

Keynote and Business Forum

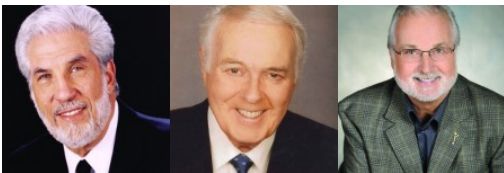
The Makeup Show Keynote & Business Forum has become an anticipated event for all of our attending artists as it allows artists and industry insiders at all levels of the industry to watch, listen and learn from icons, legends and the leading artists influencing and making an impact on our industries past, present and future. Located in Keynote & Business Forum by the Lounge. Presenters and schedules are subject to change. Please check event areas for updates or changes to schedule. These complimentary events are seated on a first-come first-served basis and are included in admission to The Makeup Show.



Thinking Outside the Box – Sutan Amrull

Saturday, March 17, 2012 – 10:00am-11:30am

Bringing a beloved book series to the Big Screen is a daunting task on many levels and taking a book series like The Hunger Games, with its post apocalyptic world, action packed sequences and themes of big brother and personal independence to life while maintaining the fierce loyalty of its rabid fans is monumental. The Hunger Games' filmmakers walk a fine line between encouraging the devotion and not falling prisoner to it. Designing and Leading the makeup is a major task. And Ve Neill is certainly the woman for the job. One of the most renowned make-up artists in the motion picture business today, Ve Neill has over the course of her thirty-year career, earned 21 international nominations and wins for her creative and innovative makeup, including three Academy Awards, two Emmy Awards and four Saturn Awards and worked on some of the biggest blockbusters out there, including The Pirates of the Carribean, Thor, The Amazing Spiderman and Batman Forever. In this keynote The Hunger Games Head Makeup Artist, Ve Neil and her guests will share stories from the set, shed light on the design process and share secrets for becoming a successful artist in the field of film and FX makeup.



Then and Now – [Maurice Stein](#), Byrd Holland and Tommy Cole

Saturday, March 17, 2012 – 12:00pm – 1:30pm

The Makeup Show continues its celebration of the history of Hollywood and celebration of leaders and legends in our industry with this keynote led by master artist and educator Maurice Stein. In this forum style panel discussion Maurice shares the secrets of his success with Cinema Secrets and tells tales of his work on over 500 films and television series. Maurice also brings his friends and fellow makeup artists to the stage to share the stories and secrets of their makeup careers that have influenced all of us working today. Byrd Holland, whose long career as an actor, makeup artist and advisor to Makeup Designory has managed to make a huge mark on our industry including the acceptance of women into the union and Actor, Mouseketeer and Emmy Winning Makeup Artist Tommy Cole whose contribution to the screen and longtime service for Local 706 has aided every artist in being appreciated in this business. In this seminar we will explore the

legacy of their work, gain an understanding of our collective history as artists and celebrate the contributions they continue to make today with their current projects Cinema Secrets, Makeup Designory and Local 706.



One on One with Sharon Gault – Sponsored by Make Up For Ever

Saturday, March 17, 2012 – 2:00pm- 3:30pm

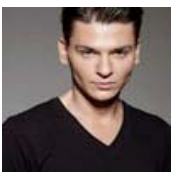
Internationally known for her groundbreaking work with make-up, Sharon Gault has created iconic looks for some of the biggest names in show business and fashion, and in the process, defined emerging trends for two decades in modern pop culture working with some of the biggest photographers in the world including long time collaborator Sharon Gault and celebrities including Britney Spears, Charlize Theron, Renee Zellweger, Lady Gaga and countless others. Known universally as Mama Makeup (a name given to her by Madonna on the Blonde Ambition Tour) Sharon continues to inspire artists with her creativity and commitment to artistry. In this Keynote Director of Artistry James Vincent will lead Sharon through an intimate interview and question and answer session highlighting her career and giving candid insight on being a makeup artist in the LA market. Sharon will also share the secrets of her famed application process as she leads us through a demonstration of her artistic process.



