

THE MAKEUP SHOW CHICAGO 2012- AT A GLANCE

Keynote and Business Forum



Timeless Beauty – Eugenia Weston

Sunday, June 17th – 10:00-11:30

Internationally known as a celebrity makeup artist, artist educator and the Founder and Creative Director of Senna Cosmetics, Eugenia Weston's innovative entrepreneurial spirit and achievements serve as an inspiration for the professional beauty industry. An Emmy nominee and Makeup Artist for photographers including Herb Ritts and Helmut Newton, Eugenia was also cited as an inspiration to the late makeup artist icon, Kevyn Aucoin, in his best selling book, 'Making Faces'. A cosmetic architect, color theory expert, and considered the original brow guru, Eugenia created the first, now patented, brow stencil kit, Form-A-Brow®. Believing in the transformative power of makeup and brows, Eugenia continues to teach the classic art of makeup and brows to professional artists around the world, sharing the tricks and tools she has studied and fine tuned for over 30 years. Whether working on her celebrity clients such as Bette Midler, Lesley Ann Warren and Alfre Woodard, or with everyday women in her salon, Eugenia has the gift for celebrating each face and understanding the needs of her clients regardless of skin tone, skin texture or age. In her first keynote for The Makeup Show, Eugenia shares her career insight and timeless and classic makeup techniques notable for any novice and seasoned makeup artist.



A Career in Makeup - AJ Crimson

Sunday, June 17th – 12:30-2:00

From celebrity clients including Fergie, Estelle, Hillary Duff, Keyshia Cole and Missy Elliot to his lipgloss brand Kissable Couture, and his own eponymous AJ Crimson brand, AJ has managed to make a name for himself in multiple areas of makeup artistry. In his first time as a featured keynote at The Makeup Show, AJ tells us the truth about building your own name, branding yourself as an artist in diverse areas. AJ will take us through his techniques for flawless application and reveal his secrets for success for the red carpet, for real women and every occasion in between.



Making Your Mark in The Makeup Industry – Marietta Carter-

Narcisse

Sunday, June 17th – 3:00-4:30

Becoming a successful Makeup Artist requires much more than a great makeup application. The expectations for artists are extremely high since artistry, organization, work ethic and professionalism play into every aspect of the job. Celebrity makeup artist and internationally renowned educator, Marietta Carter-Narcisse's passion for sharing beauty and information is apparent in everything she does — whether she's standing with

a color palette in hand, brush poised before a famous face ready to be made up; or lecturing before a classroom, training a whole new generation of makeup artists. Her film credits include *Old Dogs*, *Baby Boy*, *The Negotiator*, *The Red Violin*, *What's Love Got to Do With It?*, *Malcolm X*, *Boyz 'N The Hood*, *Ghost*, and numerous others. Most recently she department headed the much anticipated remake of the 1970's iconic film *Sparkle*, starring Jordin Sparks and the late Whitney Houston, which is scheduled to hit theatres this summer. In her first time as a featured Keynote at The Makeup Show Marietta will share information on key elements necessary for survival and longevity in this competitive industry.



Making Up With Tia Dantzler

Monday, June 18th – 10:00-11:30

Illuminating is the first word that comes to mind when you hear mention of Celebrity Makeup Artist Tia Dantzler. From her beginnings in Bridal Makeup to collaborating on the covers of International Magazines including Vogue, Essence and Glamour Tia has continually given back to her makeup community inspiring other artists to pursue their passion. In her first time at The Makeup Show Chicago this local artist lets us in to her own career and sheds light onto the secrets for success. Listen as Tia tells you how she managed to become an internationally recognized artist working with the best in the business including celebrities Barack Obama and Jennifer Hudson as well as photographers like Matthew Rolston and Annie Liebovitz. Tia will also share with us her trademark makeup and show you what you need to do to take yourself to the next level.



Industry Insight – Hosted By James Vincent

Monday, June 18th – 12:30-1:30

In this panel discussion, representatives, publicists, photographers, agents and artists from all areas of the industry talk about what you need to do to become a successful agency, union or editorial artist. The forum clarifies the role of the artist in all aspects and also includes facts and opinions on building your book, branding your name, assisting top artists and what you need to do to be represented.

