

## make-up artist design show 2015: Growing Importance as an International Meeting Point

In the sixth year of its existence the make-up artist design show, trade fair for make-up artists, once again underlined its high standing in the sector. The only fair of its kind in Germany, it once again attracted some 3,100 visitors who came here to gather information on new products and techniques, learn from renowned experts and meet with colleagues. "Featured here up close and personal are the top stars in the sector presenting the latest tricks and techniques of the trade. Yet again we were able to bring to Düsseldorf the key names in the sector. The increased international focus is an indication that the make-up artist design show has established itself as the leading fair in this sector," explained Director Helmut Winkler.

Make-up artists from theatres, play and opera houses, TV studios, musicals and film productions came here to gather information at the stands of the 75 exhibitors and brands and showed particular interest in the top notch supporting programme at the Lecture Forum. Here top international speakers like Oscar prize winner Howard Berger from Hollywood provided comprehensive insight into their working techniques. In three daily workshops trade visitors were also able to try out techniques and materials for themselves at the Creative Workshop under the guidance of experts. The fifth German Championships for Trainee Make-Up Artists and the presentation of the Golden Mask award rounded off the varied supporting programme.

Wolfram Langer, Managing Director of the Berlin company KRYOLAN and co-initiator of the fair, drew a more than positive conclusion: "This year we have seen the best mads of all times. Visitors were offered a great programme with the absolute top stars. Everyone involved praised the intimacy and the opportunity for uncomplicated networking as well as the wonderful atmosphere here in Düsseldorf. Opportunities likes these are offered at no other comparable fair worldwide. mads scores points with its strong professional focus and has developed into the No. 1 communication platform for the entire sector."

Bernd Uwe Staatz, Chief Make-Up Artist at the opera house Deutsche Oper am Rhein, was delighted by the high quality of the practical presentations and the large crowds at the Creative Workshop: "The



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**28.+29.3.2015**

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



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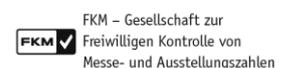
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specialist programme boasted incredible quality and completely satisfied visitors. Noticeably more decision-makers at management level came to Düsseldorf. The entire sector is represented here, this is where they meet to exchange ideas – from Hollywood superstars to trainees.”

The next make-up artist design show will be held on 5 and 6 March 2016. Running in parallel will be BEAUTY DÜSSELDORF from Friday, 4 to Sunday, 6 March 2016 as well as TOP HAIR INTERNATIONAL Trend & Fashion Days from Saturday, 5 to Sunday, 6 March 2016.

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### **Statements from Exhibitors at the make-up artist design show 2015:**

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

In my view it is not the number of exhibitors but the quality and the lecture format that are the keys to success – and we really have great speakers here who attract a large crowd. mads is an ideal meeting point for networking. We say thank you to everyone organising this project each year. We could also well imagine receiving school classes here. We would like to open these doors to the next generation.

#### **Gernot Minke, Managing Director, Fritz Minke GmbH & Co. KG**

In 2015 we recorded a clear rise both in terms of the quality and the quantity of visitors. For us mads has a very high standing. It is a unique forum in Germany attracting the highest concentration of make-up artists from film, television and theatre who come here to exchange ideas. The trade fair is very professional and the excellent specialist lectures attract a large audience. We hope the make-up artists continue to use this forum year on year.

### **Statements from Presenters at the make-up artist design show 2015:**

#### **Howard Berger, Los Angeles**

I think it's great how personal, how really familiar it is. You can tell how people come here to learn from one another – and this also applies to me! You meet old acquaintances, new faces and all at a very high



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professional level. Obviously, there are bigger trade fairs elsewhere but it's much more impersonal there. I get the impression most everyone here is really interested in exchanging ideas and further training.

### **Nick Dudmann, Cumbria**

It's nice to see how it isn't as formal here as elsewhere. The atmosphere is friendly, collegial, relaxed and yet highly professional. What's more, here you see a good mix of people from throughout the world.

### **Neill Gorton, London**

I really like the show, already because we are not working in a huge hall but have a manageable hall and stage to deal with. This impacts the talks held here which I think are more personal and relaxed. And as for the quality of the features in the programme, I don't think I've been anywhere with so many celebrity colleagues who then really demonstrate, present and explain what they do and are capable of.

### **Stephen Murphy, London**

Things are significantly more relaxed and familiar here than at comparable fairs. Though, at the same time, it is also totally professional with a convincing concept – which is why mads has also made a name for itself in the UK. This is the second time I have come here and I like the atmosphere. I like the way the stage is built: not too big, not too high – you can see the audience properly. Everything is very well done.

### **Pia Norberg, Hamburg**

Us make-up designers otherwise only work backstage as lone fighters. mads is the only platform I know where you can really swap ideas. And this exchange also extends beyond strict professional borders: here you can meet specialists, hair experts and also make-up people, like myself. The manufacturers are also on site so you can ask questions about materials in person and give feedback. I really like the programme here because specialists feature here from every area. Not just from the airbrush sector but also from film, television and the stage where quite different criteria apply and different materials are used.



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That's why I really like coming here – and incidentally have been right from the beginning.

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