Inside The Hunger Games – Ve Neill and Guests- Sponsored by Crown Brush

Saturday, March 17, 2012 – 4:00pm-5:30pm

With over ten years of experience in the fashion and beauty industry, Sutan Amrull is truly a one of a kind makeup artist. Recognized by millions of fans as a favorite makeup artist and expert on America's Next Top Model, his clients include such famous faces as Tyra Banks, Paulina Porizkova, Twiggy, and Adam Lambert for whom Sutan designed all the tour looks for Adam's Glam Nation Tour. As the Season 3 Winner of Rupaul's Drag Race, Sutan won the hearts of every artist out there. With a background in fine art and illustration and an understanding of color, texture and the camera, Sutan manages to make makeup magic with a style that sets him apart from the competition. In his first time at The Makeup Show, Sutan will shed light on his unique style and show us some of the secrets of his innovative and imaginative makeup application, as well as share stories from his life and career, inspiring all of us to think outside of the box regarding our own artistry.



A Career in Makeup Mario Dedivanovic

Sunday, March 18, 2012 – 10:00am – 11:30am

Talented, sought-after makeup artist Mario Dedivanovic has secured a place among the world's best and most well-known makeup artists. He has collaborated on countless editorials and red carpet looks for celebrities and his work has graced the pages of top fashion magazines including

Bazaar, Elle, Glamour, Vogue and Allure, among others. Renowned for his ability to create a flawless face, Mario specializes in subtle transformations, helping women draw out the best version of their natural complexion and features. Mario's emphasis on blending, sculpting and highlighting has established him as a perfectionist, capable of achieving picture-perfect looks. His work on celebrities including Michelle Williams, Amanda Bynes, Gina Gershon and Natasha Bedingfield is inspiring to both artists and women alike but Mario's consistently flawless work on his muse, Kim Kardashian has revolutionized the beauty world, helping turn Kim into a modern day beauty icon. Mario's work as a makeup artist and the looks he creates have resulted in some of the most desired and replicated looks of all time, continuously inspiring people around the world. In this keynote seminar Mario gives insight into his own successful career, guides you through his detailed makeup application process, shares his coveted technique and generously offers advice to help bring your own career to the next level.



A Career in Makeup- Troy Jensen

Sunday, March 18, 2012 – 12:30pm – 2:00pm

Known for his remarkably star-studded roster of celebrity clients, expertise in the industry and ability to make every makeup look memorable Troy Jensen is a one of a kind artist. You've seen his work on Jennifer Lopez, Christina Aguilera, Gwyneth Paltrow and Katy Perry just to name a few. Troy Jensen has an intense passion for illuminating the beauty in every face he touches and his accomplished work has been seen everywhere from the most notable red carpet looks, elaborate music videos, and editorial spreads in Vogue, Vanity Fair, Harper's Bazaar and countless others. An artist in every sense of the word, Troy has cultivated his talents in creating raw glamour and has applied his experience, aesthetic, and passion to photography and beauty writing with his own blog. In this fascinating first of its kind keynote Troy will invite you in to his world where art and makeup go hand in hand and tell you what you need to do to construct and secure your own place in this ever changing industry. He will share insight into the importance of adaptability and show you clues to achieving longevity in a growing makeup market. This must see keynote seminar gives you access to the mind of a master and will change the way you think about makeup.



Fashion Forward: Combining Body Painting and Beauty – Jinny Houle for Mehron

Sunday, March 18, 2012 – 2:30pm-4:00pm

Canadian born Body Artist Genevieve "Jinny" Houle has made a name for herself worldwide with her creative and colorful body art creations. As Co-Creator of Paradise cosmetics and Chief Makeup Artist at Cirque De Soleil Jinny's work has been seen in magazines and on runways around the world. Jinny has changed the idea of what body painting is and what it can be. In this keynote Jinny will demonstrate the ideas and application that can bring body art into fashion editorial and share with you some of her secrets for making body art a part of every artist's repertoire.

Hands-on Workshops

Hands-On Workshops allow a limited number of dedicated artists to be a part of intense learning with some of the largest names in our industry in an intimate setting. Each workshop is designed to allow attending artists to listen and learn through demonstration, discussion, coaching and critique via face to face attention from icons and celebrity artists allowing you to advance your artistry and career. Located in the Workshop Area all Hands-on workshops are at an additional fee. See registration area for availability. Presenters and schedules are subject to change. Product supplies provided. Attendees will provide their own brushes.



