

MAKE-UP ARTIST

M A G A Z I N E

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For Immediate Release
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Make-Up Show Debuts with Oscar Winners and Olympic Artists

It's the Olympics of make-up: The International Make-Up Artist Trade Show, held five times annually around the world, is coming to Vancouver, British Columbia April 17-18.

IMATS showcases the latest and greatest cosmetics, and features classes and demos by industry experts. (Including classes taught by the pros who made up Winter Olympics athletes.) The show, held at the Marriott Vancouver Pinnacle Downtown Hotel, is open to professional artists and the public.

Keynote speakers include **Charles Porlier**, who worked on the upcoming films *The Twilight Saga: Eclipse* and *Hot Tub Time Machine*. A two-time Emmy winner, Porlier's credits include *X2* and *Jumanji*. He is also the former department head of Makeup for Film & Television at Vancouver Film School.

Eddie Malter, the official make-up artist for L'Oréal Paris Canada, artistic director of Canada's L'Oréal Fashion Week and department head on Canada's *Project Runway*, also joins the show. Malter has made up celebrities including Audrey Tautou, Björk and Juliette Binoche.

Howard Berger, who won an Oscar® for his work on *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe*, rounds out the program. Berger and his company, KNB EFX, have also worked on *Inglourious Basterds*, *Drag Me to Hell*, *Sin City*, the *Kill Bill* films, *Casino* and more.

Cosmetics vendors will be showing and selling top products and tools at the show, working professionals will offer classes and make-up demos and make-up effects artists will show off their work in the Make-up Museum.

One of IMATS' most exciting events, the student make-up competition, is divided into two categories. The 2010 beauty category has an *Alice in Wonderland* theme, while the prosthetic category is themed Grimm's Fairy Tales. Students will race against the clock to create winning looks and take home cash and prizes.

IMATS is produced by *Make-Up Artist* magazine, which acquired the rights to the Canadian Makeup Show (and its events in Vancouver and Toronto) early in 2009. *Make-Up Artist* has been producing IMATS shows since 1997.

In addition to the Vancouver show, IMATS is held in London in January; Los Angeles in June, Sydney in September and Toronto in November. All events are produced by *Make-Up Artist*, which is read in 50 countries and was created in 1996 by Emmy Award-winning make-up artist Michael Key.

For ticket and schedule information, go to www.imatsshow.com.

WHAT: International Make-Up Artist Trade Show 2010

WHEN: 8:30 a.m. to 5 p.m. Saturday, April 17

10 a.m. to 5 p.m. Sunday, April 18

WHERE: Marriott Vancouver Pinnacle Downtown Hotel

Vancouver, British Columbia, Canada

PRICE: \$10-70

Tickets and More Information: www.IMATSShow.com

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

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



Berger.JPG



Malter.jpg



Porlier.jpg



IMATS_Tuesday.JPG



IMATS_competition01.jpg



IMATS_competition02.jpg

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IMATS_competition03.jpg



IMATS_Twilight.JPG



IMATS_body-paint.JPG

For more information visit www.makeupartistsshow.com.

To arrange press credentials, interviews and advance or onsite photos, call **Managing Editor Heather Wisner**.

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