

## Celebrating its 10<sup>th</sup> Anniversary – make-up artist design show – the Creative Community Meeting Point with High-Profile Expert Programme



The make-up artist design show (mads) continues its success story and crowns its 10<sup>th</sup> anniversary with successful results. To the tune of 3,500 trade visitors from theatres, operas and playhouses, TV studios, musicals and movie production companies came to Düsseldorf on 30 and 31 March 2019 to find inspiration in the inimitable mix of information, continuous education and artistic elements offered here. “mads is the ideal platform for networking in an exclusive atmosphere, finding out about new, innovative products and for learning from the best-in-class,” said Michael Degen, Executive Director at Messe Düsseldorf.

Bernd Uwe Staatz, chief make-up artist at the Deutsche Oper am Rhein, praised the high-quality stage programme: “We have never seen such a line-up of high-calibre stage make-up artists at the lecture forum and at the Creative Workshop before. The audience highly appreciates this input and know-how shared by top international people. Here in Düsseldorf the professionals give away their best tricks and provide valuable tips with their expertise for working routine. Furthermore, visitors praised the mixture of state-of-the-art techniques and classic methods.” He went on to say that the trainees’ championship had again been characterised by a very high-level skills and brilliant execution.

The German Championship for Trainee Make-Up Artists, this time with an “Ice Age” theme, where the six most talented trainees gave impressive proof of their skills, was among the highlights of this year’s mads. The first prize went to Janika Kreutzer of Hasso von Hugo Maskenbildnerschule Berlin.

Exhibitors and protagonists appreciate the high quality of visitors as well as the communicative atmosphere. mads is an ideal meeting place for this community to establish new business contacts and maintain existing ones. Stage and beauty make-up artists were particularly interested in the high-calibre expert talks delivered at the lecture forum. There renowned stage make-up artists and stars such as the Canadian Mimi Choi, Amazing Jiro from Japan, the Swedes Love Larson and Eva von Bahr or Matt Valentine from Texas – specialising in horror creations and monster masks – demonstrated their work. At the Creative Workshop visitors were invited to

Fachmesse  
für Maskenbildner  
und Visagisten

trade fair for  
make-up artists

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



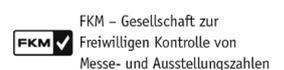
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try out techniques and materials under expert guidance.

On the occasion of mads Düsseldorf Berlin-based company KRYOLAN presented the “Golden Mask for Make-Up Artists”. This year saw the Golden Mask National award go to Wolfgang Weber from Mainfranken Theater in Würzburg, while Golden Mask International was awarded to Canadian make-up artist Mimi Choi.

The next make-up artist design show will be held on 7 and 8 March 2020. Held in parallel will be BEAUTY DÜSSELDORF from Friday to Sunday, 6 to 8 March, as well as TOP HAIR – DIE MESSE Düsseldorf on Saturday and Sunday, 7 and 8 April 2020.

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### **Protagonists’ Testimonials for mads 2019:**

#### **Annette von Hugo, Berlin**

“This is my third visit to mads now – previously I was at the lecture forum, now I am at the Creative Workshop. What I especially like about this year is that BEAUTY visitors were also able to gain insights into our work and seek inspiration. This means the new hall structure paid off. Being the only trade fair for stage make-up artists in Germany mads is a must-go event for me.”

#### **Alisson Rodrigues, São Paulo**

“I have been working as a make-up artist for 13 years and am delighted to have participated at mads for the first time this year. I love make-up, I love the arts and am so happy to have met equally enthusiastic people here at the trade fair, to captivate them with my work.”

#### **Matt Valentine, Austin**

“This is my first time in Germany – and I love it! Düsseldorf is a great city and mads an impressive trade show. People here are all very open-minded and friendly. At mads you get to talk to like-minded people and gain excellent

industry insights. I like this profession because as a stage make-up artist I can give free rein to my creativity and come up with creatures that spring from my imagination.”

**Ina Chochol, Düsseldorf**

“Spirits are high here – with very nice and interesting people. I travel extensively for this job of mine, but I especially look forward to meeting my colleagues here in Düsseldorf time and again. The atmosphere here at mads is more just personal than at other trade fairs.”

**Love Larson & Eva von Bahr, Stockholm**

“This is already our second time at mads we and are very pleased to be able to come again. mads is a great trade fair! Here we can inspire others but also learn new things by watching, following lectures or observing other stage make-up artists close-up.”

**Paul Merchant, London**

“For eight years now I have always loved coming to Düsseldorf and to mads. Compared to other events mads has a particularly international flavour and professional flair. The protagonists include several Oscar nominees and award winners. On top of this, I think the combination of diverse presentations and an exchange of knowledge among experts is great.”

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