

## **make-up artist design show DÜSSELDORF: Professional Meeting Point for Make-Up Artists**

Already for the sixth time now the international sector of professional make-up artists is to meet at the make-up artist design show (mads) in Düsseldorf. Over 3,000 trade visitors from theatre, opera and playhouses, TV studios, musicals and film productions are awaited here in Hall 7 of Düsseldorf exhibition centre on 28 and 29 March. The make-up artist design show focuses on its tried and tested combination of further training, practical experience and trade fair. "The make-up artists of the world appreciate the colourful and lively trade fair in Düsseldorf, especially as a communication platform that creates the ideal setting for colleagues to exchange ideas and make new contacts," says Director Helmut Winkler.

### **Top Level in a Familiar Setting**

It is the familiar and homely atmosphere at "mads" that visitors particularly praise. Showcased here up close and personal are the stars of the sector – who allow the audience at the Lecture Forum to be a part of their work in film, television and theatre. Famous make-up artists show off their skills and give valuable tips for everyday work in practical demonstrations. This high-quality programme and high-level line-up of international experts have become the trademark of this event in Düsseldorf. Strict trade visitor registration ensures make-up artists are among themselves here.

### **Creative Inspiration and New Techniques**

At the Creative Workshop new techniques will be practically demonstrated in detail. Visitors will be able to watch professionals at work and test new materials and techniques. In three daily workshops participants will be able to try out the new techniques themselves under the guidance of internationally renowned guests.

### **75 Exhibitors and Brands**

At the stands of the 75 exhibitors and brands visitors will find everything they need for professional make-up, special effects, sculptural work for facial and body design as well as materials for making masks, wigs and hairpieces. Special tools, equipment and accessories round of the range.



Fachmesse  
für Maskenbildner  
und Visagisten

trade fair for  
make-up artists

**28.+29.3.2015**

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



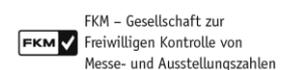
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

## **Hollywood comes to Düsseldorf**

Adding that special touch of glamour will be the top stars on stage at “mads”. Düsseldorf brings together the best make-up artists in the sector, who will reveal the tricks of the trade to the audience. Previous years saw the likes of Oscar winners Michael Westmore or Michele Burke attending who demonstrated like many other international experts “the great cinema of Hollywood”. In 2015 big name make-up artists will once again delight the audience with their spectacular artistry.

## **Trainee Championship and the Golden Mask Award**

For the fifth time now talented trainees will be pitting their skills against one another in Düsseldorf. This year participants in the German Trainee Make-Up Artists’ Championships are tasked with producing effective make-up inspired by the “Flora – World of Plants” theme. The plant world offers varied inspiration for make-up artistry – it will be exciting to see what colourful vegetation-themed creations they come up with.

The Kryolan “Golden Mask” award presented at “mads” will honour one national and one international personality in the sector in recognition of their special commitment, key contribution to make-up artistry or exceptional life’s work.

## **Service with a Capital S**

The make-up artist design show Düsseldorf offers its visitors an extensive portfolio of services. Free services include crèche facilities on site (from age 4), a cloakroom and left luggage facility as well as use of public transport within the networks of the VRR transport authority (in Greater Düsseldorf on presentation of a valid admission ticket). In addition there are low-cost travel offers by Deutsche Bahn from € 99 as well as package tours including admission to the trade fair and hotel accommodation from € 105. One overnight stay at a standard hotel is also available for as little as € 37.

The make-up artist design show will run on 28 and 29 March 2015 from 9.00 am to 6.00 pm in Hall 7 of the Düsseldorf Exhibition Centre. Trade visitor registration ensures that admission is restricted to stage make-up artists and professional make-up artists. Online-ordered 1-day tickets cost € 30, 2-day tickets € 45 – on-site 1-day tickets cost € 35, 2-day tickets € 50. Both include admission to the concurrent BEAUTY DÜSSELDORF.



Fachmesse  
für Maskenbildner  
und Visagisten

trade fair for  
make-up artists

**28.+29.3.2015**

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

Information on the make-up artist design show is also available online at [www.make-up-artist-show.de](http://www.make-up-artist-show.de).



**Would you please mention in your report that the Make-Up Artist Design Show is intended for trade visitors only and that tickets are subject to suitable credentials.**

Fachmesse  
für Maskenbildner  
und Visagisten

trade fair for  
make-up artists

**28.+29.3.2015**

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

### **Three Trade Fairs running in Parallel on the Last Weekend in March**

The last weekend in March 2015 sees Düsseldorf very much in the beauty mood when it hosts BEAUTY DÜSSELDORF, the leading international trade fair for cosmetics, nail, foot, wellness and spa, from Friday, 27 to Sunday, 29 March 2015. Overlapping with this on two days is the parallel event TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading hairdressing trade fair, running on Saturday, 28 and Sunday, 29 March. Also held on Saturday, 28 and Sunday, 29 March is the sixth make-up artist design show, Germany's only trade fair for make-up artists.

#### **Press Contact:**

Alexander Kempe

Assistant: Marion Hillesheim

Tel.: +49(0)211/45 60-997/-994

Email: [KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)

[HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)