

TENDER PHOTO

**Queer visual storytelling
based in Bern, Lichtensteig
and Zurich.**

PORTFOLIO

TENDER PHOTO

"We are a group of photographers who have been working in visual storytelling in Switzerland for several years. During this time, we have experienced homophobia, sexism, and psychological violence in various forms within the Swiss photography industry. This is why we have the vision to create a different work environment for ourselves and our clients.

For us, there's nothing more fascinating than diving into a microcosm through the lens, capturing a moment that freezes time and allows emotions, colors, and intentions to speak. Photography is not just about capturing stories, but about changing perspectives, transforming emotions, and providing space for processing experiences and memories. With a political attitude and a sense of connection, we strive to create moments of liberation and freedom.

Our goal is to build a network of queer photographers, bring them together, and create space for inspiring exchanges. We see the world through a queer lens, aiming to challenge, and not reproduce, heteronormative values.

With Tender Photo, we want to be a platform for marginalized and oppressed individuals in the photography industry, creating space for queer feminist visual storytelling.

Another key focus of our work is to introduce new impulses into the Swiss photography industry from a queer perspective. This is why we aim to challenge patriarchal structures in image production with a queer feminist approach.

At the same time, we are fully aware that we are a group of white, privileged people. We are committed to continually learning through dialogue, growing in connection, and building support structures for other queer image creators. We strive to remain humble in this journey, acknowledging the importance of intersectionality and the need to create space for voices from diverse backgrounds."

Arles, 12.07.2025
Samira Gollin, Mik Matter,
Melo Jetzer, Claude Bühler

AGENCY PORTFOLIO



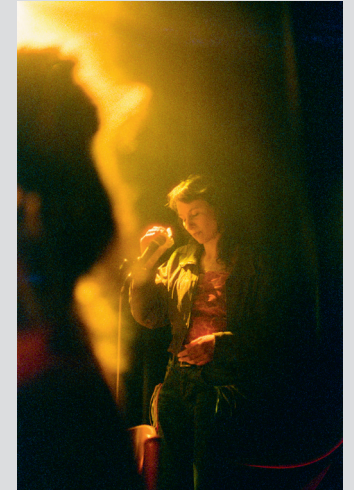
Claude Bühler, Club Royal Baden, 2021



Melo Jetzer, Neo, 2024



Claude Bühler, Karin Bühler – Fall Of Patriarchy, 2022



Melo Jetzer, Morena for The Bizarre Lakeside Orchestra, 2025



Mik Matter, Melisa Su Taşkıran, Bern, 2025



Samira Gollin, Acryl, 2020



Mik Matter, ça-a-été, Köln, 2026



Samira Gollin, Frohsinn x Tuk Table, 2026

CLAUDE BÜHLER



Claude Bühler (she/they/he, b. 1991) is a photographer, artist and sound researcher based in Lichtensteig, Switzerland. Her work moves between documentary and artistic visual storytelling, with a focus on intimacy, collective processes and social transformation. Driven by curiosity and a commitment to challenging dominant narratives, she approaches photography as a tool for connection, dialogue and perspective-shifting.

As a co-founder of Tender Photo, she is interested in creating images that are both politically conscious and emotionally resonant, opening space for stories, relationships and ways of being that are often overlooked.

Instagram
@studio_claude_buehler

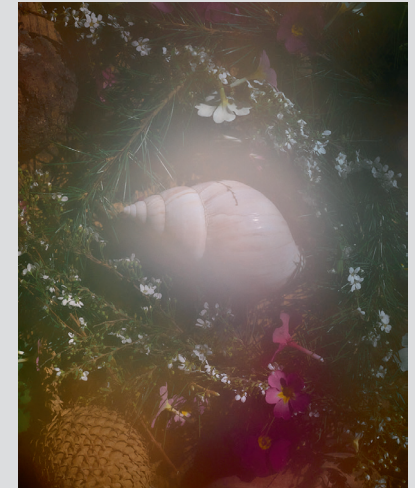
Web
www.claudebuehler.ch



Claude Bühler, Hotel Klausenpass, 2020



Claude Bühler, Resistant Tales, Edition II, 2023



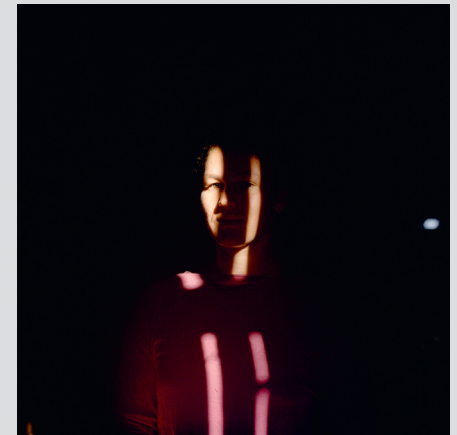
Claude Bühler, Resistant Tales, Edition I, 2023



