

# THE MAKEUP SHOW NYC

Education: May 4-6

Exhibits: May 5-6

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## HANDS-ON WORKSHOPS SATURDAY, MAY 4TH



**Essentials of Makeup Artistry:** Lijha Stewart, Studio 2  
10:00am-6:00pm – \$300

For anyone just getting started or interested in pursuing a career in makeup, The Essentials of 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.



**The Perfect Bride:** Kevin James Bennett, Studio 1  
10:00am-6:00pm – \$300

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.

## MAIN STAGE PRESENTATIONS

### SUNDAY, MAY 5TH



#### **Beauty Driven:** Tabatha Coffey – 12:00pm-1:30pm

With over 20 years in beauty, hair designer, business owner, television personality, educator, author and mentor, Tabatha Coffey has made a name for herself as one of the most respected people in the industry. With an understanding of both beauty and business, Tabatha has a reputation for taking her honest approach to achieving excellence in businesses all over the world. Her passion and drive have allowed her to keep moving forward and develop a place in the industry that is unlike anyone else. Known for her television shows including “Tabatha Takes Over”, her expert advice has been sought after by many television shows and publications including the TV Guide Channel as their red carpet award show correspondent for the Academy and Grammy Awards. She is also regularly featured as an editorial stylist and contributing writer for People Style Watch, Elle.com, PopSugar, and is a regular guest on Larry Flick's radio show on Sirius XM, The Talk and Good Morning America.

In her first time on The Makeup Show stage, Tabatha will share her thoughts on how to build your own beauty name and beauty brand while maintaining your own ideals and integrity. She will speak to you on the importance of surrounding yourself with the right people to push you further and shed some light on how to make your own artistry one that fulfills you. Let Tabatha inspire you to look beyond the images we are inundated with and the carbon copy and social media techniques that flood the internet to truly develop your own signature style that will set you into motion as part of this new movement of individual beauty and independent brands.



#### **Artists United:** Danessa Myricks, Vanessa Davis, Einat Dan & Lorcan Jude Devaney– 4:00pm-5:30pm

It's no secret that the art and career of makeup have captured the collective imagination. Once an unappreciated area of film and fashion with artists working quietly behind the scenes, makeup is now celebrated by both pros and the masses in a major way all over the world. In this first time panel, Danessa Myricks invites well-known working artists from all over the world to our The Makeup Show stage to share their ideas and experiences. Join us as their artists offer insight on building an international career to becoming a better artist by creating work that is impactful, engaging and elevates the idea of what a makeup artist can be.

## HANDS-ON WORKSHOPS

### SUNDAY, MAY 5TH



**Makeup Artistry Exposed:** Yvonne MacInnis and Lijha Stewart,  
Studio 1, 10:00am-1:00pm – \$140  
Class Level: Beginner to Advanced

In our beauty industry, buzzwords are more prolific than ever as social media saturates us daily with new must know makeup practices. In this workshop, we will define the terms that get used and abused including contour, highlight and strobing. We will explore and examine the true design and application for areas including complexion, eyebrow and beyond.



**Fundamentals of Complexion & Contour:** Bethany Townes  
Studio 2, 10:15am-1:15pm – \$140  
Class Level: Beginner

In this intensive hands-on workshop, we will look at one of the 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 wants to explore the building blocks of a beautiful application.



**Detail Your Work:** Ivan Betancourt for MUSE Beauty.Pro  
Studio 1, 1:30pm-4:30pm – \$140

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 or well respected artist. Learn to refine your applications, regardless of style or medium and gain an understanding of how making the right decisions for both product and technique can minimize the need for post-production work. The artist will guide you through the process of fine-tuning your work to ensure that your makeup looks flawless from every angle.

## HANDS-ON WORKSHOPS SUNDAY, MAY 5TH



**Makeup for Photography:** Yvonne MacInnis, Studio 2

1:30pm-4:30pm – \$140

Class Level: Intermediate to Advanced

In this crucial event for anyone working in any print medium including bridal, editorial, head shot 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.

## HANDS-ON WORKSHOPS MONDAY, MAY 6TH



**Emphasis Eyes:** Bethany Townes, Studio 1, 9:45am–12:45pm – \$140

Class Level: Beginner

The application an artist decides to emphasize the eyes can make all the difference. In this hands-on workshop, we will explore the use of color, texture, and placement in creating shapes and illusions with multiple product options. We will discuss product options and the role they play in perfecting application. Learn techniques for lining and defining, understand the power of depth and volume, and explore the relationship between brow, lash and every area of the eye. Whether you are just starting out or elevating your makeup to the next level, this workshop will have you designing and applying a perfect eye for every occasion.

