

make-up artist design show Düsseldorf 2017: Düsseldorf Welcomes the Entire World of Make-up Artistry as its Guest

The entire world of make-up artistry will be welcomed to Düsseldorf on 1 and 2 April 2017! The make-up artist design show (mads) has become a firm fixture as a creative meeting point for make-up artists from theatres, opera houses, TV studios, musicals and film productions. Professionals from the sector can look forward to a top notch programme along with an attractive combination of practical tips, further training and trade fair.

Exchange and Further Training in a Familiar Atmosphere

Visitors and exhibitors value the great professionalism, familiar atmosphere and perfect opportunity for networking at mads – because thanks to its strict trade visitor registration procedures professionals can be sure they are amongst themselves and will find the ideal setting for exchange between colleagues. The stars of the sector will be presented up close and personal, sharing with the audience their work in film, TV and theatre at the Lecture Forum. Famous make-up artists will be showing off their skills and giving valuable tips in practical demonstrations. The first-class nature of the specialist line-up and varied programme with top international players make the make-up artist design show a unique experience.

Düsseldorf Welcomes Hollywood as its Guest

The top stars on stage will bring special lustre to mads. Düsseldorf brings together the best make-up artists in the sector and allows visitors to watch them while they work. In previous years guests included Oscar winners like Mark Coulier, Michael Westmore and Michele Burke who, like many other international experts, presented great Hollywood cinema. Once again in 2017 big name make-up artists will delight the audience with their spectacular artistry. Confirming their attendance are Tate Steinsiek from the US, Shaune Harrison from Great Britain, Michael Loncin from Belgium as well as Birgit Mörtl from Vienna and Denis Penkov from Berlin.

Creative Ideas to Try Out

The Creative Workshop invites visitors to familiarise themselves with and try out materials and new techniques. The world-renowned protagonists featured here invite all visitors to join in and use their expert knowledge to give them helpful ideas and assistance in their everyday routines. Materials



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für Maskenbildner
und Visagisten

trade fair for
make-up artists

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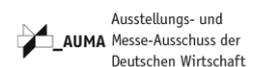
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and techniques can be tried out direct in daily workshops under expert guidance. The programme includes designing and making SFX figures, creating and making up silicon parts, skin and hair airbrushing and mask design using foil/film technology.

75 Exhibitors and Brands

At the stands of 75 exhibitors and brands visitors will find everything they need for professional make-up, special effects and sculptural techniques for the design of faces and bodies along with materials for making masks, wigs and hairpieces. Special tools and accessories round off the range.

Awards and Talent Searches

For the sixth time now talented trainees will come to Düsseldorf to match their skills against one another. This year participants in the German Championships for Trainee Make-Up Artists have been asked to create an effective mask focused on the “Kingdom of Fairy Tales” theme.

At the “Golden Mask” prize ceremony one national and one international prize-winner will be honoured in the make-up artist design show. Here personalities from the sector receive recognition for their special commitment, artistically important mask design 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 first-class hotel (4-star) also start at € 99 (single room supplement € 40). In addition to this, one-night stays at a standard hotel including breakfast start at € 40.

mads will be held on 1 and 2 April in Hall 7 of Düsseldorf Exhibition Centre 2017, 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. Ticket bought online cost € 35 (day ticket) and € 50 (two-day ticket)



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while ticket prices on the day are € 5 higher. Admission to the parallel BEAUTY DÜSSELDORF is included. For information on mads please also go to www.make-up-artist-show.de.

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

Three trade fairs in parallel

In spring 2017 Düsseldorf will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 31 March to Sunday 2 April 2017. Overlapping for two days (on Saturday 1 and Sunday 2 April 2017) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists.

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