa Järvinen. "Kun kuvasimme, hän tiesi aina, mitä teki. Hänen silmänsä ja käsialansa ovat ainutlaatuisia. Tyyli on oma. Jälki on kaunistajakäsityötä. Olen tehnyt töitä Lontoossa, New Yorkissa ja Pariisissa. Claire on minulle ykkönen. Vaikka hänellä oli hyvin vähän henkilökuntaa, työt edistyivät ripeästi."

"Tiedätkö, Claire on myös hyvin tekninen ihminen. Hän osaa Rollei-kameransa, valotusmittarinsa ja jalustansa ulkoa. Muistan aina hänen hahmonsaa, kun hän mittaa valoa."

Carita Järvinen kertoo, että Clairen studio sijaitsi nykyisen *Halosen* paikalla Pohjois-Esplanadi 37 A:ssa ja kuudennessa kerroksessa. "Se oli lähellä kaikkea, *Stockmannin* vieressä ja *Fazerin* naapurissa. Me alan ihmiset tapailimme toisiamme Clairen studiolla. Se oli jonkinlainen elämän keskus."

Claire Aho vahvistaa Carita Järvisen tarinaa kertomalla, että hänellä oli henkilökuntaa todellakin hyvin vähän. Hänen lisäkseen studiossa työskenteli vain laborantti ja perheen uskottu **Helmi Helenius**. Hänen roolinsa monissa kuvissa on keskeinen. Hän toteutti Claire Ahon vision.

Claire Ahon ura alkoi hiipua 1960-luvun loppuun. Tänäpäin hän uskoo, että se johtui suomalaisen yhteiskunnan radikalisoitumisesta. Hänellä oli edelleen asiakkaitaan kotimaisista ja ulkomaisista lehtiä. Hän osallistui tv-tuotantoihin ja piti kursseja. Vuosina 1971–1976

Claire Aho

Kuka: Suomalainen valokuvaaja ja värivalokuvauksen uranuurtaja.

Syntynyt: 2. marraskuuta 1925 Helsingissä

Ura: Aloitti ammatissa 1940-luvulla. Sai oppinsa isänsä ja setänsä omistamassa elokuvavalmistamossa Aho & Söldanissa. Työskenteli lehti- ja mainoskuvaajana. Osa elämäntyötä dokumenttielokuvan parissa.

Suku: Claire Aho on Juhani Ahon ja taidemaalari Venny Söldan-Brofeldtin pojantytär.

Nykyisin: Asuu Tukhomassa, jonne muutti 1974

Ajankohtaista: Taitelijan näyttely parasta aikaa Lontoossa The Photographers' Galleryssa.

Claire Aho järjesti taide- ja valokuvanäyttelyitä perustamassaan *Atelier Beckasinissa* Helsingin Tehtaankadulla.

Vaikka Atelee toimi vielä kaksi vuotta, Claire Aho muutti 1974 pysyvästi Ruotsiin ja vaihtoi alaa. Uusi aika ei ollut enää kiinnostunut Claire Ahon käsialasta. Hän työskenteli henkilöstötehtävissä *LM Ericssonilla* ja *Nordiska Museetissa*. Aivan kokonaan valokuvaus ei jäänyt. Hän kuvasi ja kirjoitti pariin lehteen ja toimitti uutiskuvia Suomeen *Hufvudstadsbladetiin*.

Vuonna 1991 Claire Aho jäi eläkkeelle. Hän aloitti uudelleen aktiivisen kuvaamisen. Hän avustaa myös Aho & Söldan -arkiston järjestämisessä. Vuonna 1992 arkiston kuvista koottiin näyttely *Aurinko paistaa Suomeen*. Claire Ahon omia ja uusia kuvia on ollut esillä kahdessa valokuvanäyttelyssä, *Valoa ja väriä etelän saarilla* (kiertonäyttely 1992–1998) ja *Väriä, väriä kaikkialla* (2002 ja 2005).

Nyt hän siis debytoi Lontoossa. Liikepankkijätti *J.P. Morgan Chasen Art Collection* New Yorkissa on juuri hankkinut kokoelmiinsa kaksi kuvaa, jotka ovat myös esillä Lontoossa. Muistakin tulevista näyttelyistä puhutaan. Claire Aho on mielissään kohtaanastaan renessanssista. Tosin hän muistuttaa, että hän on tehnyt vain työtään. "On tietenkin ihanaa, että saa kuviaan julkaistavaksi ja nähtäväksi. Tuntuu hyvältä, kun joku sanoo, että kuva on kaunis." ○

Claire Aho: Studio Works
Avoimna 19. huhtikuuta – 21. heinäkuuta
The Photographer's Gallery
16–18 Ramillies Street, Lontoo

Kauppalehti
By Heikki Haapavaara
May 2013, 4/4



NÄYTTELYMATKALLE LONTOOSEEN |
thephotographersgallery.org.uk

LEGENDAARISEN MAINOSKUVAAJA Claire Ahon töitä on esillä Lontoossa 21.6. saakka Photographers' Galleryssä.

Ahon kuvista oli toissa vuonna esillä mittava näyttely Helsingin Taidehallissa. Lontoon näyttely on hänen ensimmäinen kansainvälinen näyttelynsä, jossa on kaikkiaan 60 kuvaa 1950–1970-luvuilta.

Aho oli aikansa uranuurtajia värivalokuvauksessa. Hän otti mainos- ja tuotekuvia mm. Fazerille ja Marimekolle.

– Olemme ylpeitä voidessamme esitellä Claire Ahon työtä kotimaa Suomen ulkopuolella. Ahon urauurtavat visiot ja kekseliäät lähestymistavat olivat aikaansa edellä Euroopan muotivalokuvauksessa 1950–1960-luvulla, galleriajohtaja **Brett Rogers** toteaa. {M}



ONLINE

ART NEWS

Claire Aho, A Pioneer of Finnish Colour Photography, Photographers Gallery London



Claire Aho: A Pioneer of Finnish Colour Photography

DATE: 18 FEB 2013

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The Photographers' Gallery is presenting an exhibition of Claire Aho's Studio Works. This will be the first solo international showcase for Aho's photographs, a pioneer of Finnish colour photography and a key cultural figure in her homeland. This exhibition will focus on Aho's 1950-70 studio based works, displaying images from the world of advertising, editorial and fashion, alongside original Finnish lifestyle magazines featuring her cover pictures. Brightly coloured, formally inventive and full of wit, Claire Aho's photographs capture a distinctive era in Finland's history while maintaining contemporary vitality and relevance.

Claire Aho started her career as a documentary filmmaker before eventually setting up her own commercial studio in the 1950s – a formative time in Finnish design. Whether capturing her models in amusing poses or meticulously composing still life scenes, Aho's cutting edge approach to image making was a reflection of the bold and lively atmosphere prevalent in the creative sector in Helsinki at the time. Her prolific, quality output across a broad range of industries created a demand for her services among leading commercial brands and publications, making her one of the most prominent photographers of the period.

While running her own studio Aho remained in complete control of the space, commanding every stage of the production from casting, styling and construction of sets to liaising with designers, manufacturers, magazines and advertising agencies. This exhibition will look at Aho's inventive working methods and practices within the studio environment as well as her relationship to the models, objects, forms and patterns depicted. Photographs will be hung in loosely themed groups complemented by vintage publications, placing them in the broader context of how they were disseminated and used. Occasional glimpses in the pictures of the machinations of the studio – lighting gear, colour charts, the casual artist portrait – will further enhance the photograph's journey from initial conception to its various commercial applications.

We are delighted to be able to introduce the work of Claire Aho to a new audience outside her native Finland. Claire Aho's pioneering vision and innovative approach to colour re-energised editorial and fashion photography in Europe during the mid-50s and late 60s. Her work resonates with contemporary artists such as Roe Ethridge, Michele Abeles, Owen Kydd and Bryan Dooley whose staging of the image serves to re-examine the language of editorial and advertising photography. Brett Rogers, Director, The Photographers' Gallery said.

Claire Aho: Studio Works 19 April - 21 July 2013

Photomonitor:

Listings / Reviews / Interviews / Essays / Portfolio
Auctions / Collections / Books / Talks



Claire Aho, 16 x 12 inches, © JB,
Courtesy of the artist and The
Photographers' Gallery, London

Claire Aho

Studio Works

19.04.13 - 21.07.13

The Photographers' Gallery / London / England

The Photographers' Gallery presents *Claire Aho: Studio Works*, the first solo international showcase of Aho's photographs, a pioneer of Finnish colour photography and a key cultural figure in her homeland. This exhibition will focus on Aho's 1950-70 studio based works, displaying images from the world of advertising, editorial and fashion, alongside original Finnish lifestyle magazines featuring her cover pictures. Brightly coloured, formally inventive and full of wit, Claire Aho's photographs capture a distinctive era in Finland's history while maintaining contemporary vitality and relevance.