Detail Your Work- Fundamentals – Jon Hennessey

Saturday, March 17 2012 – 10:00am-1:00pm Studio 1

This event is a concentrated look at beauty makeup techniques including focusing on taking a beauty makeup to the next level by decision making, detailing and taking the extra steps to ensure your makeup goes from great to gorgeous! Learn the techniques you need to create flawless, awe inspiring beauty makeup on every job from bridal to editorial. This workshop will allow you to see and experience your application in a new way and develop an eye for editing your own work.



Perfecting the Canvas – Focus - Danessa Myricks

Saturday, March 17 2012 – 10:30am- 1:00pm Studio 3

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 – Fundamentals- Jon Hennessey

Saturday, March 17 2012 – 1:30pm- 4:30pm Studio 1

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 learnt 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.



Lash, Lip and Brow Excellence – Focus- Orlando Santiago
Saturday, March 17 2012 – 2:00pm- 4:30pm Studio 2

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.



Glamour Makeup – Focus – AJ Crimson
Saturday, March 17 2012 – 1:45- 4:15 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 makeup your makeup more than you ever thought it could be.



Everything Eyes – Fundamentals – Jon Hennessey
Saturday, March 17 2012 – 5:00pm- 8:00pm 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 artists who want to step back from their own approach and look at different tricks and techniques in eye application.



**Fundamentals of Complexion and Contour – Fundamentals-
Danessa Myricks**

Sunday, March 18 2012- 10:00am- 1:00pm 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.



Advanced Airbrush: Editorial Beauty – Focus – Orlando Santiago

Sunday, March 18 2012 – 10:15 am- 12:45pm 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.



Makeup for Photography – Focus- Jon Hennessey

Sunday, March 18 2012 – 10:30am- 1:00pm Studio 3

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.



Editorial Beauty – Function - Orlando Santiago

Sunday, March 18 2012 – 1:30pm – 4:00pm Studio 1

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



Mastering Eyebrows – Focus – Eugenia Weston

Sunday, March 18 2012 – 1:15pm – 3:45pm Studio 2

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.



Red Carpet Beauty – Function – Jon Hennessey

Sunday, March 18 2012 – 1:45-pm 4:15pm 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 artist.

Main Floor Seminar

Enjoy seminars by the industry's best. From Spring Trend and Bridal to Airbrush and FX, Main Floor seminars will provide a great selection of events, designed to inspire and inform. Presented by some of the biggest players in the business, these complimentary events are included in your admission fee to The Makeup Show and are seated on a first-come first-served basis.

Saturday, March 17th 2012

Seminar Space A

- 9:45- 10:30** The Editorial Eye - Jon Hennessey for Inglot Cosmetics
11:00- 11:45 State of Airbrushing - Jori Jenae, Darcy Gilmore, Lori Madrigal and Cory Bishop
- Sponsored by Temptu PRO
12:15- 1:00 HD For All - David Hernandez for Make Up For Ever
1:30- 2:15 HD Makeup - Bradley Look for Graftobian Makeup
2:45- 3:30 Cosmetic Chemistry for Makeup Artists-David Klasfeld for Obsessive Compulsive Cosmetics
4:00- 4:45 Smoking Out Eyes - Sheila McKenna, KETT Cosmetics for Muse Beauty Pro
5:00- 5:45 Nigels Beauty Emporium

Seminar B

- 10:00- 10:45** State of the Union- Susan Cabral-Ebert & Guests
11:15- 12:00 Tools and Trends- Elessa "Pursebuzz" for Crown Brush
12:30- 1:15 Studio Focus: Kitten Liner, Bold Brows, and Bright Lips- Lori Taylor for Smashbox
1:45- 2:30 All New Makeup Must Haves- Vincent Mallardi for Alcone
3:00- 3:45 Red Carpet Beauty - Joanna Schlip for Red Carpet Colour
4:15- 5:00 Professional Kit Focus- Koren Zander for Crown Brush
5:00-5:45 Industry Expert Panel hosted by Crystal Wright

Sunday, March 18th 2012

Seminar A

- 9:30-10:15** Instant Illumination- Philip Luque for Youngblood Mineral Cosmetics
10:45-11:30 The Artistic Advantage - David Hernandez for Make Up For Ever
12:00-12:45 The Importance of Color Matching- Learn the Easiest Way to Color Match- Maurice Stein for Cinema Secrets
1:15-2:00 Eyebrows are Everything- Andrew Velazquez for Anastasia Beverly Hills
2:30- 3:15 Airbrush Makeup: Work Smarter, Not Harder - Cory Bishop for Temptu PRO
3:45- 4:30 Hi-Def Makeup Techniques: Airbrush & Beyond - Emily Ansel for Obsessive Compulsive Cosmetics

