

BEAUTY
D Ü S S E L D O R F

DIE LEITMESSE | THE LEADING TRADE FAIR

6.-8.3.2020

beauty-duesseldorf.com

EUROPEAN MAKE-UP AWARD

Expert

6 March 2020 at 4:15 pm



Apply now!

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#weareBEAUTY

CONTACT

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Peter-Maeth-Str. 5_53424 Remagen_Germany
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beauty-awards@event-element.de www.event-element.de

ORGANISER

Messe Düsseldorf GmbH
P.O. Box 101006_40001 Düsseldorf_Germany
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Messe
Düsseldorf

ARE YOU AN ABSOLUTE MAKE-UP PROFESSIONAL?

Then be a part of the renowned international competition for the best make-up artists:

EUROPEAN MAKE-UP AWARD in the category **EXPERT**

(The final: Friday, 6 March 2020 at 4.15 p.m. at BEAUTY DÜSSELDORF)

EUROPEAN MAKE-UP AWARD

Expert

You can still apply until 15 December 2019

THE THEME

SPIRIT OF SOUL: This year's theme presents the independent and self-confident young woman, with the courage to use colour. Colour underlines her individual personality and embodies expression and passion.

This "SPIRIT OF SOUL" stands for the strength of the individual to show character with pride. The perfect look will be created using this year's fashion label and your make-up.

THE LABEL

Milay, the young Berlin fashion label, creates urban aesthetic streetwear. Multicultural like a pulsating metropolis, this label combines a cool mix of ethno-typical patterns, interesting designs and colours in a colour-blocking style. Relaxed and casual, but always stylish and hip, the looks emphasise the individuality of the young, trendy woman.

THE LOOK

The foundation corresponds to the natural skin tone and is perfect and even. Redness, circles under the eyes and impurities are covered with a concealer so that the skin appears flawless and fresh. To give the face shape, it is properly contoured and additionally given a warm tone with a bronzer. For even more freshness, rouge is applied to the cheeks in an apricot tone and highlights are placed on the highest areas of the face to round off the look.

The eyebrows are combed and fixed. Uneven areas are repaired with a suitable eyebrow product. A copper tone is applied to the entire movable eyelid.

Subsequently, the eye is intensified and accentuated with dark brown into a cat-eye shape. With a purple eyeliner pencil the lower lash line and the waterline are now emphasised. To intensify and fix the colour, a purple eye shadow is applied above the kajal. A bright yellow in the inner corner of the eyes rounds off the exciting look of the eye make-up.

The lips are outlined with a nude-brown contour pencil and filled with a lipstick of the same colour. The lipstick and the contour pencil are matte.

YOUR APPLICATION

Our requirements for you:

- You are 18 years or older*
- You have completed training as a make-up artist and have at least 2 years of professional experience**, also on freelance basis

To apply for the EUROPEAN MAKE-UP AWARD – EXPERT, please select a suitable model and apply the make-up in accordance with the above-mentioned task.

Submit the following unedited colour photographs **or** videos taken against a neutral background:

Possibility 1: Photos (as JPG or PDF)

- Close-up of your model without make-up
- Close-up of your model made up by you with open eyes
- Close-up of your model made up by you with closed eyes

Possibility 2: Videos

- Video 1 (length approx. 1 minute), with a short introduction of yourself and the shots of your model without make-up with open as well as closed eyes and in profile (close-up)
- Video 2 (length max. 30 seconds), with a new close-up of your model now made-up by you with open as well as closed eyes and in profile
- Close-up photograph of your model made up by you with open eyes
- The videos are to be filmed with a smartphone (no 4K videos)

Please send us your complete documents under the reference **EUROPEAN MAKE-UP AWARD – EXPERT to one of the addresses mentioned below:**

- Completely filled-in application
- Curriculum vitae with professional background and/or references
- Copy of a training certificate***
- Filled-in consent form of your model****

Either

■ PER POST

BEAUTY AWARDS 2020
c/o event element
Peter-Maeth-Str. 5
53424 Remagen, Germany

or

■ PER EMAIL

beauty-awards@event-element.de

The evaluation of your application is based on various criteria. In particular, these include the foundation, rouge, eye make-up, eyebrows, lip contours and lip colour of the model you have made up, just as well as the overall impression. A jury of experts will evaluate your submitted documents and will nominate the applicants. A maximum of 12 participants will be admitted. In January 2020, you will be informed as to whether you have qualified for the final of the EUROPEAN MAKE-UP AWARD - EXPERT. On the final day you will apply make-up to a model from our central cast live on stage.

Application deadline: 15 December 2019
(Entrance at event element)

PRIZES FOR AWARD WINNERS ON 6 MARCH 2020

- 1st prize € 2,000 + AWARD
- 2nd prize € 1,500 + AWARD
- 3rd prize € 1,000 + AWARD

The winner will be included in the file of the Artist Agency of Miriam Jacks (Beauty Expert, Creative Director and one of the three members of the award jury) **Jacks beauty department GmbH – by Miriam Jacks** (upon request).

The following year, he/she will receive an invitation to participate as a member of the **jury in the EUROPEAN MAKE-UP AWARD in category NEW TALENT.**

All of the participants that will have qualified for the final of the EUROPEAN MAKE-UP AWARD – EXPERT will also receive **attractive non-cash prizes** and a **free overnight stay including breakfast within the framework of BEAUTY DÜSSELDORF 2020.**

Each applicant will receive **two tickets for BEAUTY DÜSSELDORF 2020** upon request.

* Participants must be at least 18 years old at the time of the award.

** The deadline for at least 2 years of professional experience is 15 December 2019.

*** Training certificate and curriculum vitae/references ensure that participants have received recognised training in make-up.

**** The model must be at least 16 years old.

Organiser: Messe Düsseldorf GmbH

REGISTRATION EUROPEAN MAKE-UP AWARD

First name

Name

Company

Street

Postcode/city

Phone

Email

Website (optional)

Facebook page (optional)

Instagram (optional)

Place/date

Signature

DATA PROTECTION INFORMATION

Messe Düsseldorf GmbH processes your personal data for the purpose of presenting the award and for reporting purposes. Further information can be found in the data protection regulations of Messe Düsseldorf GmbH. These can be viewed at www.messe-duesseldorf.de/datenschutz. You may, at any time, object to the processing of your personal data either on the aforementioned website, via email to privacy@messe-duesseldorf.de or by post to Messe Düsseldorf GmbH, VG-R, PF 10 10 06, 40001 Düsseldorf, Germany.