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PHOTOGRAPHY		20.02.2013
..... The Photographers' Gallery		http://thephotographersgallery.org.uk
<div></div> <div>CLAIRE AHO: STUDIO WORKS</div> <div><p>The Photographers' Gallery presents Claire Aho: Studio Works, the first solo international showcase of Aho's photographs, a pioneer of Finnish colour photography and a key cultural figure in her homeland. This exhibition will focus on Aho's 1950-70 studio based works.</p><p>Where: London When: 19 April - 21 July 2013 More information: http://thephotographersgallery.org.uk</p></div> <div><div>THE PHOTOGRAPHERS' GALJERY</div><div>Claire Aho: Studio Works</div><div><p>Claire Aho started her career as a documentary filmmaker before eventually setting up her own commercial studio in the 1950s – a formative time in Finnish design. Whether capturing her models in amusing poses or meticulously composing still life scenes, Aho's cutting edge approach to image making was a reflection of the bold and lively atmosphere prevalent in the creative sector in Helsinki at the time.</p></div><div></div></div>		

Culture Critic online

14 March 2013

CULTURECRITIC

ALL THE LATEST ARTS AND ENTERTAINMENT REVIEWS

THURSDAY 14TH MARCH 2013



Claire Aho

Opens: 19/04/2013 Closes: 21/07/2013 The Photographer's Gallery, London

Originally a documentary filmmaker, Claire Aho became a leader in the field of colour photography in her native Finland, and ran a commercial studio. This is the first UK display of the witty, kitschy fashion, lifestyle and advertising images it produced between the 1950s and 70s, when futuristic kitchenware had a special sheen.

For more information visit:

<http://thephotographersgallery.org.uk/claire-aho-studio-works>

Claire Aho

First exhibition outside of Finland of the pioneer of Finnish colour photography



19 April – 21 July 2013



Claire Aho (b. 1925, Finland) is a pioneer of Finnish colour photography. This will be the first exhibition of Aho's work outside of Finland. Grandchild of the author Juhani Aho and the painter Venny Soldan-Brofeldt, Aho established her own commercial studio in the early 1950s working across a broad range of industries including editorial, advertising, magazine covers and fashion. The exhibition will include a large selection of original Finnish lifestyle magazines with Aho's cover photographs and up to seventy images from her archive. Saturated with colour and full of humor her images, although distinct to Finland and to the period, still remain relevant to young practitioners today.

Rooms online

2 April 2013, 1/2

ROOMS

meet the artists we love

APRIL
2
2013

DEUTSCHE BÖRSE & AHO

GALLERY DISTRICT



By Suzanne Zhang

The Photographer's Gallery, featuring Finnish artist Claire Aho, presents the much awaited Deutsche Börse Photography Prize 2013.

The Photographer's Gallery, located right off Oxford Street, is about to showcase two exciting and promising exhibitions, both opening their doors to the public on the 19th of April.

The first one, the *Deutsche Börse Photography prize*, now in its 17th year, will showcase the work of four photographers who are in competition to win the prize of 30 000€, as well as the prestige of being the contemporary artist who brought the most significant contribution to the photographic medium in Europe. It is one of the biggest and most prominent international arts awards in Europe, with past winners including Juergen Teller and Paul Graham.

This year's nominees are *Adam Broomberg & Oliver Chanarin*, a duo of artists who craftily layers photographic history and contemporary conflict, and *Mishka Henner* for his exhibition *No Man's Land* that showcased the whereabouts of sex workers located in rural and urban environment through the use of Google Street View. The other two finalists include *Chris Killip*, nominated for his stark black and white images of the working-class community in a disintegrated industrial Britain, as well as *Cristina de Middel*, a Spanish artist who recounts the fictional portrait of the nation's mission to send the first African astronaut to Mars (quickly cancelled).



©BPP 2013 Cristina de Middel - The Africanist 2012



Rooms online

2 April 2013, 2/2



The second exhibition the Photographer's Gallery is proud to present the studio works of renowned Finnish filmmaker and photographer *Claire Aho*. A key cultural figure in her homeland, she is one of the pioneers of Finnish color photography, and as the only female cinematographer in her field, filmed the 1952 Olympics. Having sold her first photograph at age 15, she was later on hired by Warner Pathé News, New York as the only female photographer among 400 men. Her innovative approach to color and inventive style have made her a leading name in the world of advertising, fashion and editorial, areas on which the exhibition focuses on.



Claire Aho 18x12 inches



The winner of the Deutsche Börse Photography Prize 2013 will be announced at a ceremony at The Photographer's Gallery on the 10th June 2013. The exhibition will stay open until the 21st July 2013.

Claire Aho discusses her practice in conversation with Art Director Anne Braybon on the 20th April 2013. Book tickets online at www.thephotographersgallery.org.uk

Finn-Guild online

4 April 2013



Linking Finland and Britain since 1965

Claire Aho Exhibition

Date:

Fri, 19/04/2013 (All day)

Claire Aho Exhibition 19.4.2013-21.7.2013

The Photographers' Gallery presents Claire Aho: Studio Works, the first solo international showcase of Aho's photographs. She is a pioneer of Finnish colour photography and a key cultural figure in her homeland. This exhibition will focus on Aho's 1950-70 studio based works, displaying images from the world of advertising, editorial and fashion, alongside original Finnish lifestyle magazines featuring her cover pictures. Brightly coloured, formally inventive and full of wit, Claire Aho's photographs capture a distinctive era in Finland's history while maintaining contemporary vitality and relevance.

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Visitor Information

Opening times:

Monday - Saturday 10am - 6pm, Thursdays 10am - 8pm Sunday 11:30am - 6pm

Admission: free

The Photographers' Gallery

16-18 Ramillies Street, London W1F 7LW

Nearest London Underground Station: Oxford Circus

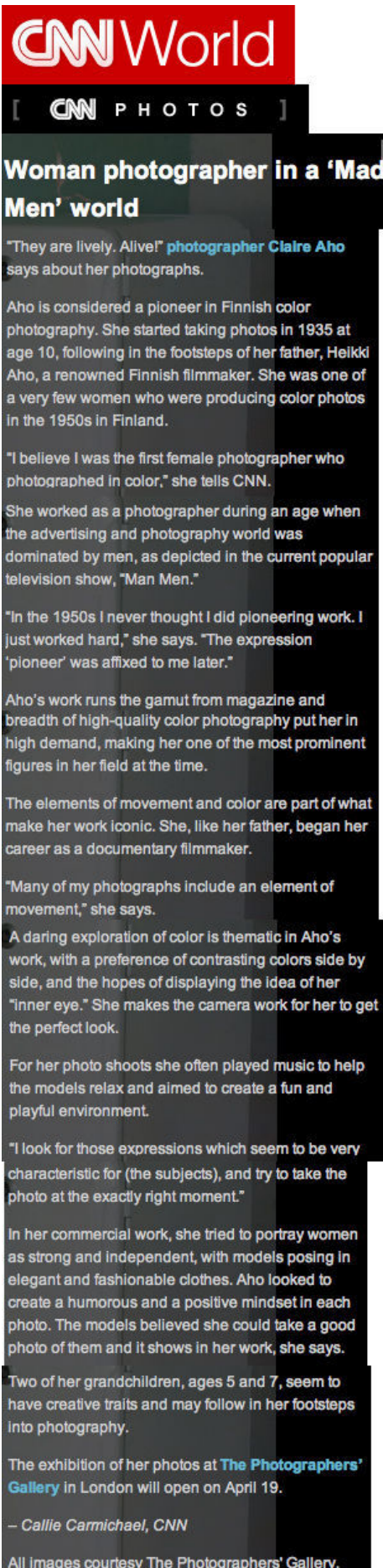
+44 (0) 20 7087 9300

info@tpg.org.uk

thephotographersgallery.org.uk



Photo: Claire Aho. Copyright JB



CNN World

[**CNN** PHOTOS]

Woman photographer in a 'Mad Men' world

"They are lively. Alive!" **photographer Claire Aho** says about her photographs.

Aho is considered a pioneer in Finnish color photography. She started taking photos in 1935 at age 10, following in the footsteps of her father, Heikki Aho, a renowned Finnish filmmaker. She was one of a very few women who were producing color photos in the 1950s in Finland.

"I believe I was the first female photographer who photographed in color," she tells CNN.

She worked as a photographer during an age when the advertising and photography world was dominated by men, as depicted in the current popular television show, "Mad Men."

"In the 1950s I never thought I did pioneering work. I just worked hard," she says. "The expression 'pioneer' was affixed to me later."

