

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

New Talent

7 March 2020 at 4:15 pm



Apply now!

beauty-duesseldorf.com/award-newtalent

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#weareBEAUTY

CONTACT

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ORGANISER

Messe Düsseldorf GmbH
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Messe
Düsseldorf

ARE YOU STARTING YOUR CAREER IN THE FIELD OF MAKE-UP?

Then be part of the renowned international competition for up-and-coming make-up artists:
EUROPEAN MAKE-UP AWARD in the category NEW TALENT
The final: Saturday, 7 March 2020 at 4.15 p.m. at BEAUTY DÜSSELDORF.

EUROPEAN MAKE-UP AWARD

New Talent

You can still apply until 15 December 2019

THE THEME

THE SHINING BRIDE: "It's time to get married"

With this topic, the focus this year is on the self-confident, radiant woman. Puristic features, clear lines and lightness emphasise the young bride's natural beauty. Dress, make-up and styling are all inspired by the motto "less is more".

THE LABEL

No matter whether barefoot on the beach, in breath-taking ballrooms or very relaxed in the garden – the modern bride enchants every location and her look embodies personality and glamour matching the ambience. Modern, individual, authentic, simple and, at the same time, unique, this is what the couture bridal label Annika Maria stands for. In her studio in Cologne, every dress is made with love and by hand, and makes "The Shining Bride" float on cloud nine!

THE LOOK

The foundation of this bridal make-up is smooth and fine. This makes the complexion look fresh and natural. Impurities and redness are covered so that the skin appears flawless. Circles under the eyes are covered and make the eyes look more alert. In order to give the face shape and colour, it is gently contoured and given a warm tone with a bronzer. For a natural blush, rose-coloured rouge is applied to the cheeks. The highlights are placed specifically on the highest parts of the face and are blended well.

The eyebrows are combed and fixed, and uneven areas repaired. The first step for radiant eyes is the priming of the eyelids. A medium brown is used in the crease of the eyelid to give the eye a gentle depth, which is then combined with a bronze tone on the entire movable eyelid. This bronze tone is used for the lower lash line as well and thus creates a connection between the upper lid and the lower lash line. A luminous point is then set in the inner corner of the eye. The eyelashes are strongly accentuated at the top and bottom, however, separated and structured.

A rose-coloured lipstick is applied to the lips, filling and accentuating the lips. In order to make the whole look perfect and to make the lips look fuller, a slightly sparkling gloss is used.

YOUR APPLICATION

Our requirements for you:

- You are 18 years old or older*
- You are undergoing training (apprenticeship) as a make-up artist or have a maximum of 2 years' work experience**

To apply for the EUROPEAN MAKE-UP AWARD – NEW TALENT, 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 the 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 – NEW TALENT to one of the addresses mentioned below:

- Completely filled-in application
- Curriculum vitae with professional background and/or references
- Copy of a training certificate or employment record***
- 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 twelve 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 – NEW TALENT. 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 7 MARCH 2020

- 1st prize € 1,000 + AWARD
- 2nd prize € 750 + AWARD
- 3rd prize € 500 + 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 **direct qualification for the EUROPEAN MAKE-UP AWARD in the category EXPERT.**

All of the participants that will have qualified for the final of the EUROPEAN MAKE-UP AWARD – NEW TALENT 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 the maximum 2 years of professional experience is 15 December 2019.
*** Training certificate and curriculum vitae/references ensure that participants have a 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.