Claude Bühler, Susann Toggenburger, 2025



Claude Bühler, how goes tomorrow, 2026



Claude Bühler, how goes tomorrow, 2026

MELO JETZER



Melo Jetzer (they/them, b. 1991) is a photographer and a curator from Zurich, Switzerland. With a Masters in curatorial studies and a Bachelors degree in art and photography history they specialized in photography and performance art. Melo Jetzer's work focuses on diverse life realities, raw storytelling and community building. Exploring boldness, the tension between contrasting poles and finding comfort in oddness and unfinished processes became their visual and curatorial signature. Their photographic approach is to create bridges through their lens, making the authenticity of individuals and communities visible.

Instagram
@melsivana

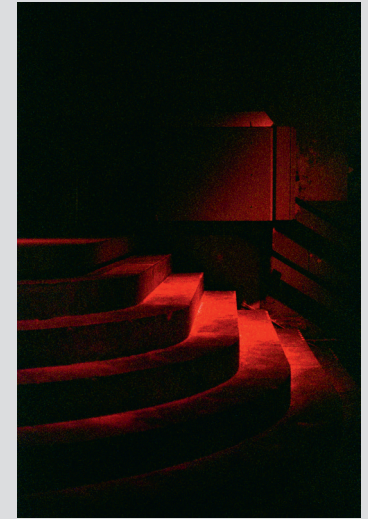
Web
www.melojetzer.ch



Melo Jetzer, Laura in bunica's legacy, Oana Popa for "...and then the dopamine ran out!", 2025



Melo Jetzer, Hannah for The Bizarre Lakeside Orchestra, 2025



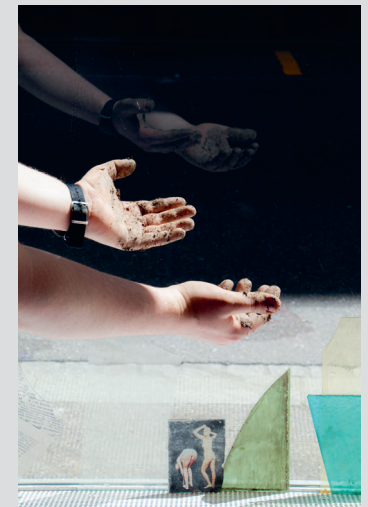
Melo Jetzer, Full of Lava, 2025



Melo Jetzer, Neighbor's Garden, Stolen flowers are the best ones, exhibition documentation, 2026



Melo Jetzer, Morena for The Bizarre Lakeside Orchestra, 2025



Melo Jetzer, Stolen flowers are the best ones, exhibition workshop documentation, 2026

MIK MATTER



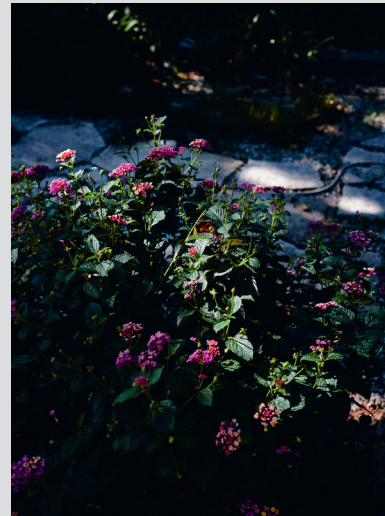
Mik Matter (they/them, b. 1987) is a queer non-binary photographer based in Bern, Switzerland, with Swiss and Italian roots. Their work moves between portrait, editorial, reportage, and long-term artistic projects. Light is never incidental — flash creates presence and visibility, available light holds intimacy and trust. Beyond photography, Mik makes experimental sound work with modular synthesis, curates the Producer's Club for electronic music producers, and organises the Queer Photographer Meetup.