Aho's work runs the gamut from magazine and breadth of high-quality color photography put her in high demand, making her one of the most prominent figures in her field at the time.

The elements of movement and color are part of what make her work iconic. She, like her father, began her career as a documentary filmmaker.

"Many of my photographs include an element of movement," she says.

A daring exploration of color is thematic in Aho's work, with a preference of contrasting colors side by side, and the hopes of displaying the idea of her "inner eye." She makes the camera work for her to get the perfect look.

For her photo shoots she often played music to help the models relax and aimed to create a fun and playful environment.

"I look for those expressions which seem to be very characteristic for (the subjects), and try to take the photo at the exactly right moment."

In her commercial work, she tried to portray women as strong and independent, with models posing in elegant and fashionable clothes. Aho looked to create a humorous and a positive mindset in each photo. The models believed she could take a good photo of them and it shows in her work, she says.

Two of her grandchildren, ages 5 and 7, seem to have creative traits and may follow in her footsteps into photography.

The exhibition of her photos at **The Photographers' Gallery** in London will open on April 19.

— Callie Carmichael, CNN

All images courtesy The Photographers' Gallery.



Compressor Refrigerator, circa early 1950s. (Claire Aho)



Helsingin Santomat online

By Tanja Vasama

9 April 2013

HELSINGIN SANOMAT

Claire Aho, 87, on suomalaisen värivalokuvan pioneeri

LONTOO. Valokuvaaja **Claire Aho**, 87, on suomalaisen lehti-, mainos- ja elokuvauksen pioneeri, jonka värivalokuvat päätyivät 1950–1970-luvuilla lukuisten aikakauslehtien kansiin.

Perjantaina hän avaa maineikkaassa Lontoon Photographers' Galleryssä ensimmäinen kansainvälisen näyttelynsä. Ahon 60 valokuvalle on varattu oma kerroksensa. Hän avaa silloin kuviansa taustoja brittiyleisölle.

Mitä hän kertoo? "En tiedä. Valehtelen jotain", taiteilija hymyilee.

Hauskuus on läsnä myös monissa töissään. Puuvillatehtaitten Puuvillarapsodia-luettelon kuvassa malli **Rami Sarmaston** kainaloista paistavat hikiäiskät. Aho kertoo yrittäneensä luoda kuvauksista rentoja ja löytää niistä jonkin hauskan puolen.

Kyvyn inspiroitua Aho sanoo saaneensa verenperintönä. Hän on kirjailija-toimittaja **Juhani Ahon** ja kuvataiteilija **Venny Soldan-Brofeldtin** pojantytär.

Vaikka monet kuvista ovat yli puolen vuosisadan takaa, ne näyttävät siltä kuin ne olisi voitu ottaa vasta eilen – retrohengessä. Olennaista ovat liike, kekseliäät asetelmat ja huikeat värit.

Paula-kahvitytöt, Fazerin vanhat karkit, Valion jäätelöannokset ja kansallisjulkikset **Lenita Airistosta Ismo Kallioon** esittäytyvät nyt uudelle yleisölle.

Uutiskuvauksestakin Aholla on kokemusta. Esimerkiksi Porkkalanniemen palautuksen 1955 Aho kuvasi amerikkalaistyönantajansa Warner Pathé Newsin toimesta salaa.

Aho oli yhtiön 400 kuvaajasta ainoa nainen.

Aho on huomattu. Amerikkalainen CNN-kanava teki näyttelystä jutun verkkosivuilleen. Hiljattain Rockefellerin taidekokoelma hankki kaksi työtä itselleen.



Claire Aho: Cotton Rhapsody -katalogi, 1958

The Cultural Exposé online

By Matilda Egere-Cooper

14 April 2013

The
Cultural
Exposé



Something you should see... Claire Aho: Studio Works at The Photographers' Gallery

Artist **Claire Aho** began her career as a photographer during a time when men dominated the industry. A cultural icon in her native Finland, British audiences now have the chance to see the images that made Aho's name at London's **Photographers' Gallery**. The exhibition concentrates on Aho's career from 1950 to 1970 – a period where her use of colour and inventive style made her a leading name in the world of advertising, editorial and fashion photography. Studio Works is the first solo exhibition of Aho's work in the UK and will include the original Finnish lifestyle magazines featuring Aho's cover pictures, as well as images from her archive.



Considered a pioneer of Finnish colour photography, Aho started her career in film before establishing her own commercial studio in the 1950s. Aho's photographs from this era depicted domestic life around Finland and many of these images will be on view. Aho's pictures are saturated with colour and contrasting palettes usually appear side by side. It was the quality of Aho's colour photography that created a commercial demand for her services across a range of industries. If colour is thematic in the work of Aho, so is humour and audiences will definitely get a sense of that at the show. Photographs such as *Compressor Refrigerator*, which depicts a children's tea party wouldn't feel out of place in a current ad run for Ikea. The fun and playful quality that underscores much of Aho's images at the show should connect with audiences.



Claire Aho says she never saw her work as pioneering during the 1950s, she 'just worked hard'. But you need only watch the travails of Peggy Olson from the fictional show *Mad Men* to realise just how hard that must have been. (Words: Eri Orite)

Claire Aho: Studio Works is on at The Photographers' Gallery, from 19 April -21 July. For more info, visit www.thephotographersgallery.org.uk

Artabase online

16 April 2013



The Photographers' Gallery

<http://thephotographersgallery.org.uk/>

Friday 19 April 2013 to Sunday 21 July 2013

[Exhibition currently on at The Photographers' Gallery in City of London, United Kingdom](#)

[Send a Message](#)

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Brett Rogers, Director, The Photographers' Gallery said: We are delighted to be able to introduce the work of Claire Aho to a new audience outside her native Finland. Claire Aho's pioneering vision and innovative approach to colour re-energised editorial and fashion photography in Europe during the mid-50s and late 60s. Her work resonates with contemporary artists such as Roe Ethridge, Michele Abeles, Owen Kydd and Bryan Dooley whose staging of the image serves to re-examine the language of editorial and advertising photography.



Beige online
By Fiona Keating
18 April 2013



CLAIRE AHO: STUDIO WORKS



Dazzling colours, a touch of kitsch and playful use of patterns are the hallmarks of Finnish photographer Claire Aho.

It takes you back to the days when there was a sweetness and gentleness to photography, and in particular, the advertising world. This is not a harsh assault on the senses à la the brutalist movement.

Rather, there's a deftness of touch, particularly in the first image of the show – a simple bunch of flowers.

But look again and you see it's riot of colour, a vivid arrangement in which the reds, pinks and deep purple tones sing out. A rose on the left turns its head from the bunch, a rogue bloom that is striking in profile.

The Photographers' Gallery exhibition focuses on Aho's studio-based work in the areas of advertising, fashion, editorial photography and magazine covers.

Aho has had a unique career. She was hired by Warner Pathe News, New York, as the only female photographer among 400 men, and she was practically the only woman photographer working in the commercial sector during the 1950s and 1960s.

When I chatted with her after seeing the show, I asked if she felt there was a reason why she was the only woman photographer at the time. She just shook her head and shrugged her shoulders.

She just refuses to see any difference between herself and other photographers because of her gender.

And yet I can sense a difference. What I see in the images is a sense of humour; the woman is aware of being the object of the gaze – the model meets your gaze with a wry look, as if to say, 'Yes, this is really a strange thing to be doing, holding up a typewriter like it's a tea tray.'

I could see shades of Cindy Sherman's ideology in Aho's image construction – or that should probably be the other way around. The models look slightly ill at ease, with splayed out legs as if they have been caught in awkward poses. If you've ever tried to replicate a Cindy Sherman pose (as I have, and don't ask why), it's really very uncomfortable and painful to hold for longer than a few seconds.

But the poses do look good. Because they are not natural poses, they catch the viewer's eye and you need to stop and look to figure out what's odd about the composition.

What Aho does is very difficult to achieve. She brings together a sense of mischief, fun, and surrealism as well as authenticity to her images.

There's a marvellous image of a buxom redhead in an emerald green sweater, with her breasts proudly standing out, which is more to do with upholstery than breast implants. Once you tear your eyes off her breasts, your eyes are drawn to the equally prominent bottle of Erkois beer – which is the selling point of the image. Beer and breasts – a double whammy you just can't beat.

Now a sprightly 88, Aho is in demand and receiving the recognition as a pioneering photographer she richly deserves. She is giving a talk on Saturday 20 April and there are screenings of her documentary films on 24, 25, 26 & 29 May at the ICA.

Claire Aho: Studio Works is at the Photographers' Gallery until 21 July 2013.

www.thephotographersgallery.org.uk

frame visual art finland



Photographs by Claire Aho in London

18.04.13

The first solo exhibition of Claire Aho, pioneer of Finnish fashion photography, recently opened at the Photographer's Gallery in London.