## **MOMENTUM SESSION**

### **SUNDAY, MAY 5TH**

**Complexion Perfection:** Danessa Myricks  
Studio 3, 9:45am-11:00am – \$35

With the advent of high-definition photography and clients becoming more product savvy than ever before, makeup artists need to be more proficient in analyzing their clients skin, identifying issues and taking immediate action in skin preparation. In this session, we will take an intensive look at the options available for skin care and complexion and show you how to properly care and prepare for any complexion need. We will offer insight on skin products that's perfect for the professional artist and show you how to bring them into your application.

**SKIN Games:** Felicia Walker  
Studio 3, 11:30am-12:45pm – \$35

Thanks to our obsession with social media, the demand for perfect skin is at an all time high. Skincare for the Working Makeup Artist is a career essential. This seminar is your guide to elevating your makeup artistry and increasing your value through skincare education, tips, techniques and products. Go beyond makeup artistry by adding this invaluable skill set to your kit. The "must-attend" seminar will equip you with information and expertise that will amplify your artistry and establish a point of difference between you and your competition. Skincare education and makeup application go hand-in-hand. This seminar will transform your artistry.

**Engaging Bridal:** Paloma Romo  
Studio 3, 1:15pm-2:30pm – \$35

Bridal makeup artists must be the best in the business. Both the intensity of the situation and the dynamically durable requirements of the application, makes it the toughest makeup you can do. See what products meet the bridal challenge, learn how to build a better bridal business, and learn to create the perfect bride every time.

## **MOMENTUM SESSION**

### **SUNDAY, MAY 5TH**

**Editorial Edge:** Lijha Stewart  
Studio 3, 3:00pm-4:15pm – \$35

Defining editorial, designing editorial and elevating your work to an editorial level, are an important way for any artist to better develop their skill. Understanding which product allows you to work with any and every editorial concept is as important as understanding the process itself. Learn what must-haves make editorial work easier and allow you to meet any makeup challenge. Listen in as we share the secrets to breaking into editorial and making that skill level part of every application.

**Marketing Me: Strategies for Success in the Freelance Career:** Lijha Stewart  
Studio 3, 4:30pm-5:45pm – \$35

Having an understanding of how marketing works and what it can do for your career is even more crucial when you have your own business. In this session, we will explore the smartest ways you can use social media to set a plan into place, wow potential employers, prospective clients and possible agents to put your career in better motion.

## MAIN STAGE PRESENTATIONS

### MONDAY, MAY 6TH



**Camera Ready:** Matthew Jordan Smith and Danessa Myricks  
10:00am-11:30am

A makeup artist can create unforgettable images when the photographer and the collaboration is strong. The relationship between a makeup artist and photographer requires trust, communication and a mutual respect. In this panel, award winning educator, author and Master Photographer, Matthew Jordan Smith takes to the stage with Makeup Artist Danessa Myricks to bring you through an experience every artist should witness. As an American photographer based in Tokyo, Japan and working between Tokyo, New York City and Los Angeles, Matthew has photographed some of the world's most famous celebrities including Oprah Winfrey, Queen Latifah, Angela Bassett, Tyra Banks and more. His advertising clients include Olay, Pantene, Revlon, Showtime and HBO. In this first time keynote, Danessa and Matthew will talk about the relationship between a photographer and an artist. They will share what a photographer looks for in an artist's portfolio and will take you through the process of working with a photographer in the most professional way. Witness as these two titans as they share the stage to show you a behind the scenes look of an intimate shoot and let you in every step of the way.



**Signature Style:** Natasha Denona  
12:00pm-1:30pm

Acclaimed Makeup Artist Natasha Denona has captured the international imagination with her must have palettes, her pro approved formulations and her affinity for beautiful skin. Beginning her career as a model Natasha's sense of style, her passion for learning and her understanding of the camera led her to her next career as a makeup artist. With a well trained eye, her individual aesthetic and her talent for innovation Natasha has a celebrated career with her own Natasha Denona Makeup Academy, and work top photographers, publications and celebrities. She has been twice recognized as Israel's Makeup Artist of the Year. Always an entrepreneur Natasha wanted to develop a makeup line that allowed for individual expression with the most elevated formulations' she continues to take her brand and her beauty beliefs all-over the world. In her first time keynote at The Makeup Show, Natasha shares her story, inspires you to pursue your own passions, find your own voice and place and shows you the ground breaking concepts, methods and outstanding makeup she is known for.

