

make-up artist design show 2016: Sectoral Meeting Point featuring Top International Stars on Stage

The trade audience responded enthusiastically to this year's seventh make-up artist design show. The trade fair has firmly established itself as a creative meeting point for beauty and stage make-up artists from theatres, opera houses and playhouses, TV studios, musicals and film productions. 3,500 trade visitors came to Düsseldorf to be inspired by the unforgettable mix of information, further training and artistic elements. "Visitors were able to follow presentations by great stars in the sector at the Lecture Forum close up and personal. Furthermore, new techniques were showcased here in a detailed and practice-oriented manner," explained mads Director Helmut Winkler.

The beauty and stage make-up artists gathered information at the stands of 75 exhibitors and brands and took avid interest in the top-notch specialist programme at the Lecture Forum. Here renowned make-up artists and stars like Oscar prize winner Mark Coulier presented their work. At the Creative Workshop visitors were able to try out techniques and materials for themselves under expert guidance. Another highlight was the German Trainee Make-Up Artists' Championships (Deutsche Meisterschaft für Maskenbildner in Ausbildung) where the most talented trainees impressively demonstrated their skills.

Wolfram Langer, Managing Director at the Berlin company KRYOLAN and co-initiator of the trade fair, was also satisfied: "We were able to repeat last year's high standards. At the Lecture Forum we once again presented highly interesting features from top international names in the sector. Visitors and exhibitors appreciate the huge level of professionalism at mads, its familiar atmosphere and perfect conditions for networking. This year the event has become even more international – we were able to welcome make-up artists from Sweden for the first time, for instance. However, the aim here must be to enlist even more foreign experts for this event in Düsseldorf."

Bernd Uwe Staatz Chief Make-Up Artist at the opera house Deutsche Oper am Rhein, delighted at the many interesting new products showcased here. "The trade fair has developed into a communication



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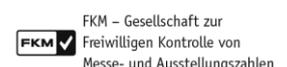
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hub hosting the most important make-up artists from throughout Germany. The blend of exclusive products with further training and practical demonstrations by top stars is one of a kind,” says Staatz. Going down particularly well was speed drawing. This confirmed the decision to include related professions in the line-up.

The next make-up artist design show will be held on 1 and 2 April 2017. Running in parallel with this is BEAUTY DÜSSELDORF from Friday, 31 March to Sunday, 2 April 2017 as well as the TOP HAIR INTERNATIONAL Trend & Fashion Days from Saturday, 1 to Sunday, 2 April 2017.

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Exhibitor Statements on the 2016 make-up artist design show:

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

Make-up artists love networking – here in Düsseldorf and at our stand you have come to exactly the right place. Although there cannot be sensational innovations every year a great deal is happening in our sector, especially in technology. We pass on the relevant information – this goes down enormously well.

Marc Fusté, Owner Graftobian La Bette Studio

2016 was our first appearance at mads and we have drawn a very positive conclusion! We really liked how we met a totally professional trade audience here. At the same time, everything was very relaxed and we got a friendly reception. The proximity of the exhibition centre to the city is ideal. We were pleasantly surprised by the shows and presentations – they featured really key artists.

Wolfram Langer, Managing Director at Kryolan

We had considerably more visitors to the stand this year than last and interest in mads is obviously rising. We were able to make interesting contacts, also abroad. Many visitors come here exclusively because we are attending.

Patricia Saito-Lewe, Managing Director at Ben Nye Company. Inc

2016 is the third time we have been here and we have registered more visitors. Düsseldorf is a good meeting point, here we have contact with



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professionals from theatre, film and television. At the same time, we are able to support our business partners. This year the Airbrush line was very popular with a demonstration at our stand. Anyhow, mads is a good place to learn about techniques and products – also under real conditions.

Statements from the Protagonists in the 2016 make-up artist design show:

Mark Coulier, London

I actually wanted to already come back in 2015 but because of a film I couldn't make it – which is why I enjoyed it all the more this year. I felt the audience at mads was very attentive, a good mix of talents. Although or maybe because I mainly work in the field of prosthetics I enjoyed the opportunity at this fair to look beyond my own backyard for once: I like this variety of topics enormously.

Lianne Moseley, Calgary

This was my first time here and the show was wonderful. There is lots of friendly exchange amongst colleagues and the mood is pleasantly relaxed. I like the variety on offer – a successful blend of all kinds of people, styles and products. What's more, it's great that things are so personal and coherently laid out.

Stuart Bray, London

I particularly liked the familiar and really intimate atmosphere. Exactly the right target audience is reached here, questions are precise and qualified and it's about techniques – I like that. It is exciting: on the one hand, I teach here and, on the other, I learn myself and gather inspiration. There is a lot going on in our sector and here in Düsseldorf you are in the heart of things.

Love Larson, Stockholm

I have never been to mads before and I was pleasantly surprised. I met fantastic professionals here and was able to exchange ideas with them in a relaxed setting. The features in the specialist programme are highly interesting and show the fully variety of our profession.



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Gary Cockerill, London

The atmosphere at mads is entirely professional, people go about things in a very focused manner. Though, at the same time, when exchanging ideas with colleagues you can really have fun getting tips here and there and learning new styles.

Lan Nguyen-Grealis, London

What I like is the professionalism as well as the proximity to the real market. You get to know new trends, products and techniques – this is such an asset. At the same time, I am happy it is not so crowded and swopping ideas with colleagues is at the forefront. Düsseldorf is a perfect meeting point for our sector.

Joe Delude II, Northhampton

I was here for the first time and felt exceptionally welcome. I looked at many interesting presentations and was able to get to know new techniques.

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