This is the first solo exhibition showing Aho's work outside Finland. It consists of studio photographs by Claire Aho from the 1950s–1970s. Aho has become known as a pioneer of fashion and advertising photography as well as colour photography.

Claire Aho talks about her show on 20 April at 3 p.m. in an artist talk at the Photographer's Gallery.

Claire Aho: Studio Works – 19 April – 21 July 2013, Photographer's Gallery (Wolfson Gallery, 2nd floor, 16–18 Ramillies Street London

<http://thephotographersgallery.org.uk/claire-aho-studio-works-3>



glass

New show at The Photographers' Gallery, London

19/04/2013 15:45:50

The **Photographers' Gallery**, London once again hosts a great series of artists. With varied styles and ideologies, varying from classic 1950's photographer to documentary photography and science inspired art. Clare Aho, the Finnish photographer who photographed women in the 1950's with an agreeable stiffness. The exhibit focuses on Aho's 1950-70 studio based works, displaying images from the world of advertising, editorial and fashion, alongside original Finnish lifestyle magazines featuring her cover pictures.

The gallery also features Cristina de Middel, the documentary photographer and features some of her works from her own publication *The Afronauts*. She intended to break the rules of veracity by trying to push to audience to analyze the pictures of real images as a story in our own. This work was rewarded by the Deutsche Börse Photography Prize for 2013.

With the gallery serving five different floors along with a café, it is a most definitely a must see.

The shows on presently at **Photographers' Gallery** are:

Deutsche Börse Photography Prize 2013

19 April - 30 June 2013

Claire Aho: Studio Works

19 April - 21 July 2013

Olia Lialina & Dragan Espenschied:

One Terabyte of Kilobyte Age

18 April - 17 June 2013

Photographer Bert Hardy, Olia Lialina & Dragan Espenschied are also featured in this exhibit, analysing post-war photography.

by Pierre-Olivier Carrier

Admission is free and The Photographers' Gallery is open seven days a week.

The Photographers' Gallery is at 16 – 18 Ramillies Street, London W1F 7LW

Monday – Saturday, 10.00 – 18.00 Thursday, 10.00 – 20.00 Sunday, 11.30 – 18.00

The Bookshop and Café are open as usual.



The Pop online
19 April 2013



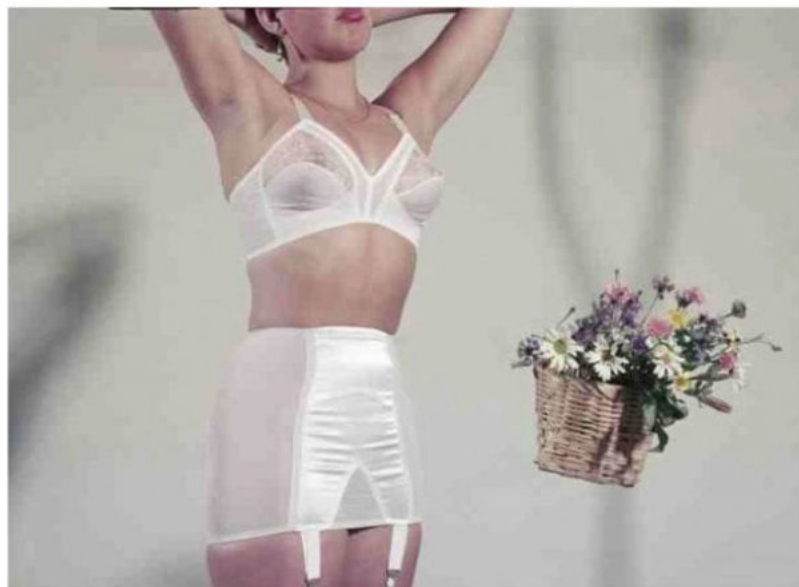
POP 1200 WEEKEND 19-21 APRIL 2013 *from*
thepop.com

Today's POP is Stephanie at the Photographer's Gallery checking out Claire Aho's 1950's repertoire...



It seems unheard of: a female photographer (of fashion & advertising) during the 50's.

The Photographer's Gallery is currently displaying Finnish photographer Claire Aho's repertoire of portraits and campaigns during that period. We especially loved her Figura Bra Campaign 'Strapline, Be Younger Today than Yesterday'...



If you're around, it's definitely worth a peek.

Claire Aho: Studio Works is on until 21 July.

Wallpaper*

*DESIGNINTERIORSFASHIONARTLIFESTYLE

In focus: photography shows in London's Soho-Fitzrovia triangle



The Soho-Fitzrovia triangle formed by [The Photographers' Gallery](#), [Getty Images Gallery](#) and the [Margaret Street Gallery](#) represents something of a hub for contemporary photography in London. And this week, perhaps more than any other, their schedules have aligned to launch a fine cross-section of work from artists toying with the conventions of the medium.

[Getty](#) presents a romantic, sun-blushed version of [London's 2012 Olympic Games](#), while on the top floors of the TPG's new five-storey Ramillies Street home, the four nominees for the [Deutsche Börse Photography Prize](#) expose photojournalism as a many-faceted genre. The Mannish photographer [Chris Killip](#), the most august of the group, offers a 20-year survey of working class England in the 1970s and 1980s. It's a straight-up document of a society on the verge of collapse, a meeting of [Walker Evans](#) and [Henri Cartier-Bresson](#) in pre-apocalyptic Newcastle.

Killip shares the floor with the Belgian [Mishka Henner](#), who has repurposed the photographic archives of [Google Street View](#) for his entry. Henner used information gleaned from internet chatrooms to unearth the precise locations of street walkers in suburban Spain and Italy, then enlarged the pixelated images and sourced audio files of birdsong to pipe into the gallery.

The duo of [Adam Broomberg and Oliver Chanarin](#) republished passages from Berthold Brecht's 1955 War Primer, which pairs disastrous [Life](#) magazine snapshots from the Second World War with poetic commentary by the playwright. Broomberg and Chanarin have overlapped the mid-century images with photos gathered from online sources throughout the War on Terror; the texts, meanwhile, still stand.

The photos of Spanish photojournalist [Cristina de Middel](#), by contrast, are posed reinterpretations of Zambia's foiled attempt at space travel in the 1960s. De Middel used press clippings documenting the country's space programme as a guide for her visual retelling: space suits fashioned from tribal fabrics; astronauts frolicking with elephants in the savannah and wandering

A solo show of vintage studio photographs by the Finnish commercial photographer [Claire Aho](#) manages to seem considerably more modern with her masterful manipulation of colour in the name of advertising. Aho was a one-woman entourage in the 1950s and 1960s, taking control of booking, lighting, styling, set design and printing, at a time when Finland was emerging from the war freshly focused on textiles and design. Her inspired layering of fabrics and backdrops and her talent for bringing out a model's personality are still being emulated today.

Up on Margaret Street the recently launched [Transplant](#) celebrates the return of spring with an anachronistic series of prints by [Patrick and Tristram Fetherstonhaugh](#). The brothers, moved by London's short-blooming blossom trees, shot a succession in a single day on a single roll of Fuji film, stopping when the spool ran out. They sent the unexposed rolls to Tokyo for processing, a symbolic move that connects the two countries through this single cultural link.

They describe the results as 'deceptively uncomplicated', a phrase concocted in defense of pretty pictures that can act equally well for photojournalism. It neither detracts or distracts from their beauty, however, which - given the UK's lethargic Spring this year - is reason enough for our appreciation.

Information

'Deutsche Börse Photography Prize 2013' and 'Claire Aho: Studio Works' run at TPG until 30 June; 'Getty Images Sport' runs at Getty Images Gallery until 27 April; and 'Transplant' runs at Margaret Street Gallery until 25 May

NORDIC ODYSSEY

PLAYFUL CLAIRE AHO IN LONDON'S PHOTOGRAPHERS' GALLERY



Claire Aho's representation of Finnish daily life during 1970's is showcased in London's Photographers' Gallery

Who would have thought that I could enjoy a flash back in time to my childhood years during a Saturday afternoon stroll through London's Soho? "[Claire Aho: Studio Works](#)" is the first solo exhibition by the Finnish photographer and is placed in the newly revamped [Photographers' Gallery](#), just seconds away from the hustle and bustle of Oxford Circus.

There I found, staring in front of my eyes, an array of colourful pictures by Claire Aho, who is, you could even say, a Finnish cultural icon. Strangely familiar settings of children's tea party next to a compression refrigerator UPO, magazine covers from lifestyle publications such as "Me Naiset" and "Viikko" and commercials showcasing Finnish soft drink Jaffa or chocolate brand Fazer. These images from outfits to brands to moods are so ingrained in my memory that it's almost scary. At the same time, I can't stop smiling at the innocence of these photographs in comparison to the commercial shots of today.