All Day Hands-on Workshops



The Essentials of Makeup Artistry: Orlando Santiago \$275

Saturday, June 16 – 9:00 – 5:00 Studio 1

For anyone just getting started or interested in pursuing a career in makeup, The Essential for Makeup Artistry is the perfect introduction to the world of professional makeup artistry. In this workshop you will explore all aspects and an application. Starting from the basics, we'll take you through the entire process of creating a flawless beauty makeup, from foundation to finish help you understand your product and tools, create a

strong comprehension of texture and contour and how to design and create a perfect makeup application for every occasion. If you have already been doing makeup, but have never received formal training, The Essentials of Makeup Artistry is a fantastic compliment to your current skills and will fine tune your technique and gain a stronger understanding of the decision making process you will use to become the best artist you can be. Attendees will observe demonstrations, and participate in hands-on application of all makeup technique reviewed while receiving support and feedback from a celebrity artist.



From Prep to Print: Jon Hennessy & Brandon Showers

\$350

Saturday, June 16 – 9:00- 5:00 Studio 2

This full day workshop will allow attendees to put into practice and hone the skills learned in a photo studio simulating the real thing. Attending Makeup Artists will be guided by a lead artist with a watchful eye helping them to achieve specific and detailed makeup look from the design stage thru completion and ready for the camera. Each artist will have the opportunity to work with the presenting artist and a photographer to perfect their work and achieve the picture that will be portfolio ready and given on a disk. **(Attendees must bring their own Full Kit for this workshop)**

Hands-on Workshops

- **Fundamentals** – Basics and detailing for beginner artists or those looking to delve deeper in to the why's and how's of makeup application.
- **Focus** – Explores the detailing and decisions made in an application to help you advance to the next level. Designed for artists with at least a basic level of makeup application skill.
- **Function** – Working in any area of an industry requires understanding the do's and don'ts of networking and working your way to the top. In Function workshops we will give you the information you need to succeed and reviews the makeup application essential for achieving the necessary skill level.



Fundamentals of Complexion and Contour – Fundamentals – Danessa Myricks – \$125

Sunday, June 17 – 10:00- 1:00 Studio 1

In this Intensive hands -on workshop we will look at one of most important aspects of any application...achieving the perfect foundation. We will explore how product can be manipulated by an artist to attain any desired coverage and texture and the importance of color theory, color matching, correction and coverage in creating flawless foundation. We will discern the decision making process and the why and when in choosing liquid, crème and powder formulations. In the hands on portion you will be challenged to color match multiple clients and correctly apply three different formulas of foundation to achieve desired coverage. This workshop is ideal for beginning makeup artist or artist who want to explore the building blocks of a beautiful application.



Understanding Airbrush- Fundamentals – Orlando Santiago- \$125

Sunday, June 17 – 10:15- 1:15 Studio 2

The Airbrush Basics Workshop will present you with a review and demonstration of the range of airbrush equipment and products on the market. The instructor will provide you with the need-to-know information that will make using the equipment easy to understand from choosing your product. In this workshop we will explore the basics from assembling and dismantling the airbrush for cleaning purposes, learning to be proficient and precise in your application and how to navigate the many choices in equipment and product for each job. You will be introduced to the key airbrushing techniques required for beauty and body makeup and practice basic airbrush makeup application under the guidance and feedback of a celebrity artist.



The Perfect Bride – Fundamental- Kathy Aragon – \$125

Sunday, June 17 – 2012 10:30am- 1:00pm Studio 3

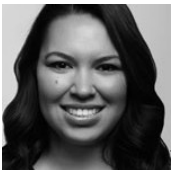
This event is ideal for freelancers, salon makeup artists and anyone who wants to add makeup to, or perfect their work in the area of bridal makeup. You will understand the best products and techniques for long-lasting, beautiful bridal makeup. Learn the must-ask questions when working with a bride/bridal party and considerations for photography and video work.



Everything Eyes – Fundamentals – Danessa Myricks- \$125

Sunday, June 17 – 2012 1:45pm–4:15pm Studio 1

This event is an intensive look at the most diverse and interesting part of makeup artistry...the eyes. This will be an amazing review of eye makeup in various forms. We'll focus on creating smoky eyes, classic Hollywood eyes, using false lashes and cream liner and finding unexpected ways to use color and texture. The presenter will lead the group through discussion of key elements in creating these looks including product review and technique and guide you through your own application. This is the perfect workshop for early stage artists or artist who want to step back from their own approach and look at different tricks and techniques in eye application.



Perfecting the Canvas – Focus – Kathy Aragon – \$125

Sunday, June 17- 2:00-4:30 Studio 2

Perfect skin is the basis for every beautiful makeup, from editorial to everyday beauty. In this workshop you will be asked to go beyond the basics and bring your complexion and coverage to the next level of editorial ready makeup. In this workshop artists at every level of the industry will break down the elements of their application and learn to ask the questions that result in a flawless finish every time.