Seminar B

- 10:00- 10:45** Exploring the Power of Color with Mehron's new Intense Pigments – Edward Cruz for Mehron, Inc.
11:15- 12:00 Complexion Fundamentals - Wanda Longo CoverFX for Naimie's Beauty Supply
12:30- 1:15 Bridal Tattoo Cover up with Airbrush Makeup- Dina Ousley , Al Lozano , Julie Tobias for Dinair
1:45- 2:30 1960's Beauty Make-up- Reiva Cruze for Make-Up Designory
3:00- 3:45 Timeless Trends for Bridal Beauty- Dominic Briguglio for Stila Cosmetics
4:00- 4:45 Mastering Advanced Beauty- Donna Mee for Friends Beauty Supply

*presenters, topics and schedules subject to change.
MUD PAGE 21-

In addition to our Main Floor Seminars, this year in LA, Supporting Sponsor Make-Up Designory brings top FX, Television, Fashion and Body Art experts exemplifying what they do best in the industry to the MUD Stage. Located by the lounge and Make-Up booth # 1013. To stop by and take a glance, see the schedule below;

Saturday, March 17th

9:15-10:15 *Aging with just Color* Paul Thompson
10:30-12:00 *As Seen on TV! Well we really mean YouTube!* Gil Romero
12:15-1:15 *Red Carpet Ready* Jeanette Ostergard
1:30-2:30 *Cover Perfect* Gina Sandler
2:45 to 3:45 *Runaway Airbrush for the Runway* Sean Conklin
4:00 to 5:00 *It's a Crime Scene* David Langford
5:15 to 6:00 *Smokin' Eyes* Sean Conklin

Sunday, March 18th

9:15-11:15 *Walking with Zombies* Angel Radefeld-Wright
11:30-12:15 *Make-up for a High-Definition World* Pamela Hackemen
12:30-2:30 *Creatures- From the Minds of Masters* Dave Dupuis, Steve Prouty, Greg Funk, Steve Anderson
2:45 to 3:15 *FX Straight from the Kit* David Langford
3:30 to 4:15 *Blushing Brides* Reiva Cruze
4:30 to 5:00 *Burns like Fire!* Greg Solomon

Click, You're It! A Smashbox Photo Event

Create a look. Play with products. Experience a real photo shoot with a Smashbox photographer! Just bring your own model to the Makeup Show LA, book a station and you will get one hour to create a look with insider input from a Smashbox PRO artists. Plus, you get to take home a CD of pro-quality photos from your shoot!
Slots were booked in advance, but please check by Registration for any available openings.

Professional Resource Area Hosted by Crystal Wright

Attendees bring their portfolios and business materials for review and have an opportunity to meet one on one with top agencies, producers, photographers and industry insiders for career inspiration. Limited time to speak with a guest expert on a first come first served basis. Included in your admission fee. Presenters and schedules are subject to change.

Saturday, March 17th

PRO Pod # 1

11:00-12:00 Meet an Agent
12:30-1:30 Blogging and Beyond - Koren Zander for ENKORE Makeup
2:00-3:00 Speak to a Producer – Merlo Faundez for The Makeup Show
3:30-4:30 Celebrity Artist Spotlight – Edward Cruz for Mehron, Inc.

PRO Pod # 2

11:30-12:00 School Adviser –Francie Hart & Jackie Munoz from Marinello Schools
1:00-2:00 The Business of Internet Promotion - Victoria Stiles
2:30-3:30 Meet an Agent
4:00-5:00 Meet an Agent

Sunday, March 18th

PRO Pod # 1

11:00-12:00 Career Guidance - Crystal Wright

12:30-1:30 Blogging and Beyond - Elessa Jade for Pursebuzz

2:00-3:00 Celebrity Artist Spotlight – Alex Lamarsh

3:30-4:30 Working in LA – Donna Mee for Empire

PRO Pod # 2

11:30-12:00 Blogging and Beyond – Queen of Blending

1:00-2:00 Understanding Networking – Victoria Stiles

2:30-3:30 The Business of Makeup- Michelle Lee and Kim Greene

4:00-5:00 Blogging and Beyond – Koren Zander