Claire Aho's work portrays in pastel colour settings how economic and technological upheaval took over the small backward country of Finland, and turned its citizens to models of modernism. Happy smiley faces reflect in the pictures optimism and content derived from consumerism. In my opinion the exhibition provides an interesting snapshot to the history of Finland for those interested. It is on show until 30 June 2013 and it's free, so perhaps worth a visit for you too.



Some humour shots by Claire Aho to advertise Finnish soft drink brand, Jaffa, and beer brand, Erikol's Olut.

Nordic Odyssey online

23 April 2013, 2/2



Paulig coffee is still known for its Paula-tyttö (Paula girl) concept. Every year since 1904 a new Paula is chosen to represent and champion the Finnish coffee brand in a number of PR and advertisement campaigns. Paula girl evolves over time but traditions and hesitance are still being respected.



How innocent did the magazine covers look back in the day?



Magazine covers photographed by Claire Aho. Even though the pictures are from 1960s-1970s, the chair in the cover of an interior magazine "Kaunis Koti" (Beautiful Home) could be easily found in today's Elle Decoration.

Photomonitor online

By Riikka Kuittinen
29 April 2013

Photomonitor:



Claire Aho
'From Cotton Rhapsody
Catalogue', 1958, 16 x 12 inches
© JB, Courtesy of the artist and
The Photographers' Gallery

Claire Aho
'Compressor Refrigerator', c.
early 1950s, 12 x 16 inches ©
JB, Courtesy of the artist and
The Photographers' Gallery

Claire Aho
Studio Works
19.04.13 - 21.07.13
The Photographers' Gallery / London / England

Studio Works / Reviewed by Riikka Kuittinen / 29.04.13

This exhibition explores the early career of Claire Aho (born 1925 in Finland), focusing on her work from 1950 to 1970. Aho established herself as a successful photographer during a period when new design culture was flourishing after the ravages of the war. She pioneered the use of colour photography, made films and worked as a film reporter for Warner Bros. The exhibition is a combination of original magazines and studio photography for adverts and publications.

In her studio work, Aho had complete creative control, taking responsibility for all aspects of image creation, including model casting, sets, lights, styling and printing the pictures. Although this is considerably more than the equivalent photographers would perhaps undertake today, it is worth remembering that the other, related professions such as stylists are relatively new. Former models tell stories of doing their own make up and bringing their own clothes to shoots during the 1960s.

The initial impression of this exhibition is one of rosy nostalgia, with pretty full-skirted models posing among pastel colours. A closer look reveals more modern approach, playful and at times almost edgy in its use of the studio space. Unlike the stiff mannequins of the 1940s and early 1950s, the relaxed models seem like contemporary girls. The exhibition certainly demonstrates Aho's incredible use of colour: typical 50s pastel shades are punctuated by Technicolor cerise, turquoise and mustard yellow. The models' make up forms a part of this colour palette with bright blue eyes contrasting with poppy red lips.

Around the edges, the traditional studio set ups are disrupted by paint pots and studio lights, the visible image-making equipment drawing attention to the artificiality of the image and the creative process behind it. These are more than just quirky touches, as they disrupt the conventional images being created.

Adverts for coffee, fabrics, beer, chocolate and the less glamorous tinned meats encapsulate the new, emerging post-war culture. Aho's advert for a fridge shows an American-style one, filled to the brim with meats, vegetables and Coca-Cola, suggests a new aspirational consumerism, particularly notable as food rationing in Finland had only ended completely in 1954.

Some of the product shots are organised into formal still lifes, for example the advert for Stainless Finland (c. mid-1960s) which shows a neatly ordered set of gleaming cutlery, almost fetishised as objects of desire. The clinical, yet adoring minimalism brings to mind Irving Penn advertising photography for Clinique, which he began later on in the same decade.

Elsewhere, an undercurrent of Surrealism emerges. A model on a magazine cover turns into a giant posing next to a tiny doll's house chair. A mid-1950s advertising campaign for Figura, with the strapline "Be Younger than Yesterday", fills a corset with ripe red roses, instead of the female body. When the model is shown, her head is cut off and she is stretching away from the camera's gaze. Aho disorders the traditional passive glamour shot with visuals echoing Horst P. Horst's famous corsets and disembodied limbs.

Aho's light touch belies her skill and thought behind the image-making practice. Perhaps an apt comparison to her advertising imagery is the old Hollywood studio system, where dynamic creativity flourished under strict, commercial briefs. The boundaries of Aho's commissions were stretched – and surpassed – by her innovative imagination.

- *Riikka Kuittinen*



50S, BUT NO SHADES OF GREY

Finnish photographer brought a dour time to life...



*Claire Aho
Advertisement for Viikko Magazine, 1959
16 x 12 inches
© JB*

She had been taking pictures ever since her father gave her a camera aged 10, when she would gain an understanding of composition by snapping her granny's paintings. Her colour work was at the forefront of Finnish photography, and often used humour to bring her scenes to life...

The 1950s is not an especially fondly remembered decade, still feeling the effects of the Second World War through rationing and looked on as a grey and cheerless time. Forget everything you thought you knew about the decade that colour forgot – here is **The Photographer's Gallery** in London with a retrospective of the work of live-wire Finnish photographer Claire Aho in the period between 1950 and 1970.

Aho began making her professional life making documentary films before making the switch to still images and setting up her own commercial studio. However, she had been taking pictures ever since her father gave her a camera aged 10, when she would gain an understanding of composition by snapping her granny's paintings. Her colour work was at the forefront of Finnish photography, and often used humour to bring her scenes to life. *Claire Aho: Studio Works*, looking back across a 20 year period, can be seen until 21st July.



*Claire Aho
Compressor Refrigerator, c. early 1950s
12 x 16 inches
© JB*

The Women's Room online

30 April 2013, 1/2

THE WOMEN'S ROOM

DAILY LIFE AND STYLE INSPIRATION

Go See This: Claire Aho at the Photographers' Gallery



It's becoming quite clear Jane and I are going to have to become Scandinavian, we fall in love with almost everything the area throws at us (recent love = [wellies](#)). I have a new Skandi-girl-crush on photographer Claire Aho, whose work is currently on show at the Photographers' Gallery in London.

Ms Aho, who was born in 1925 and now lives in Stockholm, is Finnish and came to prominence as a photographer during the highpoint of Finnish design influence during the 50s with her work in advertising and fashion. She is particularly admired for her work with pattern, form and colour and the dialogue she creates between them in her images. I love the fact that everyone looks as if they are having a fun time.

As well as exhibiting her images, the Photographers' Gallery is also selling prints, for the first time ever it seems, of her work. If you like her style, you might like to check out the website for [ClaireAho.com](#) and look at the images from her major retrospective, held in Helsinki in 2011. Below is Claire as she is now and as she looked in 1958, she has a sparkle of fun in her eyes, doesn't she?



Nothing new in eye flicks...this image is from the 50s. And isn't it great to see happy models?



The Women's Room online

30 April 2013, 2/2



Apparently Claire Aho worked from her own studio and was in complete control of every aspect of the shoots, from building sets, creating the right atmosphere and recruiting models and I think you can see her humour and charm just shine through...no skinny, underfed girls in tiny bikinis here...

There are so many great shots I had to hold myself back from putting them all up.



The exhibition is on at the [Photographers' Gallery](#) -which is free to enter – from now until 21st July 2013. Nip in on your next visit to Oxford Circus, it's just around the corner from Liberty and COS.

Aesthetica

Blog



Claire Aho: Studio Works, The Photographers' Gallery, London

Claire Aho has produced a prolific output, covering editorial, advertising, fashion photography and reportage. From this substantial body of work the selection of photographs exhibited at **The Photographers' Gallery** were taken between 1950 and the late 1960s. In the early 1950s, Aho opened a commercial studio in Helsinki. Here she undertook every aspect of the image making process: casting, styling, lighting and developing. This exhibition focuses on her studio work.

When inherited feelings about culture and commerce in those with an industrial heritage are put aside, the composition of the various scenarios is extremely inventive. These compositions when considered outside a commercial context at least hint at the surreal, especially taking into consideration the form of the compositions. An almost overwhelming continuity throughout the work is the intensity of colour. Another is the arrangement of pattern.

Use of intense colour is exemplified in *Untitled* (c. mid 1950s) – a photograph that focuses on a bunch of flowers. Pink and purple here are so intense that they glow against the plain background. Owing to this intensity, the entire composition has an unreal quality. This hints at three qualities imparted by all of the work on display: health, opulence and elegance. Paula Coffee and Erikois Beer (c. mid 1950s) speak of these qualities through the use of intense colour and the beauty of the models. Particularly striking here is the form of the compositions, which is finely balanced. Against black backgrounds the female models are captured from surprising but balanced angles holding trays with the items advertised.

