

froehlich

MANAGEMENT

vita nina aaldering

DIRECTOR

Born in The Netherlands, Nina Aaldering studied Media & Entertainment Management in Haarlem. Shortly after graduation she moved to Madrid where she dabbled in writing and, after taking an analog photography course, fell in love with the notion of being behind a camera.

Back in Amsterdam, she further honed her skills at the Hallo Academy for Applied Creativity. During this time she had her first chance at shooting commercials and ended up creating a viral film for Heineken. Well, not really. Heineken didn't exactly know about it. Her work received quite a bit of attention and won several prizes at the 48 hour films festival in. Her love for writing and film had now solidified.

Shortly after, she started working as a copywriter at an agency. But quickly realized that her true passion was being a director. But how do you get any jobs when you are starting out? Never one to wait around for a chance to come along, Nina started her own production company Heisa with a colleague. For the following four years she worked on learning and bettering her directing skills, until it was time to go freelance and explore the world.

Nina's passion for writing and crafting beautiful images is what drives her. To this day she finds the collaborative process with the agencies and productions one of the most rewarding and creative parts of her job. Nina believes that there's no greater joy than giving life to an idea. Giving it a face. A character. See it all come together is an alchemy that never ceases to amaze her.

Her style is an elegant and colorful mix of femininity and cinematic flair with a fashion touch. Always on the lookout for unique faces and characters that will intrigue the audience, Nina is a vibrant director who loves contrasts. Her soft imagery is always balanced with an aesthetic edge that delivers bold and modern images.

CLIENTS: Hunkemöller, JD Williams, Amorelie, Svedka, Wehkamp, Barnängen, Kleenex, Libresse, Philips, Livera, Taft and many more