

MAKE-UP ARTIST

M A G A Z I N E

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For Immediate Release
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IMATS Comes to New York City

The make-up industry's biggest and best show makes its New York debut this spring! The **International Make-Up Artist Trade Show**, already held in five cities worldwide, attracts thousands of people with its mix of shopping, classes, special events and celebrity speakers.

With its thriving film, fashion and theater scene, New York was a natural destination for IMATS, which books some of the industry's biggest names to share techniques, tips and behind-the-scenes stories.

Special guests at IMATS New York will include keynote speaker **Adrien Morot**, a 2011 make-up Oscar nominee for *Barney's Version*. Morot's film credits also include *300*, the *Night at the Museum* series, *The Day After Tomorrow* and more.

Award-winning U.K. artist **Lan Nguyen** (**London Fashion Week, L'Oréal, Vogue, Elle**) will also serve as keynote speaker, along with Emmy Award-winning artist **Louie Zakarian**, the make-up department head of *Saturday Night Live*, who will participate in a panel discussion with his team and do a live, *SNL*-style make-up application on stage in real time. (Emmy-winning *SNL* key artist **Josh Turi** joins IMATS as curator of the Make-up Museum, which will showcase movie, TV and theater make-up memorabilia from some of the Big Apple's top talent.)

Featured speakers at IMATS New York 2011 include 30-year beauty veteran and author **Linda Mason**, who has done make-up for *Vogue, Glamour, Jean-Paul Gaultier* and **Giorgio Armani**. Mason will teach a class on make-up for mature women. **Tate Steinsiek**, a top finalist on Syfy's make-up competition *Face Off*, will also speak. His New York-based company, Ill Willed Productions, provides effects make-up, prosthetic application and prop fabrication for clients including The Jim Henson Company, DreamWorks, Lionsgate, MTV, Discovery and others. **Syfy will be casting** the second season of *Face Off* at IMATS, Sunday, April 10 starting at 9 a.m.

Top brands will unveil new products and offer discounts on old favorites at IMATS. And the stars of tomorrow will face off in the student make-up competition. This year's beauty competition has a tribal theme; the character competition has a mythological creatures theme.

Make-Up Artist magazine, which produces IMATS, is read in nearly 70 countries worldwide. It was created in 1996 by Emmy-winning make-up artist Michael Key. IMATS is held annually in London; Los Angeles; Vancouver, B.C.; Sydney and Toronto. The 2011 IMATS New York is the inaugural New York show.

For IMATS tickets and more information, visit www.imats.net or call 360-882-3488, ext. 101.

WHAT: International Make-Up Artist Trade Show

WHEN: 8:30 a.m. to 5 p.m. Saturday, April 9th

10 a.m. to 5 p.m. Sunday, April 10th

WHERE: 82 Mercer, SoHo, New York City

PRICE: \$30-\$70

CONTACT: 360.882.3488

Website: www.imats.net

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

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



IMATS_Morot.JPG



IMATS_Zakarian.JPG



IMATS_Steinsiek.JPG



IMATS_Mason.JPG



IMATS_Nguyen.JPG



IMATS_london-paint.JPG



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