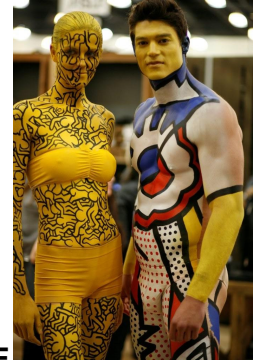




IMATS

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW



INTERNATIONAL MAKE UP TRADE SHOW COMES TO AUSTRALIA FOR THE FIRST TIME

The International Make-Up Artist Trade Show (IMATS) will bring world-class make-up talent to Australia for the first time in the show's 12 year history.

Keynote speakers for the show, to be held Sept. 12-13 at the Sydney Convention and Exhibition Centre, include Rae Morris, the make-up director of Australia's Fashion Week, a four-time winner of Australia's Makeup Artist of the Year award and the author of *Makeup: The Ultimate Guide*.

Morris will be joined by beauty artist Lisa Garner, Oscar® winner Howard Berger, Britain's BAFTA-winning make-up effects designer Neill Gorton and special make-up effects artist Gino Acevedo.

Garner, a native of Australia, began her professional career as a founding member of Estée Lauder's first pro-make-up artist team in Australia. Now an established New York make-up artist, she has worked with several celebrity clients, including Kelly Ripa, Christie Brinkley, Viggo Mortensen, Zac Efron and Al Gore. Her work ranges from red-carpet and press appearances to editorial, fashion and beauty stories for major publications.

Berger, who won an Oscar® for his work on *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe*, will take the stage along with the make-up team from *Narnia*. Berger and KNB (the company he founded with Gregory Nicotero) have also worked on *Inglourious Basterds*, *Drag Me to Hell*, *Sin City*, the *Kill Bill* films, *Casino*, *Army of Darkness* and *Dances with Wolves*, among other films and television shows.

Gorton's work appears in hundreds of TV shows and films, including *The Da Vinci Code* and *Children of Men*. He is the founder of Millennium FX and the Neill Gorton Prosthetics Studio.

As the prosthetics supervisor for Weta Workshop, Acevedo oversaw all three *Lord of the Rings* films. He has worked on productions including *Alien 3*, *The Nutty Professor*, *Godzilla*, *Men in Black*, *Independence Day* and Peter Jackson's *King Kong*.

IMATS Sydney will host 60 international vendors, with educational seminars held throughout the weekend. 2500 visitors, both trade and consumer, are expected through the doors for the event.

Aspiring make-up artists from around the globe will converge in Sydney to compete in the IMATS student competition. The competition is divided into beauty and prosthetic themes: this year's beauty theme is Gothic and the prosthetic theme is *X-Men* Mutants. First-place winners in each category will take home a \$1,000 prize.

IMATS Sydney is sponsored by U.S. 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 four other annual trade shows: IMATS London, held in January; IMATS Vancouver, B.C., held in April; IMATS Los Angeles, held in June; and IMATS Toronto, held in November.

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

IMATS SYDNEY

12 -13 September 2009, Sydney Convention and Exhibition Centre, Darling Harbour

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

Admission price: \$40 one day pass; \$70 two day pass; Tickets available at the door

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