

## make-up artist design show 2018: Creative Programme for Make-Up Artists

The ninth edition of the make-up artist design show (mads) also delighted visitors again this year with its varied and creative programme. The trade fair for stage and beauty make-up artists attracted some 4,000 trade visitors from 16 countries to Düsseldorf. “mads is the ideal platform to exchange ideas in an exclusive setting, to gather information on innovative new products and to learn from the best in their fields,” said Michael Degen, Executive Director at Messe Düsseldorf.

Make-up artists from theatres, opera and playhouses, TV studios, musicals and film productions gathered information here at the exhibitors' stands on the comprehensive ranges revolving around professional make-up, special effects, masks, wigs, hairpieces, special tools, equipment and accessories. Right from the first presentation the Lecture Forum – featuring top international speakers such as Thomas E. Surprenant from Los Angeles presenting new techniques and working methods – was very well attended. In different workshop sessions at the Creative Workshop trade visitors were also able to try out techniques and materials for themselves under the experts' guidance. Another highlight was the German Championships for Trainee Make-Up Artists where the most talented trainees impressively proved their skills meeting the “Monster” theme brief.

Wolfram Langer, Managing Director of the Berlin company KRYOLAN and co-initiator of the trade fair, drew a satisfied conclusion: “As always, trade visitors are delighted with this trade fair. In particular, the high-quality lectures in the supporting programme enjoy great popularity and are a quality feature at mads. The acceptance and reputation of the “Golden Mask” award have also risen considerably. Our goal must continue to be winning over even more foreign experts for this event in Düsseldorf.”

“The blend of exclusive products with further training and practical demonstrations by top stars is one of a kind. Incorporating affiliated professions into the programme also went down exceedingly well once again. I am particularly delighted that our championships for trainees is becoming increasingly well known – we have never received as many



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**10.+11.3.2018**

[www.make-up-artist-show.de](http://www.make-up-artist-show.de)



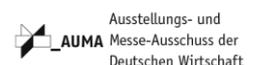
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applications as this year,” said Bernd Uwe Staatz, Chief Make-Up Artist at the Deutsche Oper am Rhein.

The make-up artist design show will be held in parallel with BEAUTY DÜSSELDORF on 30 and 31 March 2019.

### **Statements by Exhibitors at the make-up artist design show 2018:**

#### **Regine Hergersberg, Bundesvereinigung Maskenbild e.V. (BVM)**

For us mads has long since become a firm fixture. Again and again here we see a perfect opportunity to exchange ideas and meet all the key people in the sector. Exhibitors use this trade fair to showcase innovations and new products. The programme and the workshops are of a high level throughout and unique in the German-speaking world.

#### **Christiane Kiel, FormX VoF**

This year, for the first time, we were able to present our special effects not only at the stand but also on stage – this was our highlight. The sense of togetherness and the proximity with other exhibitors is very pleasant and, in my view, small firms are particularly what add to the spice of this event. For the future we hope to see even bigger audiences, especially when we present our spectacular demo shows at our stand.

#### **Patricia Saito-Lewe, Managing Director at Ben Nye Company Inc.**

This is our fifth time here now and we enjoy this dense and intense atmosphere. Once again this year we were able to make and foster great contacts – with people from theatres, opera houses and TV productions. The location of Düsseldorf gives us the ideal opportunity to serve the entire German market. Though we have also been able to meet visitors here from Norway and Spain.



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## **Statements by the Protagonists at the 2018 make-up artist design show:**

### **Sidney Cumbie, Los Angeles**

This is my first time here. A colleague from the States recommended I attend – and I have to say the trip was worth it. What strikes me compared to other events and shows is people's great interest and the huge professional intensity.

### **Florence Carter, London**

There's a really great atmosphere here! What I also like is the visitors' curiosity, desire for knowledge and openness. mads is perfect for creative young people in the sector. People meet here, swop ideas, talk shop – across borders. I just spoke to a visitor from Nigeria and a colleague from Turkey – the audience here is really international. The mix of students, teachers and exhibitors or suppliers is successful. The programme is very exciting and varied.

### **Stan Edmonds, Vancouver**

mads offers a wide spectrum of professionally presented themes and content along with a whole host of inquisitive visitors and students. There is such enthusiasm here – even after 27 years in the film industry I find this infectious. Because the fair is comparatively small in spatial terms it allows you to focus on essentials. To my mind, world-class workshops are held here. This is my fifth time here and my impression is it's getting a bit better every year.

### **Neill Gorton, London**

It is so relaxed here! Sometimes it feels like being part of one big family. Here you meet friends, acquaintances and colleagues from all over the world. mads is about networking, learning and expert exchange. There are really experienced people at work here. I like the fact that professionals are amongst themselves in Düsseldorf.

### **Michael Loncin, Brussels**

I have been coming to mads for seven years now. Elsewhere things are hectic, only money counts and quality is not so important.



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Düsseldorf attracts people from the sector who are really interested in their work, who really enjoy it and want to learn more. There is a positive overall atmosphere and the quality of the lectures is high.

**Thomas E. Surprenant, Los Angeles**

mads is fantastic! This is my first time here and I am really enthusiastic. This is firstly due to the high quality of the programme on offer and, on the other, due to the pleasant atmosphere. More importantly, this trade fair covers the entire spectrum of the sector while elsewhere I feel they tend to only focus too much on one single highlight. The variety really bowls you over and then you are struck by the respect people have for each other.

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