Intense colour and female beauty impart unreal health, opulence and elegance in *Untitled* (1960). Here, a female model looks directly to camera. She wears an elegant, aquamarine ball gown. She seems to be situated in a forest. Here, the unlikely nature of the situation coupled with the intense colour generates the unreal opulence desired.

The same intensity of colour is employed to impart opulence in the photographs in which items of food are captured. In *National Eggs at Breakfast* campaign (c. mid 1960s) the form of the composition is most striking. A dinner gong stands on the table top in focus and in the foreground to the left. Out of focus, in the background and to the right stands an egg in a cup and crockery on a placemat. The focal dynamism and balance of the composition, taken with the intensity of the colour, grabs the attention of the viewer. *Valio Ice Cream* (c. late 1950s) features four photographs of ice cream sweets. Again, the use of intense colour seems to make sweets glow with unreal perfection.

In *From Cotton Rhapsody catalogue images* (1958), Aho employs ingenious methods for displaying complex, patterned materials with extra geometrical complexity. The use of striped material, both in garments, and then as interrelated visual context, comes across with balance and grace. Such comes from the arrangement of the compositions. Outside of this fashion catalogue, this method is employed to the effect of fascination in *Fayer Chocolate* (c. early 1960s). Here, a female model is shown wearing a black and white striped dress with elegance. She is seated and holds up a wrapped chocolate bar, the wrapping of which is of similar black and white stripes. The unnatural, unreal uniformity of the pattern in both cases is balanced by the curvature of the human form.

Claire Aho: Studio Works, until 21 July, **The Photographer's Gallery**, 16 – 18 Ramillies Street, London W1F 7LW.

Daniel Potts

Credits

1. Claire Aho, 48.5 x 67 cm, © JB, Courtesy of The Photographers' Gallery, London.
2. Claire Aho, 16 x 12 inches, © JB, Courtesy of The Photographers' Gallery, London.



CLAIRE AHO: STUDIO WORKS



Fashion photography's best kept secret in her first solo London show at The Photographers' Gallery.

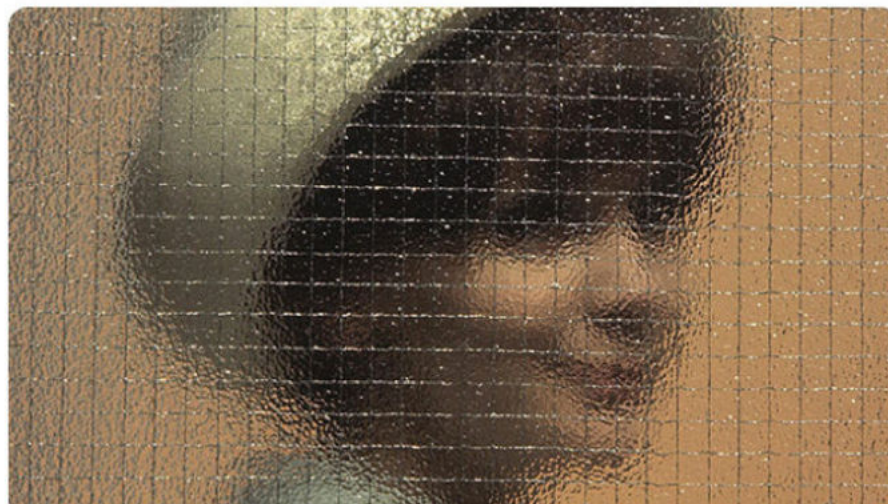
[CLOSE](#)

Claire Aho is renowned in her native Finland for (at least) two things: her pioneering fashion editorial photography and her innovative colour techniques. Now, as Aho's 88th birthday approaches, The Photographers' Gallery celebrate a life through pictures with their latest show *Claire Aho: Studio Works*.

The 1950s were a pinnacle of Finnish design culture. It was in this environment that Aho founded her own photography studio in Helsinki. She photographed for magazines, editorial, reportage, fashion and advertising, dealing with all aspects of the creative process herself: a true *auteur*, as it were.

The pictures on display at The Photographers' Gallery demonstrate some of the finest of Aho's trademark work, and we see evidence of symmetry, use of block colour and exquisite framing and cropping. It's an aesthetic that looks imitative, except that it's not. This is the stunning work of a true original, rarely seen outside of her homeland. Make sure it's on your list.

Claire Aho: Studio Works is at The Photographers' Gallery until 21 July.



Self Service online

11 May 2013

SELF SERVICE

claire aho at the photographers' gallery



If you're in town this weekend and are looking for something to do, pay a visit to the Photographers' Gallery in Soho, to look at Claire Aho's work that is currently on display until 21st July.

Upon entering the room in which Aho's studio work is displayed, one is immediately struck by the compelling look of the photographs that span from her studio work between 1950 and 1970. All elements of her photographs point to a modern aesthetic that is ahead of its time: from the use of colour, pattern and form, to the way in which she arranged her subjects and objects in these stylised shots. There is the odd 50s doll pose that comes across humorous, rather than prim. Or perhaps it is the other way round, and many of today's photographs appeal to a nostalgic quality that nods to 20th century photographers.

Claire Aho, who was born in 1925 in Finland and set up a photography studio in the early 50s to produce editorial and commercial images across news, lifestyle, fashion and design, was not just a pioneer in her field but also a woman operating in a man's world. She took the shoot from the initial planning to the production and the finished product of a photograph into her own hands. Her background as a cinematographer (she filmed the 1952 summer Olympics in Helsinki) is evident within her work. Many of the pictures within the exhibition show the colour charts that Aho created, often making for an even more striking look.



Scout online
By Tony Bannister
21 May 2013

SCOUT

21 May 2013

Claire Aho: Studio Works

Delving into the minds eye of Finnish photographer's first solo show at **London's Photographers' Gallery** is like a coy peep show into Finish life in the 1950's and '60s. Inspired by the world of advertising with fashion flair this is **MAD MEN** Finnish style. Although retro influenced, the end result of Claire's research and work is very much contemporary and relevant to today's culture style hunters. The colour and fashion references of suburban life as sourced in the curated lifestyle magazines of the time has inspired her work of still lifes and studio portraits with glimpses of studio sets, lighting gear and colour charts. It's a delicate exhibition of an artists passion for what's normal and everyday. No gloss or airbrushing here...

The exhibition is on till July 21 at:

Photographers' Gallery

16-18 Ramillies St.

London W1F 7LW

www.thephotographersgallery.org.uk

Images by **SCOUT**

TB



Work

THE WORK MAGAZINE BLOG

CLAIRE AHO // "THE GRAND OLD LADY OF FINNISH PHOTOGRAPHY"

My heart grew wings when I stumbled upon the work of cultural icon, Claire Aho. Revolutionary in Finnish photography, her daring use of color injected whimsy and vigor to the post-war exhaustion of the 1950's. She brought her pictures to life and me to my pastel-loving knees.

Aho, armed with an eye for inventive composition and a love of unexpected patterns, transformed advertisements championing domestic life from banal to beautiful. She maintained complete creative control during the entire process and captured a personality of quirky honesty that was relatable yet glamorous. Working across many industries, she brought her bold style mainstream and became one of the most prominent photographers of the time. Her vision has created a body of work that elicits emotion and nostalgia for a time long gone. I've never wanted to be a housewife so bad.



Aho's first exhibition outside of Finland, *Claire Aho: Studio Works*, is at The Photographer's Gallery in London until July 21, 2013. A collection of works originally produced in 1958 has been re-printed in limited copies. They are for purchase at the gallery and [online](#).

PJLB Consulting online

4 June 2013



Claire Aho

A Finnish "Mad Woman" in London

With time and digital technology, the world of photography has become so deep and wide that we are bound to be continuously surprised by old or new talents. I love nothing more than to discover an artist that I had never heard of and whose work, past or current, screams for a wide audience recognition.

If you want to be surprised in such a way, a visit to The Photographer's Gallery in London www.thephotographersgallery.org.uk is a good place to start. Just a few yards away from the super busy Oxford Circus shopping mecca, its new statement building is hidden away on the discreet Ramillies street, with a corner façade that tells you something special is waiting inside for the photography aficionado.

On the day of my visit there was a lot to see from the four finalists of the 2013 Deutsche Börse Photography Prize (Adam Broomberg and Olivier Chanarin, Mishka Henner, Chris Killip, Kristina De Middel). But the real discovery for me was **Claire Aho** (born 1925) a Finnish commercial photographer whose 1950's-60's studio advertising and fashion work was, and remains, a delight of design and humour.



