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## SOUL IMAGE

Two creative professions, designer and photographer, are an effective combo when Annika Olmås Nordström and Helén Karlsson together create ABSORB Soul Image. A poetic and dreamlike feeling permeates all their images. Their desire is to make the walls around us more soulful, thoughtful and peaceful through sound-absorbing photo art.

Helén and Annika have worked together since 2006 with editorial and advertising assignments in fashion, interior design, lifestyle and portraits.

Their creative driving force has always been there and has over the years resulted in most art projects.

### Helén Karlsson

Helén Karlsson has worked as a freelance photographer for over 20 years. Her hallmark is the natural light that she captures and creates magical images. Helen began her career as a photo assistant and then worked in the analog darkroom, developing film and photos. Among other things, she worked close to Lennart Nilsson and produced his famous macro images.

Helen has photographed many artists including Jade Jagger, Marie Fredriksson and Loreen to name a few.

Some of her clients over the years are: Bonnier förlagen, Damernas Värld, Femina, Lantliv, BioGaia, Fritidsresor, Aftonbladet

### Annika Olmås Nordström

Annika Olmås Nordström has worked as a freelance stylist and creator for over 15 years. With styling assignments in fashion, lifestyle, and interior design. The assignments have been for newspapers & magazines, as well as advertising photography for various brands and companies. She has also worked as a stylist on Swedish Television. In addition to interpreting trends, her strong point is to develop a personal style both when it comes to people, companies, and brands.

Annika has a design education from The Fashion Institute of Design and Merchandising in Los Angeles and has worked as a designer in both the USA and Sweden.

In 2017, she published the book *Boost Your Mind, Body & Spirit*, a book about natural health and beauty.

<https://soulimage.se/>

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