

IMATS

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW RETURNS TO AUSTRALIA

**18th and 19th September, 2010
Sydney Convention Centre, Darling Harbour**



After a successful launch in 2009, The International Make-Up Artist Trade Show (IMATS) returns to Australia next month, bringing world-class make-up talent to Australia and showing off international make-up trends.

IMATS will be held on 18th and 19th September, 2010 at the Sydney Convention Centre, Darling Harbour. International guest and keynote speakers include award-winning make-up artist Tom Savini, famous for his creativity in *Dawn of the Dead* and *Friday the 13th: The Final Chapter*.

Other well-known make-up artists who will be sharing their knowledge and skills with attendees include Emmy Award-winning artist Kevin James Bennett, Aussie runway veteran and author Rae Morris (make-up director of Australia Fashion Week), M.A.C. make-up artist Nicole Thompson and also from M.A.C Emma Hack, World Bodypainting Festival 2010 champion Yolanda Bartram, TAFE instructor Colin Wilson, Australian Body Art Awards producer Maria Mormile and Australian make-up artist and hairstylist Chiara Tripodi, who has served as make-up department head on several feature films and TV series, including *The Thin Red Line*, *Moulin Rouge!*, *Where the Wild Things Are*, *Clubland*, *Son of the Mask*, *Tangle*, *Rush* and the forthcoming film *Don't Be Afraid of the Dark*. She won an Emmy Award in 2010 for her work on the miniseries *The Pacific*.

IMATS is also a perfect opportunity for budding and professional make-up artists alike to stock their kits. With nearly 100 make up brands, along with several new exhibitors including Cinema Secrets, Embryolisse, Hakuodo Brushes, Choice Brushes and Girlee Cosmetics, it's a perfect place to discover new tricks and tools and save on purchases. Returning exhibitors include Royal & Langnickel Brush, Crown Brush, Mink, Naked Cosmetics, Make Up For Ever, Serge Louis Alvarez and world-renowned make-up colleges Academy of Makeup and ACMUSE.

IMATS Sydney also features a Make-up Museum with pieces from film and television shows, plus two live student make-up competitions and TAFE's elaborate character-design stage show, featuring costumed models and dancers and an *Alice in Wonderland* theme.

IMATS Sydney is sponsored by the United States-based *Make-Up Artist* magazine, which covers professional make-up artistry in film, fashion, TV and theatre. It was launched in 1996 by Emmy Award-winning make-up artist Michael Key and is circulated internationally. In addition to IMATS Sydney, *Make-Up Artist* magazine hosts five other annual trade shows annually: IMATS London, held in January; IMATS New York, held in April; IMATS Los Angeles, held in June; IMATS Vancouver B.C., held in July; and IMATS Toronto, held in November.

For more information on IMATS Sydney, and to purchase tickets, visit www.imatsshow.com

IMATS SYDNEY

When: 18th and 19th September 2010

Where: Sydney Convention and Exhibition Centre, Darling Harbour

Time: Opening hours: 8:30am – 5pm Saturday; 10am – 5pm Sunday

Price and purchase: Admission price: \$35 for a one-day pass, \$60 for a two-day pass if purchased prior to show via www.imatsshow.com. Prices at the door will be \$40 for a one-day pass and \$70 for a two-day pass.

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