Instagram
@mik.matter.photo

Web
www.mikmatter.com



Lua Jungck, Zürich, 2025



Lantana, Marina di Camerota, 2025



Fabienne Bieri, Basel, 2025



Alice Igina Giuliani, Akar Bern, 2024



HAUSVRAU, Bern, 2024



Ecole d'Humanité Seniors, Arjuna, Hasliberg, 2014

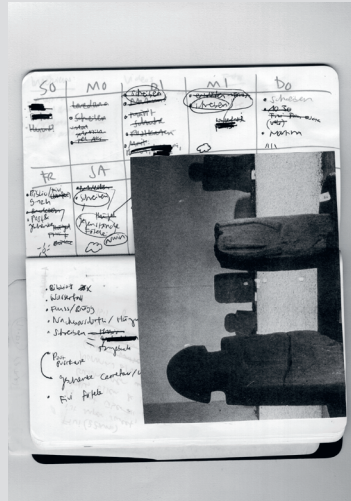
SAMIRA GOLLIN



Samira Gollin (she/her, b. 1998) graduated with a BA in Visual Communication from HKB in 2023. She works as a free-lance graphic designer, photographer, artist, and has part-time position at Atelier Pol since 2024. Her artistic practice explores the relationship between humans and their environment, focusing on perception, identity, and the ways narratives are shaped. In 2024, she was nominated as a FUTURES talent by Photoforum Pasquart. Since 2020, she has collaborated with Aarabi Kugabalan as a curatorial duo, and together they have curated Off-space Cabane B in Bern since 2025. Since 2025, she has also been a member of near, the Swiss Association for Contemporary Photography.

Instagram
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Web
www.samiragollin.com



Samira Gollin, Leave No Stone Unturned, 2023



Samira Gollin with Aarabi Kugabalan, I used to own a parrot, 2024



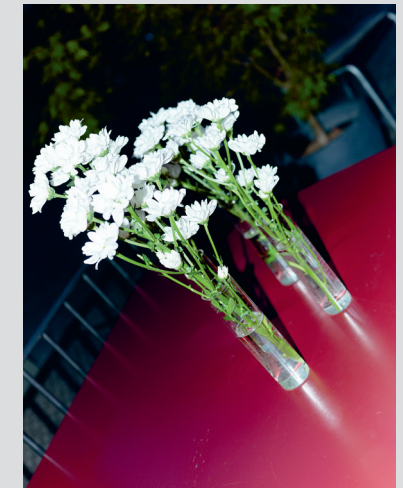
Samira Gollin, Japanese bathroom, 2025



Samira Gollin with Aarabi Kugabalan, I used to own a parrot, 2024



Samira Gollin, Acryl, 2020

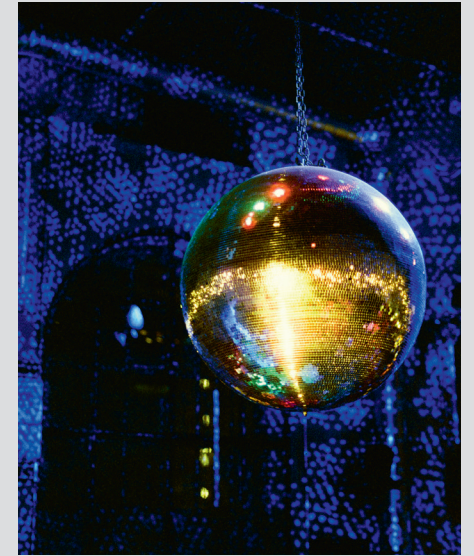


Samira Gollin, Frohsinn, 2026

COLLECTIVE PROJECTS



Full Of Lava, Bern, 2025



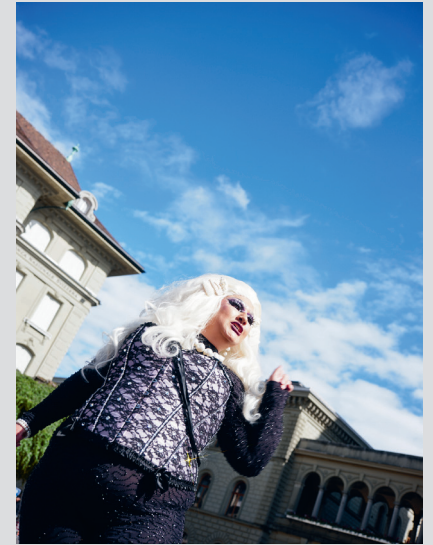
Arles 2025 + Summer Camp 2025



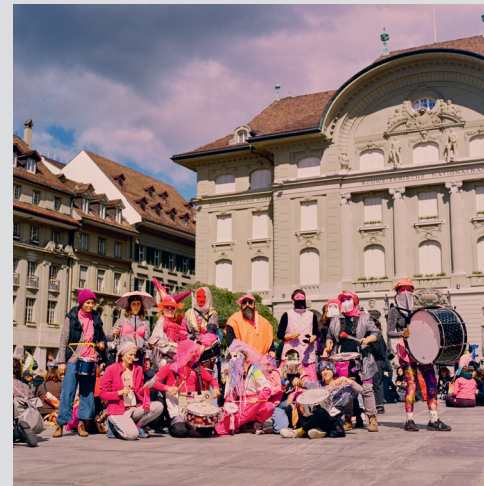
CSD BERN 2026



Mik Matter



Claude Bühler



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