

**make-up artist design show Düsseldorf celebrates 10th anniversary:
Top-Notch Specialist Programme for Stage and Beauty Make-Up Artists**



Already for the tenth time now, the international sector of professional beauty and stage make-up artists will be meeting up in Düsseldorf at the make-up artist design show (mads). On 30 and 31 March 2019 the sector's professionals will be able to look forward to a varied and inspiring specialist programme. For stage and beauty make-up artists from the world of theatre, opera, playhouses, TV studios, musicals and film productions mads has become a sectoral meeting point without compare. "On its tenth anniversary mads once again looks to the combination of further training, practical experience and trade fair. Presenting their skills here in Düsseldorf will be top stars happy to let you to watch them at work. It is particularly this exclusive setting and intense exchange among industry professionals that make the trade fair so unique," says Michael Degen, Executive Director at Messe Düsseldorf. This year sees mads move into Hall 11 in direct vicinity of the concurrently held BEAUTY DÜSSELDORF, thereby putting it at the heart of the action.

Presentation Forum featuring Big International Names from the Sector

Adding that very special lustre at mads will be international industry stars presented on stage. Featured at the Presentation Forum will be some of the highest acclaimed make-up artists in the sector revealing the secrets of their art. Here they provide a broad spectrum of make-up artistry, allowing the audience to share in their work from film, television and theatre. The already confirmed names appearing here guarantee exciting and varied presentations:

Amazing Jiro from Tokyo is famed for his special effects and body painting. His work includes cinema productions and television programmes such as Attack on Titan, Shin Godzilla or Resident Evil: The Final Chapter. Canadian Mimi Choi is internationally acclaimed for her surreal skin painting. Born in Macau, Choi transforms faces, creating extraordinary illusions, astounding us with three-dimensional perspectives and spectacular techniques. Matt Valentine from Austin, Texas is specialises in horror creations and monster masks earning him the nickname "The Pimp of Darkness" with his horror art.

Fachmesse
für Maskenbildner
und Visagisten

trade fair for
make-up artists

30.+31.3.2019

www.make-up-artist-show.de



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

Cologne artist Elke Kim is an expert in special make-up and she uses a variety of materials and make-up techniques to turn faces into sculptures.

Try Out and Learn at the Creative Workshop

Getting to know new techniques and materials is one of the main reasons for visiting mads. At the Creative Workshop, visitors will be able to try out materials, devices and techniques themselves under the guidance of professionals. The internationally renowned presenters will invite visitors to take part and use their specialist knowledge to provide the audience with valuable tips for their everyday routine.

Ice Age at the German Championships for Make-Up Artists in Training

The German Championships for Make-up Artists in Training is one of the top highlights at mads. This year, the talented trainees will be asked to create effective make-up on the “Ice Age” theme. The eight finalists will be able to let their imagination run free to bring primeval mammoths, fairy-tale snow queens or mysterious ice creatures to life.

The “Golden Mask” award presented at the make-up artist design show honours both a national and an international prize winner. This means figures in the industry receive recognition for their special commitment, artistically significant masks or extraordinary life's work.

Service a Top Priority

mads Düsseldorf offers its visitors a comprehensive service. Free-of-charge, visitors can use the on-site crèche, (for children aged 4 and above), the cloakroom and left luggage facilities as well as public transport within the local VRR network (with a valid admission ticket, in the greater Düsseldorf area). Furthermore, reasonably priced deals on German Railways (Deutsche Bahn) start at € 99 while packages including admission to the fair and hotel accommodation at a comfort-class hotel also start at € 99 (single room supplement € 40). In addition to this, one-night stays at a city hotel including breakfast start at € 74.

mads will be held on 30 and 31 March in Hall 11 of Düsseldorf Exhibition Centre 2019, opening each day from 9.00 am to 6.00 pm. Trade visitor registration ensures that only professional make-up artists are granted admission to the fair. Tickets purchased online cost € 38 (one-day ticket) and

€ 55 (two-day ticket) while on the day the price of a one-day ticket is € 45 and a two-day ticket € 60. Admission to the parallel BEAUTY DÜSSELDORF is included. For information on mads please also go to www.make-up-artist-show.com.

Please mention in your coverage that mads is a trade fair only open to trade visitors with credentials. Private visitors and visitors from other industries will travel to Düsseldorf in vain.

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