

# MAKE-UP ARTIST

M A G A Z I N E

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For Immediate Release  
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## Blockbuster IMATS Features Celebrity Artists, Fashion, Film and Freebies

The 2009 International Make-Up Artist Trade Show spotlights film and fashion make-up, with celebrity make-up artists, a fashion show, classes and demos, shopping opportunities and an exciting student competition. Professionals and the public are invited; in honor of Father's Day, IMATS is giving away a TV and Blu-ray Player and offering free admission for all dads.

Special make-up effects artist Greg Cannom will be a keynote speaker. Cannom, who won this year's Oscar® for Achievement in Makeup for *The Curious Case of Benjamin Button*, is a nine-time Oscar® nominee (he also won for *Mrs. Doubtfire* and *Dracula*). He has more than 100 film and television credits, including *Pirates of the Caribbean: The Curse of the Black Pearl*, *Master and Commander*, *The Passion of the Christ*, *Titanic* and *A Beautiful Mind*.

IMATS guests will also get a beauty blast from Artists by Timothy Priano, an international agency representing top-tier professional make-up artists and hairstylists. Priano, whose agency has offices in beauty hubs including New York and Los Angeles, has worked with Francois Nars, Laura Mercier, Denise Markey and Tina Turnbow, among others. In addition to making up celebrities for TV appearances and the

red carpet, his artists have done editorial, advertising and commercial jobs for major publications and luxury brands. Priano will discuss the state of the industry at IMATS.

Additional guest speakers include Oscar®-winning make-up artist Dick Smith, whose film credits include *Amadeus*, *The Godfather*, *The Exorcist* and *Taxi Driver*; artists including Joel Harlow and Barney Burman discussing their work on the new *Star Trek* film; and Nolan Robert, the winner of last season's make-up reality show *Blush: The Search for the Next Great Makeup Artist*.

Professional make-up artists and clothing designers have collaborated on an exclusive fall fashion preview showcasing prêt à porter, couture and haute couture collections. IMATS also features an exhibitor hall, where more than 40 cosmetics companies will show and sell products. Look for classes and demos from industry leaders, the Make-Up Museum and the student make-up competition, which is divided into gothic beauty and *X-Men* mutants themes. Students will race against the clock to create winning looks and take home cash and prizes.

IMATS is sponsored by *Make-Up Artist* magazine, which is read in 50 countries and was created in 1996 by Emmy Award®-winning make-up artist Michael Key. Besides the Los Angeles IMATS, the magazine sponsors four other trade shows annually: IMATS is held in London in January, Vancouver in April, Sydney in September and Toronto in November. For more on all the shows, visit [www.makeupmag.com](http://www.makeupmag.com).

**To arrange advance or onsite interviews and photos with speakers, call Managing Editor Heather Wisner (360) 882-3488. For tickets and more information, visit [www.makeupartistshow.com](http://www.makeupartistshow.com).**

**WHAT:** International Make-Up Artist Trade Show 2009

**WHEN:** 8:30 a.m. to 5 p.m. Saturday, June 20

9 a.m. to 5 p.m. Sunday, June 21

**WHERE:** Pasadena Convention Center

**PRICE:** \$10-60—Dads get in free for Father's Day!

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INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

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IMATS\_McIntosh\_Vampire.jpg



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IMATS\_Gorton-MU.jpg

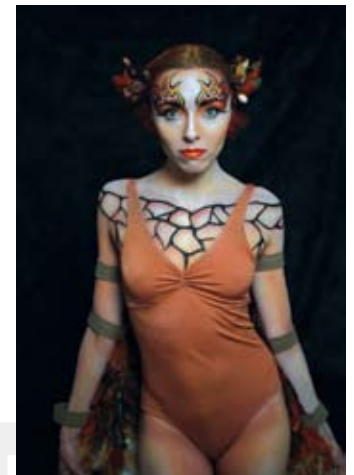
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IMATS\_student-comp\_werewolf.jpg



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