

make-up artist design show 2014: International Industry Professionals meet in Düsseldorf

The fifth edition of the make-up artist design show delighted visitors thanks to its multi-faceted and creative programme. The trade fair for make-up artists enticed 3,000 trade visitors to travel to Düsseldorf on 22 and 23 March. Make-up artists from international theatres, opera houses, playhouses, TV studios, musicals and film productions came to be informed at the stands of 75 exhibitors and brands from eight countries. The professional education programme was particularly well received: Large crowds gathered at the Presentation Forum to watch as top international experts such as Academy Award winner Michele Burke demonstrated new techniques and procedures. "The major stars of the sector show what they're all about in Düsseldorf. Visitors especially appreciate the professional atmosphere created by the tried and true combination of professional education, real-world experience and trade fair," said Director Helmut Winkler. The Presentation Forum, where renowned make-up artists presented their work and new techniques, was very well attended. Moreover, three sessions were offered at the Creative Workshop each day, providing trade visitors with an opportunity to try out techniques and materials while receiving guidance from the experts. The fourth German Championships for Trainee Make-up Artists and the Golden Mask award presentation completed the varied supporting programme.

Wolfram Langer, the Managing Director of the Berlin-based company KRYOLAN and a co-initiator of the trade fair, spoke of a successful, well-rounded event: "We have doubled our attendance compared to the early years. A great sense of curiosity and enthusiasm is palpable everywhere. The quality offered at the make-up artist design show is unmatched anywhere in Europe. Other events have a much more commercial orientation. This trade fair has emerged as the communication platform for the entire sector on the European level. As we move forward, continuity should be our guiding principle. We should continue to cater to make-up artists in a very intense and individual way. We should also aim to attract even more experts from outside Germany to the event in Düsseldorf."



Fachmesse
für Maskenbildner
und Visagisten

trade fair for
make-up artists

22.+23.3.2014

www.make-up-artist-show.de



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Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
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Deutschen Wirtschaft

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

Bernd Uwe Staatz, the head make-up artist of the Düsseldorf opera house Deutsche Oper am Rhein, was delighted by the high quality of the hands-on presentations and the large crowds at the Creative Workshop: “My sense is that the make-up artist design show is developing into a family reunion. A stress-free professional exchange of ideas is the hallmark of this trade fair; that just doesn’t exist anywhere else. As far as the programme is concerned, I like that it presents a well-balanced mix. Exhibitor stands are getting larger but also better equipped. This trade fair stands out specifically for the fact that it links theoretical knowledge and practical application. Everyone can get real-life experience here.”

The next make-up artist design show will take place on 28 and 29 March 2015, running in parallel with BEAUTY DÜSSELDORF from Friday 27 to Sunday 29 March 2015 and TOP HAIR INTERNATIONAL Trend & Fashion Days from Saturday 28 to Sunday 29 March 2015.

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Exhibitor Testimonials on the make-up artist design show 2014:

Claudius Wirz, Atelier Bassi AG

This is my second time here, and I think the trade fair is really exciting. A wide range of trade visitors from theatre and film has visited my stand, and I’ve had great conversations with them. I’m positively surprised by the event’s international character. The intriguing presentations are a wonderful continuous education platform – that’s what distinguishes the trade fair. The make-up artist design show is an important shop-window for us, a place to see and be seen, present new products and meet our customers.

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

Right from the start, it seemed as if there hadn’t been an off-year in-between. A nearly uninterrupted stream of visitors bombarded us with questions. There is a huge need for communication and information, and people are very curious. We as exhibitors have everything we need. The trade fair is running smoothly. If anything, the lighting could



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be optimised in a few spots. This is my fourth time in Düsseldorf. The people here seem to be loving life – and that sentiment is rubbing off on quite a few of the visitors, as well.

Patricia Saito-Lewe, Ben Nye Company, Inc.

We're super busy, which is a good thing. It's also nice to see that we're getting great feedback for all of our products. All in all, the make-up artist design show is the ideal location for an industry meeting point. I've noticed, however, that we see a lot more newcomers come to our stand compared to last year.

Presenter statements on the make-up artist design show 2014:

Michele Burke, Los Angeles

First, I think the trade fair is extremely targeted. Plus, a relaxed mood prevails at the Creative Workshop, at the stands and even on stage. As far as knowledge transfer is concerned, the best of the best get together here. In regard to the programme, I especially like that it covers all facets of the industry – from fantasy to theatre.

Dennis Penkov, Berlin

I'm here for the third time and can say this: The trade fair is meeting with ever greater acceptance. Here you can meet industry peers and have lots of fun at the same time. The programme reflects our multifaceted sector very well, presenting a good mix of special effects and beauty. I wish the event in Düsseldorf could grow even bigger and become a fixture.

Neill Gorton, London

I find it very enjoyable that the mood in the hall is so relaxed. It feels like being among friends. The trade fair is a meeting point for knowledgeable people. It's a wonderful venue for the exchange of ideas. Everything is very professional – and happens on the highest international level.



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Birgit Mörtl, Vienna

I've attended all kinds of trade fairs across the globe. The event here in Düsseldorf is very professional and yet familiar at the same time. It's a place to meet friends and prospective customers, to exchange ideas. Plus, I truly always learn something new because the programme is so wonderfully informative.

Victoria Lee, London

I've been a part of it from the start, and I must say that it's once again been an honour to participate this year. That's because the make-up artist design show isn't too commercialised, and the presenters are really able to talk about their skills and demonstrate them in front of the audience. Visitors appear very interested, ask lots of questions, want to learn new things and take home as much information as possible.

Laura Tyler-Dandridge, Orlando

Düsseldorf is absolutely a great meeting point for the artists of the industry and of course also for networking. Being able to actively demonstrate your skills to your colleagues and a curious audience is awesome, as is the continuous education programme. The stage shows are top-notch. I especially love the diversity of what's offered.

Hyewon Ahn, London

During my entire stay, I felt like I was part of a large family that's taking good care of me. The lectures and demonstrations offered by the presenters were absolutely first-rate. Even though big chunks of the programme were offered in German only, I always received the language assistance I needed. One suggestion for next time would be to offer more products in the sales area.

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