

make-up artist design show Düsseldorf: International Hotspot for Theatrical and Beauty Make-Up Artists

International stage make-up artists from theatres, play and opera houses, TV studios, musicals and film production will meet at the industry hotspot in Düsseldorf on 5 and 6 March 2016. At the seventh make-up artist design show (mads) theatrical and beauty make-up artists are again in for a varied and creative programme along with that proven combination of continuous education, practical experience and trade fair. "Visitors can look forward to presentations by the big stars in this industry at the lecture forum, stars who will provide valuable tips for everyday work. Furthermore, new technologies will be demonstrated in detail and taught hand-on," says mads Director Helmut Winkler. Exhibitors and protagonists alike appreciate the high quality of visitors along with the communicative atmosphere and family-like setting at the event. mads is an ideal platform for establishing new business contacts and catering to existing ones.

Information, Continuous Education and Artistic Inspiration

A hallmark of mads is the incomparable mix of information, continuous education and artistic inspiration. By now the word is out in these circles that the quality of the technical programme is without par in Europe. The best stage make-up artists in the industry will be in Düsseldorf in person giving away the secrets of their art for free. These international and high-calibre experts know no limits and allow the audience to share their work from movie, TV and theatre productions at the lecture forum. The stage is also always tinged with an air of Hollywood – over the past few years the guest list included Oscar winners such as Michael Westmore or Michele Burke. For 2016 Stuart Bray from the UK, Birgit Mörtl from Austria, Love Larson from Sweden as well as Dennis Penkov from Berlin have firmly confirmed their participation.

Under expert guidance at three daily workshops trade visitors will be able to try out techniques and materials for themselves at the Creative Workshop. These practical demonstrations are very popular with visitors. This year the programme will feature high-speed drawing, image processing as well as wounds and injuries. This year's Special Exhibition will present works by British make-up artist Lan Nguyen-Grealis on the theme Art & Make-up.



Fachmesse
für Maskenbildner
und Visagisten

trade fair for
make-up artists

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www.make-up-artist-show.de



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75 Exhibitors and Brands

At the stands of the 75 exhibitors and brands visitors will find everything needed for professional make-up, special effects, 3D works for shaping faces and bodies as well as material for making masks, wigs and hairpieces, special tools, appliances and accessories round off the ranges.

Trainee Championship and “Golden Mask”

For the sixth time now talented trainees will come together in Düsseldorf. This year the contestants in the German Championship for Theatrical Make-Up Artists are tasked with creating a high-impact mask themed “Extra-Terrestrial”. Participants will instil inhabitants of far-away galaxies with life and you can already anticipate who you will meet in Düsseldorf: martial Klingons, highly advanced androids, Master Yoda’s long-eared relatives or the widely popular E.T. For the contest at least two thirds of the face must be made up, at least one prosthetic must be used by the contestants and one item of head gear or wig.

At mads one national and one international prize winner will be presented with Kryolan’s “Golden Mask”. This award recognises personalities from the industry for their special commitment, artistically important masks or extraordinary lifetime achievements.

Service is Highest Priority

mads Düsseldorf offers its visitors comprehensive services. Complimentary options include child care offered on site (from the age of 4), cloakroom and luggage storage as well as free travel on public transport in and around Düsseldorf with a valid admission ticket. Furthermore, low-cost rates within Germany on German Railways start at € 99 while package tours including trade fair admission and hotel accommodation start at € 105 (surcharge for single room use € 40). An overnight stay including breakfast at a standard hotel is available from € 37.

mads in Hall 7 of the Düsseldorf Exhibition Centre is open on 5 and 6 March 2016 from 9.00 am to 6 pm. Trade visitor registration ensures that admission is restricted exclusively to theatrical and professional make-up artists. Tickets purchased online are € 30 (1-day ticket) and € 45 (2-day ticket) and include admission to the parallel event BEAUTY DÜSSELDORF; at the ticket office

tickets are €5 more expensive. Information on mads is also available online at www.make-up-artist-show.de.

Please mention in your coverage that the make-up artist design show is a trade fair with admission restricted to trade visitors with credentials.

Three trade fairs in parallel on the first weekend in March

In 2016 Düsseldorf's first weekend in March will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 4 to Sunday 6 March 2016. Overlapping for two days (on Saturday 5 and Sunday 6 March 2016) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the seventh make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists. New in the trade fair portfolio is the Medical SkinCare Congress on 4 and 5 March. Here trend themes will be discussed from the viewpoints of aesthetic dermatology and cosmetology.

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