Claire Aho's studio work is a reminder of the geographic diversity of photography. Based in Helsinki, she could have worked alongside Erwin Blumenfeld in New York and made covers for the most glamorous American magazines. She could also have given styling and art direction lessons to the Mad Men of Madison Avenue. But her work seemed to have only earned her a reputation in Scandinavia or even just Finland, as demonstrated by a 2011 retrospective at the Taidehalli in Helsinki.



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Claire Aho's work is elegant, creative, tongue in cheek, colourful. She took care of all aspects of the photography process, from casting to set-making and styling, as well as printing. Her integrity and coherence of style shows through all images.

Thank you to The Photographer's Gallery for bringing her work to light closer to us.

And Claire, I believe you now live in Stockholm at the age of 88, but you should know that you made the day of a French guy on a rare sunny day in London.

Arviork photographs: Claire Aho at the The Photographer's Gallery - London

PAGES.

Claire Aho: Studio Works, The Photographer's Gallery



Claire Aho is one hell of a multi-tasker. The Finnish photographer established her own photography studio in Helsinki in the early 1950s, and since then, Aho not only produced photographs, she selected and styled the models, designed the sets and lighting for them and developed and printed them.

As a result of the artist's independent work ethic, her oeuvre, now on display at [The Photographer's Gallery](#), demonstrates her obsessive attention to detail, which was commissioned for advertising, editorial and fashion purposes.

The artist's eye for colour is particularly noteworthy. Works featured throughout the exhibition illustrate a creamy pastel palette that we immediately associate with a 1950's Smeg fridge-kind of idealism. While darker works capture the artist's ongoing experimentation with form, pattern and depth of field.

What's really nice about the exhibition is the inclusion of both works in progress, which are displayed in frames on the wall, and finalised pieces, which are clustered within glass display cabinets. Mechanical elements such as the colour charts visible in the photograph of a floating bouquet provide a sense of the meticulous skill utilised to create such perfect compositions. Evidently, not a impulsive click of a shutter in sight.



Claire Aho – Studio Works

Il colore della fotografia

di Claudia Casalini

#Pizzicato five – La Règle Du Jeu



Il padre, il fotografo Heikki Aho, considerava la fotografia a colori finlandese non all'altezza degli standard europei di quegli anni: è da questa considerazione che incomincia, a partire dagli anni Cinquanta, la ricerca che condurrà Claire Aho a specializzarsi nella fotografia in studio e in esterno, facendola diventare pioniera della tecnica a colori nella sua Finlandia e artista riconosciuta a livello internazionale.

La Photographers' Gallery di Londra presenta, fino al 21 luglio, *Claire Aho – Studio Works*, la prima mostra individuale dell'artista a Londra.

Una serie di lavori in studio realizzati tra gli anni Cinquanta e Settanta colorano lo spazio espositivo; fanno il punto su un particolare periodo della storia della pubblicità e della fotografia di moda finlandese: copertine di giornali fashion, fotografie-locandine di prodotti alimentari e tecnologici che animano il boom economico di quegli anni, la storia del costume e della tecnologia che progredisce, tutto reso attraverso colori sgargianti, una resa formale studiata e un'attenzione particolare alla composizione e alla luce.

A partire dall'apertura dello studio personale a Helsinki negli anni Cinquanta, l'artista vede crescere il successo del suo lavoro diventando tra i fotografi più richiesti del mondo pubblicitario finlandese.

La scelta, in questa sede, di concentrarsi sui lavori in studio, benché essi costituiscano solo una parte del lavoro dell'artista, innamorata della sua città Helsinki che non manca di fissare attraverso lo strumento fotografico, permette di fare il punto sui motivi di questo successo, di focalizzare l'attenzione sul particolare rapporto che negli scatti si crea tra la forma, il colore, il pattern, nonché l'assoluta fantasia e inventività con cui Claire Aho trasforma rigide composizioni formali in immagini assolutamente ironiche e accattivanti. Attraverso l'obiettivo l'artista rende un broccolo una forchetta e a una ciotola rossa in qualcosa di magico, così come magici diventano una bottiglia un frigo o un vestito a righe del catalogo Cotton Rhapsody del 1958.

Una mostra interessante, che fa il punto su un versante della fotografia, quello della moda e della pubblicità, spesso ignorato se non snobbato, considerato talvolta un grado sotto il livello artistico; una mostra che ben esamina la figura assolutamente moderna di Claire Aho, che attraverso questo lavoro ha contribuito a innovare il mondo del design finlandese e l'approccio al colore nel campo della fotografia di moda nel resto d'Europa.



FLASHBACK: CLAIRE AHO



Finnish photographer Claire Aho's work is showcased in *Builders of the Future*, an exhibition charting Finland's significant contribution to design post World War II at Helsinki's Design Museum – think Iittala, Marimekko and the ubiquitous orange handled scissors for starters. Claire's photographs from the 1950s depict domestic life around Finland and we found these shots instantly captivating. Throughout her illustrious career she turned her attention to a diverse range of work from magazine covers to advertising, including Fazer one of Finland's mouthwatering chocolate manufacturers. All images © Claire Aho courtesy Design Museo Helsinki.





Top 10 photography exhibitions in London

Discover a world beyond Instagram at the city's best current and upcoming photography shows

Like 202 people like this. Be the first of your friends.

London's cultural menu doesn't start and finish with paint on canvas – experience a whole new world of artistic awesomeness at these blockbuster photography exhibitions, taking place at venues including [The Photographer's Gallery](#) and the [National Portrait Gallery](#).



Irving Penn, 'Warthog', 1986
© The Irving Penn Foundation

[Hamiltons](#) 13 Carlos Place, W1K 2EU
Mon Jul 1 - Fri Sep 13

[MORE INFO](#)

Irving Penn: Cranium Architecture

FREE

This renowned fashion and portrait photographer also turned his attention to a series of macabre still lifes of human and animal skulls. Here, his stark black and white images depict animal skulls from the Narodni National Museum in Prague, drawing attention to the natural beauty of his morbid subjects.



© The Estate of Erwin Blumenfeld

Blumenfeld Studio: New York, 1941-1960

FREE

Erwin Blumenfeld – a Berlin-born Dada artist turned fashion photographer – became a leader in his field when he moved to New York in the 1940s. It was here Cecil Beaton introduced him to American Vogue, and where he went on to become one of the magazine's most prolific photographers, snapping more front covers than any photographer before or since. This exhibition of more than 100 works homes in on the decades he spent in the city, and celebrates his pioneering ability to elevate fashion to art.



Robert Capa, 'Bidding farewell to the International Brigades, Spain, October 25th', 1938
© Robert Capa / Magnum Photos

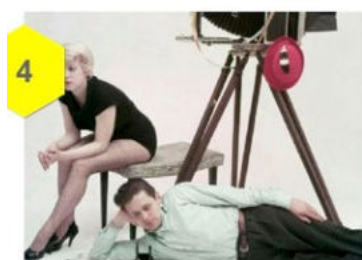
[Atlas Gallery](#) 49 Dorset St, W1U 7NF
Mon Jul 1 - Sat Jul 6

[MORE INFO](#)

The War Photographs of Robert Capa

FREE

Powerful reportage from the frontline of the Spanish civil war, D-Day, the liberation of Paris and numerous other conflicts that Robert Capa witnessed first hand. Capa was also the cofounder of Magnum Photos, so it's fair to say his impact was big.



Claire Aho
© JB Courtesy of the artist

[Photographers' Gallery](#) 16-18 Ramillies St, W1F 7LW
Mon Jul 1 - Sun Jul 21

[MORE INFO](#)

Claire Aho: Studio Works

FREE

Advertising, editorial and fashion photography from 1950–1970 by this Finnish photographer. Vibrantly coloured and modern, these images still have a distinct cultural identity.

Time Out online

25 June 2013, 2/3



5

Visions of the Universe

More than 100 images documenting the development of telescopic photography and our understanding of our place in the universe make up this exhibition, but the centrepiece isn't an image at all, but a series of continuous ones – the 13-metre-long 'Mars Window' will show images being beamed to us by NASA's Mars Curiosity Rover, creating the impression of looking through a giant window out onto the red planet itself.

National Maritime Museum Romney Rd,
Greenwich, SE10 9NF
Mon Jul 1 - Sun Sep 15

[BUY TICKETS](#)



6

Coronation! 1953-2013

This photography exhibition marks the sixtieth anniversary of the 1953 Coronation with some behind-the-scenes images that show how the Abbey was prepared for the 1953 coronation, as shot by the likes of photojournalists such as Bert Hardy and John Chillingworth for the Picture Post and other publications. Included are images detailing the extensive building work done to re-configure the abbey in a six-month Ministry of Works project that was just one part of the build-up to the event.

