

MAKE-UP ARTIST

M A G A Z I N E

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For Immediate Release
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Make-Up World Meets in London for IMATS

London swings again when the International Make-Up Artist Trade Show returns to Alexandra Palace Jan. 30-31, 2010. Pre-sale ticket orders for the make-up world's biggest gathering have far exceeded those of 2009, and excitement is building.

Industry leaders **Bill Corso** and **Tom Savini** will serve as keynote speakers. Corso is an Oscar®- and Emmy® award-winning artist whose credits include *Lemony Snicket's A Series of Unfortunate Events*, *Grey Gardens*, *How the Grinch Stole Christmas*, *Amistad*, *Batman & Robin* and *Bruce Almighty*. Savini's film make-up credits include *Dawn of the Dead*, *Creepshow*, *Grindhouse* and *Friday the 13th*.

Special guests also include **Terry Barber**, M.A.C.'s director of make-up art for the U.K. and Europe. He has collaborated with fashion designers Alexander McQueen and Vivienne Westwood and done print work for *Elle*, *Marie Claire* and *Harper's Bazaar*.

His celebrity clients include Mary J. Blige, Linda Evangelista and Naomi Campbell.

Alex Box, the high-profile make-up artist and cofounder of the cosmetics line Illamasqua, will speak at IMATS as well. Box has done international issues of *Vogue*, created looks for fashion designers Karl Lagerfeld and Stella McCartney and just launched a book, *Alex Box*, with photographer Rankin.

IMATS features an exhibitor hall, where more than 50 cosmetics companies in 100 booths will unveil new products and tools and offer discounts on old favorites. Industry leaders will teach workshops, do live demonstrations and show their work in the Make-up Museum.

And students will race to create winning looks in the student make-up competition, which is divided into beauty and character categories. This year's beauty competition has an *Alice in Wonderland* theme; the character competition has a Grimm's Fairy Tales theme.

Make-Up Artist magazine, which produces IMATS, is read in 50 countries around the world and was created in 1996 by Emmy Award®-winning make-up artist Michael Key. IMATS is held five times annually: in London in January; Vancouver, B.C. in April; Los Angeles in June; Sydney in September and Toronto in November.

To arrange advance or onsite interviews and photos with speakers, contact Managing Editor Heather Wisner at 360-882-3488, ext. 106. For tickets and more information, visit www.imatsshow.com or call (001) 360-882-3488, ext. 101.

WHAT: International Make-Up Artist Trade Show

WHEN: 8:30 a.m. to 5 p.m. Saturday, January 30th

9 a.m. to 5 p.m. Sunday, January 31st

WHERE: Alexandra Palace, London (Wood Green tube station)

PRICE: £28-65

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INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

High-resolution versions of these images, along with caption information, are available on our FTP site.



IMATS_Bill-Corso.JPG



IMATS_Tom-Savini.JPG



IMATS_Terry-Barber.JPG



IMATS_Body Painting-480.JPG



IMATS_Body Painting-891.JPG



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For more information visit www.makeupartistshow.com.

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