## MAIN STAGE PRESENTATIONS MONDAY, MAY 6TH



**A Beauty Career:** Damone Roberts  
2:00pm-3:30pm

Damone Roberts' name is synonymous with creating iconic celebrity beauty. With a talent for painting faces and sculpting the perfect arch, he has truly positioned himself as one of the best in the beauty business. His personality, warmth and commitment to authenticity have allowed him to create a brand and reputation as one of the most inspirational artists in the industry. With a belief that every person has an opportunity to develop their own path and find their own success, Damone generously shares his passion and insight. At a time when understanding all aspects of the industry is more important than ever, this master shares his experience with you. Watch and learn as Damone leads you through his technique for designing and applying the perfect eyebrow frame to enhance your personalized facial features.

## HANDS-ON WORKSHOPS

### MONDAY, MAY 6TH



**Understanding Color Theory & Color Correction:** Orlando Santiago  
Studio 2, 10:00am- 1:00pm – \$140  
Class Level: Beginner

Theory is used to allow us to understand how colors react to each other and how our eyes see that reaction. This reaction is the basis of all make up design. Color theory applied in beauty make up lets us enhance certain features like eye color, make educated choices to correct discoloration in the skin tone or skin imperfections, and helps with issues like under eye darkness. In more advanced or avant garde make up designs, color theory will help you create a unique and impactful end result. In this hands-on workshop, you will learn how to make your own foundations, customize colors to design the best looks for your clients, and develop your eye to see how color theory applies to all aspects of your work.



**Perfect Skin-** Felicia Walker, Studio 1, 1:00pm-4:00pm – \$105  
Class Level: Beginner to Intermediate

Today's client has unprecedented access to a plethora of beauty information. And thanks to social media and modern cameras, your client's quest for complexion perfection presents a challenge that mere makeup application might not solve. As the beauty expert and a trusted source, the makeup artist is in a unique position to offer the client education, tips, and techniques to help enhance his or her skin, beyond makeup. Having a basic knowledge of skincare is essential to diminishing texture, adding lift and glow and eliminating discoloration. In this workshop, the facilitator walks you through the basics of skin preparation from decision making to actual process. You'll have an opportunity to practice under the guidance of a master and gain valuable knowledge from her feedback. The facilitator will also address skin care concerns including rosacea, acne and scarring and address the best products for artists to carry in their professional makeup kit.

## HANDS-ON WORKSHOPS MONDAY, MAY 6TH



**Bridal Makeup – A Beautiful Business:** Kevin James Bennett, Studio 2  
1:30pm-4:30pm – \$140  
Class Level: Intermediate to Advanced

Bridal makeup artists require a specific skill set to realize success in this extremely lucrative section of the beauty industry. Your artistry and business skills must be on-point. This three-hour, hands-on, bridal boot-camp presents real-world solutions to maximize your earning potential, as I teach you how to become a leader in your bridal market. We'll discuss marketing, the services you offer, pricing, and the creation of beautiful Bridal Makeup. We'll cover classic bridal looks, theme weddings, and current bridal trends. I'll show you techniques and tricks to elevate your bride's appearance and bulletproof their makeup, so EVERY picture looks fantastic. Let me show you how to provide exceptional services on the most important day of a bride's life – and how to take those skills to the bank!

## **MOMENTUM SESSION**

### **MONDAY, MAY 6TH**

**Serving Glamour:** Yvonne MacInnis  
Studio 3, 9:30am-10:45am – \$35

Knowing which products work best for high intensity situations from red carpet and celebrity appearances to holiday parties and weddings, allows you to choose these makeup must haves to apply high performance makeup and use the perfect finishing product on any client you are working with. Watch and learn as we breakdown the design process for giving glamour as well as sharing industry secrets for application and the finishing touches.

**Understanding Avant-Garde:** Lijha Stewart  
Studio 3, 11:15am-12:30pm – \$35

New and unusual or experimental ideas, especially in the arts, or the people introducing them is the definition of Avant-Garde. An important piece to understand, if you want to take your makeup to exciting places, watch as we bring you through unexpected applications beyond beauty and share some of the tools and techniques to help you bring the unexpected to your own makeup.

**Tools of the Trade:** Bethany Townes  
Studio 3, 1:00pm-2:15pm – \$35

Every job requires its own set of tools. With more options than ever, choosing the right instrument can seem impossible. In this intimate intensive session, Brush Expert Angela Wilson will bring you through the process of choosing the correct brush hair, size, and shape. We will bring you through the process of building a brush and how to choose the right one based on your own needs. Gain insight on how you can maximize your potential to complete a job with minimum means by discerning which implements can make any makeup look its most excellent.

**A Stronger Foundation:** Danessa Myricks  
Studio 3, 2:45pm-4:15pm – \$35

Foundation and complexion products have become one of the most important parts of any application. With more choices than ever, knowing how to meet your client's needs and make better decisions allows you to become a stronger artist. A Stronger Foundation takes a look at the options available for complexion and get an understanding for the how, when and why in choosing the proper products.