Queen Elizabeth II arrives at Westminster Abbey in the
Coronation Coach
© Topical Press Agency/Getty Images

Westminster Abbey Parliament Square,
SW1P 3PA
Mon Jul 1 - Fri Sep 27

[MORE INFO](#)



7

Stephen J Morgan: The Other Side of Everything

FREE

Highly politicised photography from Morgan, exploring the place of the St George's flag in contemporary British society. Morgan, who is second generation Irish, grew up in Birmingham and felt removed from the idea of Britishness and Englishness and in this show looks at the outsider's relationship to patriotism.

'14 August 1969, 2012' by Stephen J Morgan
© Stephen J Morgan, courtesy The Wapping Project
Bankside

The Wapping Project Bankside 65a
Hopton St, SE1 9LR
Tue Jul 2 - Fri Jul 12

[MORE INFO](#)



8

Chloe Sells: Senescence

FREE

Working between London and Maun, Botswana, Sells explores how a place is defined through the interaction of human's. Taking inspiration from countries that are foreign to her, her photographs pose variations on the traditional format of still life in saturated colours.

Chloe Sells, 'Only After', 2013
© Chloe Sells

Michael Hoppen Gallery 3 Jubilee Place,
SW3 3TD
Mon Jul 1 - Sat Aug 31

[MORE INFO](#)

Time Out online

25 June 2013, 3/3

9



Lesser Known Architecture: A Celebration of Underappreciated London Buildings

FREE

This show features photographs of ten London buildings picked by top architecture critics. Welbeck Street car park, Bevin Court and Stockwell bus garage are amongst the buildings on view.

Design Museum 28 Butlers Wharf, Shad Thames, SE1 2YD
Mon Jul 1 - Mon Jul 22

[MORE INFO](#)

10



© Sebastião Salgado/Amazonas Images/nbpictures

Sebastião Salgado: Genesis

This exhibition showcases the results of an eight-year long project that saw photo-journalist Sebastião Salgado discover landscapes, wildlife and communities around the world that have been untouched by modern life. There are 200 black-and-white photographs on display, showing tribes still living by ancient values and landscapes that demonstrate the awesomeness of nature. The exhibition premieres in London before going on to locations around the world.

Natural History Museum Cromwell Rd, SW7 5BD
Tue Jul 2 - Sun Sep 8

[MORE INFO](#)

Image Source online

By John O'Reilly

8 July 2013, 1/4

IM SO

EXHIBITION REVIEW: CLAIRE AHO, MINIMALISM WITH A WINK



Claire Aho was a colour pioneer in commercial photography running her own studio in Finland. The Photographers' Gallery in London explores Aho's work between the 1950s and 1970s revealing a photographer with a sophisticated eye for the telling power of detail.

Who?

Claire Aho, a pioneer of Finnish colour photography. Director of The Photographers' Gallery Brett Rogers says that Aho's "pioneering vision and innovative approach to colour re-energised editorial and fashion photography in Europe during the mid-50s and late 60s." The press release also compares Aho's work to "contemporary artists such as Roe Ethridge, Michele Abeles, Owen Kydd and Bryan Dooley whose staging of the image serves to re-examine the language of editorial and advertising photography." In other words, Aho's images makes us aware of how images are constructed.



Claire Aho, Untitled, c. early 1960s

Image Source online

By John O'Reilly

8 July 2013, 2/4

What?

The work focusses on her studio work between the 1950's and 1970's – Scandy-Modern. Aho strips the image back to the product, the model, the colour. The images have the feel of a tableau, a silent scene in a play where actors are motionless, that notion referred to the press release as "the staging of the image". It's knowing. I'm not familiar with the economic and social state of post-WW2 Finland but Aho's work has a self-conscious consumerism. The images feel like pastiches of the language and codes of advertising and editorial images. Elegant, sophisticated and eccentric.

Decisive Moment?

The exhibition begins with Aho's Fashion work, in images that mash linear, graphic severity with dresses that bustle freely from the waistline.



Claire Aho, From Cotton Rhapsody Catalogue, 1958. Courtesy The Photographers' Gallery.

Minimalism with a wink. A wholesome, colour-co-ordinated and angular kind of domestic futurism. Perhaps because Aho was a pioneering woman in a male-dominated industry, she brought a subtle psychological spin to the advertising templates aimed at women.

But it's the moment when nature is revealed in all its photographically manufactured, artificial, beauty. Who needs flowers? Say it with pictures.



Claire Aho, Untitled, c. mid 1950's. Courtesy The Photographers' Gallery.

Image Source online

By John O'Reilly

8 July 2013, 3/4

Trend?

There is some engaging naturalistic kids and family commercial photography at the moment. But there's also work by photographers such as Megan Maloy, which explore heightened, highly expressive emotions of children, and while wholly engaging, her images also ask questions about what we expect from portraiture. A hard trick to pull off.

Aho's product images, in this case a fridge, gives the theatre of childhood an oddly fairytale feel not through dress-up but simply through a reduced colour palette - Red, White and Green. And it makes the Fridge which occupies the corner of the image with its whiteness and 'cyclops eye' feel bizarrely animate - a Doctor Who character. There are smart, simple ways of pushing advertising photography of domestic life into interesting spaces.



Claire Aho, Compressor Refrigerator, c. early 1950s. Courtesy Photographers Gallery

Which Image? Which Room?

There's a woman wearing a pattern for a dress, peering out of the corner of her eyes at a man kneeling beside her. He too, peers out of the corner of his eyes, up at the woman, his arms flexed fully holding a pole above his head. He is a human hanger. I would choose this this picture, and hang it by my bedroom wardrobe, reminding me that style isn't about 'cool', it's about fun.



Claire Aho, From Cotton Rhapsody catalogue, 1955. Models, Unknown female & Rami Samra. Courtesy The Photographers' Gallery

One question for the Image Maker?

It says on your website that while running your studio you "remained in complete control of the space, commanding every stage of the production from casting, styling and construction of sets to liaising with designers, manufacturers, magazines and advertising agencies." Is that degree of control and management of the creative and production process what it takes to get a great image?

Image Source online

By John O'Reilly

8 July 2013, 4/4

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Claire Aho | Advertisement for Me Naset (We Women) Magazine, 1959. Courtesy The Photographers' Gallery.

SEE.THINK.SHOOT

Working with a restricted colour palette is such an effective way of immediately generating visual excitement in the picture. It can add visual spin and perspective to whatever concepts or themes you are working with giving the image personality, quirkiness and a strong visual anchor. It's a powerful way of exploring or getting an angle on a theme.



Claire Aho – Studio Works

The Photographers' Gallery presents *Claire Aho: Studio Works*, the first solo international showcase of Aho's photographs, a pioneer of Finnish colour photography and a key cultural figure in her homeland. This exhibition will focus on Aho's 1950-70 studio based works, displaying images from the world of advertising, editorial and fashion, alongside original Finnish lifestyle magazines featuring her cover pictures. Brightly coloured, formally inventive and full of wit, Claire Aho's photographs capture a distinctive era in Finland's history while maintaining contemporary vitality and relevance. Claire Aho started her career as a documentary filmmaker before eventually setting up her own commercial studio in the 1950s – a formative time in Finnish design. Whether capturing her models in amusing poses or meticulously composing still life scenes, Aho's cutting edge approach to image making was a reflection of the bold and lively atmosphere prevalent in the creative sector in Helsinki at the time. Her prolific, quality output across a broad range of industries created a demand for her services among leading commercial brands and publications, making her one of the most prominent photographers of the period. While running her own studio Aho remained in complete control of the space, commanding every stage of the production from casting, styling and construction of sets to liaising with designers, manufacturers, magazines and advertising agencies. This exhibition will look at Aho's inventive working methods and practices within the studio environment as well as her relationship to the models, objects, forms and patterns depicted. Photographs will be hung in loosely themed groups complemented by vintage publications, placing them in the broader context of how they were disseminated and used. Occasional glimpses in the pictures of the machinations of the studio – lighting gear, colour charts, the casual artist portrait – will further enhance the photograph's journey from initial conception to its various commercial applications.

"Claire Aho's pioneering vision and innovative approach to colour re-energised editorial and fashion photography in Europe during the mid-50s and late 60s"

Brett Rogers, Director, The Photographers' Gallery said: *We are delighted to be able to introduce the work of Claire Aho to a new audience outside her native Finland. Claire Aho's pioneering vision and innovative approach to colour re-energised editorial and fashion photography in Europe during the mid-50s and late 60s. Her work resonates with contemporary artists such as Roe Ethridge, Michele Abeles, Owen Kydd and Bryan Dooley whose staging of the image serves to re-examine the language of editorial and advertising photography.*

