



PRESS RELEASE
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ARCTIC BEAUTY THROUGH THE LENS OF EEVA MÄKINEN – MEET THE TALENT BEHIND OUR STUNNING NATURE PHOTOS

Nature has the power to inspire, soothe and amaze, and for us it is a source of endless fascination. It is the core of our brand identity and plays an integral role in everything we do. Eeva Mäkinen's work is to capture and celebrate the awe-inspiring beauty of the natural world. Through her photography, she has helped us showcase the unique Arctic nature and the connection we have with it.

Eeva Mäkinen is a nature photographer and wilderness guide living in Kuusamo, Finland. For Mäkinen, becoming a photographer started already at young age with her big interest in quality images found in Liminka Bird Center, taken by professional photographers. Especially the esthetics and simplicity caught her eye.

"After turning 18 I started to travel the world and bought my first DSLR camera. I always searched for nature destinations to take photos at, but quite soon I realized flying around the globe for images is not something I can stand behind. Instead, I decided to focus on places near home and soon discovered a new world in it. I went to wilderness guide school and after spending an intensive year outdoors, I became sure that Nordics is the place I want to be shooting at. To search my own nature destinations, know my own surroundings and use the special Nordic light in my images" says Eeva Mäkinen.

Mäkinen's decision to photograph nature is grounded in the serenity and inspiration that it provides. It is a place where one can find solitude and pursue personal growth without external pressures. Moreover, the allure of nature lies in its ever-changing essence, offering the opportunity to discover new elements and capture fresh perspectives.

"Nature, for me, is a place where you can always be yourself and enjoy the good things when you remember to respect it. The Finnish nature is special in many ways. The light, the species, rivers, hills, taiga forests and swamps. There are unfortunately many old forests that are being destroyed by humans and that's something I want to stand up against. The species won't survive from that. It should be our job to protect the last remaining old forests to preserve for future generations", Mäkinen continues.

Most of the inspiration is derived from the illumination and hues found in the natural environment. The distinctive Nordic light serves as a unique muse for Mäkinen, who incorporates it into product images to achieve an authentic depiction of the region. Mäkinen's contributions to Arctic Blue Beverages have been significant, as her photographs have become emblematic of the brand. Her work is prominently displayed across the company's website, social media platforms and various presentations, serving as a representation of the brand's ethos. The Finnish natural landscape, in all its seasonal variations, remains a central theme throughout her artistic work of art.

ARCTIC BLUE BEVERAGES

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“Working with Arctic Blue Beverages has been one of my favourite jobs! The communication has been really good. I have had a chance to follow the light and explore new places. Of course, it is a lot of work to travel around Finland looking for a specific moment and if you don’t capture it, you just need to try again. For me it is a dream project - having a lot of time to make the best out of it. You cannot really use Pinterest to plan this job, it all needs to be in your head” Mäkinen explains.

Mäkinen’s work together with Arctic Blue Beverages has lasted for years, involving capturing the magic of all four seasons. She has a few favourite photographs; one including an Arctic Blue Oat bottle inside of an old log taken last summer, and one photo of the tonic bottle under the northern lights. Additionally, Mäkinen expresses her fondness for the older 2019 images of the original Arctic Blue products in a frozen river, which was a fortunate shot due to the unique conditions of ice. The location was challenging to access without immersing oneself in the freezing water. As favourite photo season Mäkinen points out late autumn, when the mornings are starting to get frosty, but it is still possible to walk anywhere in the forest.

The unique locations haven’t always made Mäkinen’s work easy, and a few challenging moments got revealed. One moment Mäkinen shared was attempting to photograph Arctic Blue Beverages’ tonic bottle in freezing temperatures, presenting a considerable challenge. Another memory was behind the scenes of creation of the tonic summer images featuring running water. The image required several attempts before achieving the desired effect, and Mäkinen’s friend had to wade into the river wearing waterproof fishing pants and place the bottles in challenging positions.

“Everytime a bottle fell into the river my friend picked up the bottle and placed it again. This shooting happened in the middle of the night around 12 as it was the only time the light was soft enough” Mäkinen concludes and laughs.

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About Us

Arctic Blue Beverages AB is a Nordic beverage company whose best-known products are the multi-award winning Arctic Blue Gin, Arctic Blue Gin Navy Strength and the world's first dairy-free gin-based oat liqueur, Arctic Blue Oat. The company invests heavily into international export and its products are sold in Finland, Sweden, Japan, Australia and more than a dozen other countries. For more information, visit *Arctic Blue Beverages* webpage <https://arcticbluebeverages.com>

Image Attachments

[EEVA MÄKINEN, PHOTO CREDIT JANI KÄRPPÄ : KOTA KOLLECTIVE](#)
[ARCTIC BLUE TONIC PHOTO CREDIT EEVA MÄKINEN](#)

Attachments

[Arctic beauty through the lens of Eeva Mäkinen – meet the talent behind our stunning nature photos](#)