Perfect Beauty – Fundamental – Jon Hennessey- \$125

Sunday, June 17 – 1:30–4:30 Studio 3

Perfecting your technique, detailing your work and understanding control and precision in beauty makeup applications for everything from bridal to red carpet, commercial work to film, television and print is essential for becoming a well known and well respected artist. In this workshop you will learn to create your precise and perfected make-ups and develop an understanding of the fundamentals of each area of the face in every application. In the hands on portion of the workshop you will learn to step back from your work and ask yourself the questions that will lead you to precise and perfect applications helping you client to achieve their most beautiful look. This workshop is ideal for early stage artists or those who want to breakdown their application and build a better understanding of how every choice and administration of color effects the end result.



Color Theory in Application and Correction – Fundamentals – Orlando Santiago – \$125

Sunday, June 17 – 5:00- 8:00 Studio 1

Color Theory is essential for every makeup artist to comprehend as it touches every area of our artistry. Color theory allows us to understand how colors react to each other as well as how our eye and the camera will capture that reaction between two or more colors. Color theory helps us to understand how we can correct discoloration in the skin tone, minimize skin imperfections like blemishes or under eye darkness and to spotlight or soften features, such as eye color, depending on our needs. In this hands on workshop you will learn the influence and impact of color theory in choice, composition and combination as well as learn to make your own foundations, develop your own shades and use colors to design custom look for your clients. This is a must attend makeup event for every artist.



Glamour Makeup – Focus- Jon Hennessey- \$125

Sunday, June 17 -5:00- 8:00 Studio 3

In this workshop a celebrity makeup artist demonstrates the application techniques and product choices that have made them the favorite of celebrities, editors, and art directors. . Learn how to take your basic beauty makeup application and develop it into your own signature style that your clients will be clamoring for. You will learn how to develop your own eye for editing as well as tricks and techniques to make your makeup more than you ever thought it could be.



Makeup for Photography – Focus- Jon Hennessey- \$ 125

Monday, June 18 – 9:30- 12:00 Studio 1

In this crucial event for anyone working in any print medium including bridal, editorial, headshot or other print work you will review what is involved in creating flawless beauty makeup for photography. This event is designed to help you better understand the details that make a makeup camera ready. The presenter will take you through the techniques required to transform a makeup for photography and the product and tools that can be used. They will share personal procedures as well as explore the precision required for photographic applications.



Advanced Airbrush: Editorial Beauty – Focus – Orlando Santiago-

\$125

Monday, June 18 – 9:30-12:00 Studio 2

This event is designed for artists with at least a basic knowledge of airbrush application and use who are interested in developing an editorial eye and style for high end beauty or fashion images using the airbrush as your tool. In this workshop you will explore the essential elements of color and texture and how to use the airbrush to achieve them.



Mastering Eyebrows – Focus – Eugenia Weston – \$125

Monday, June 18 -m10:00- 1:00 Studio 3

In this workshop we will explore the techniques and secrets for shaping, defining and designing the perfect eyebrow for every occasion. We will address the challenges makeup artist face in redesigning brows as well as discussing the importance of the brow for framing the face and finishing a look. In the hands on portion of the workshop artists will work with attending artists and practice the precision of eyebrow application in any makeup and what these skills mean in bringing your artistry to an elevated level.



Editorial Beauty – Function- AJ Crimson – \$ 125

Monday, June 18 – 12:30- 3:00 Studio 2

This workshop will help you develop an understanding of the process and logistics of working in Editorial and developing more fashion oriented looks in your work. We will discuss the editorial collaboration and creative process as well as demonstrate essential techniques and product choices in keeping your work modern, fashionable and controlled.



Red Carpet Beauty – Function – Marietta Carter- Narcisse \$125

Monday, June 18 – 1:15 – 3:45 Studio 3

Whether your work is with celebrities for award ceremonies or real women and weddings, red carpet beauty will help you better understand and execute special event makeup. Watch and learn the secrets to long lasting makeup that will be flawless in photographs, video and in person and then practice in your own application under the guidance and feedback of a celebrity makeup.



Lash, Lip and Brow Excellence – Focus- Jon Hennessey – \$125

Monday, June 18 – 1:30– 4:00 Studio 1

Making faux lashes look realistic is a necessity for every artist. In this workshop we will revisit eye shapes to identify the type of lash style that is needed to best suit the eyes through the application of individual, strip or cluster eyelashes. You will watch as the presenter demonstrates how to customize lashes for the client and keep lashes looking modern in every situation. You will also explore techniques for keeping brows polished and perfect and address the basics of lip application and the methods that bring your makeup to celebrity level. In the hands-on portion the presenter will bring you through the application procedures and artistic process while giving you guidance and direction to these important details in your makeup application.