



EFFECTUS

SPECIAL MAKEUP FX EVENT

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On the 19th and 20th of September in Rome it was held, at the Lanificio 159, the first convention "Made in Italy" totally dedicated to **Special Makeup Effects**: Effectus Event.

The event had over 700 visitors from all over the peninsula and some also came from Switzerland and France, preannouncing the internationalization of future editions of the event.

Effectus Event, organized by the homonymous Cultural Association, formed by professionals of Special Make-up Effects and amateurs, was born from a collective necessity to meet, learn, exchange techniques and bond as a group, wanting to embrace a goal of artistic knowledge sharing. The result is a unique event of its kind, a mixture between an artist atelier with training opportunities and exhibition space.

The public of the event was very diverse, from the old school of artists to the younger, until the future generation of makeup artists just graduated from the Academies, the bravest of which confronted themselves in an FX Make-up Contest with the theme "Divine Comedy", showing their skills and desire to get involved and become fully a part of this artistic family; many were also the curious and passionate about this art. The event also has focused heavily on the involvement of training institutions, not just purely make-up oriented, but also arts and film, with the intention to generate inspiration and work synergy.

In addition to networking and to the "peer to peer" exchange, central was the attention to **formation**: many were the lectures, live demonstrations and open-access workshops: some practical, such as the application of prosthetics with different techniques and advanced materials, or the application of a fake beard and tattoo transfers; others were more theoretical such the one presented by Makinarium about new integrated technologies of Practical Special Effects and Digital ones. Among the tutors there were personalities like Stuart Bray, Leonardo Cruciano, Maurizio Nardi, Luigi D'Andrea and Daniele Tirinnanzi.

Many **special guests** were invited on stage at the conference floor of Effectus Event, professionals belonging to the national and international industry. The first of them, on Saturday, was **Sergio Stivaletti**, with a retrospective of his career, an artist who, for over thirty years, has designed and created the characters and creatures for film, television and theater, collaborating with some of the greatest Italian directors like Dario Argento, Lamberto Bava, Gabriele Salvatores and Michele Soavi. On the same day, also spoke **Luigi Rocchetti**, flanked by his team, known for works such as Gangs of New York, The Devil's Advocate and the recent Ben Hur.

Sunday was opened by a demonstration of prosthetic ageing by **Neill Gorton**, famous British Special Makeup Artist, creator of TV series characters and creatures such as Doctor Who, Torchwood, Critical, Being Human and movies like Saving Private Ryan; followed in the afternoon by the Makinarium Team, led by Leonardo Cruciano, who recounted the experience of the creative process of the Special Makeup Effects and Digital on the last Garrone's film: The Tale of Tales.



Still on the Main Stage were also presented the first two **educational texts in Italian about Special Makeup Effects**: "Make it Yourself - Special Makeup Effects" by David Bracci and "Manual of Special Makeup Effects" by Donatella Mondani.

Among the sperimentations of this first edition, it has achieved great success the **film section** in which were projected eight short films selected by Italian Indie festivals: Fantafestival and Interiora Horror Fest, to which the audience participated voting for the best special effects.

The award for Best Special FX Make-Up Artist went to Dan Martin for **The Stomach**, directed by Ben Steiner.

Another element that has shown the support of the whole of Special Makeup Effects community was the **exhibition area**, with over twenty artists who showcased their works by creating a path of more than 30 meters which included reproductions of movie characters busts, maquettes, prosthetic pieces, drawings, photographs and even a section dedicated to **live sculpture**.



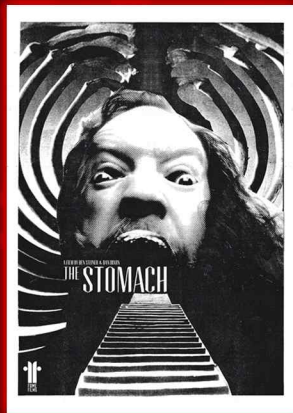
Finally, the crowded **trade show floor** was attended by the major suppliers of specialized products for the Special FX and Make-up industry and Italian academies who immediately embraced the project when it was proposed to them.

Effectus Event was indeed a successful blend of professionalism, art and education, all immersed in a positive mood that has characterized it and made it unique, this also thanks to the peculiarity of its **organizing team**, formed of a new generation of artists of Special Makeup Effects, including **Valentina Visintin, Giorgi Giulia, Luigi D'Andrea, Lucia Pittalis, Valter Casotto and Andrea Leanza**, which in the past few years have contributed to major international productions and, inspired by the atmosphere of sharing found abroad, decided to bring this message that can be the starting point for an artistic renewal of the Italian industry.

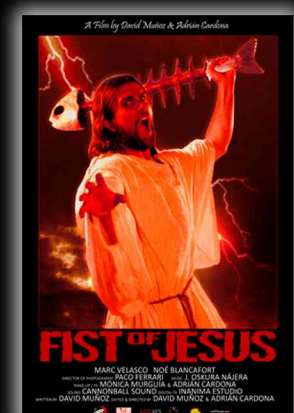
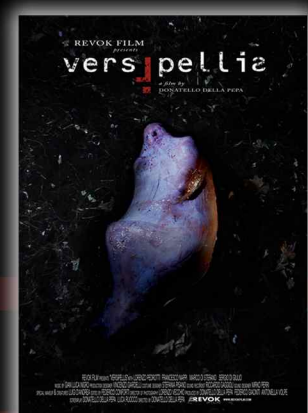
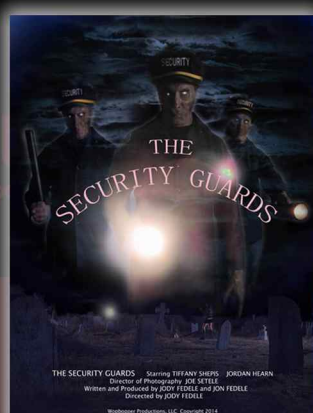
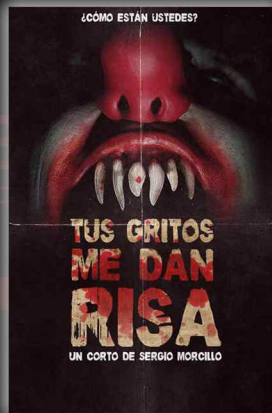
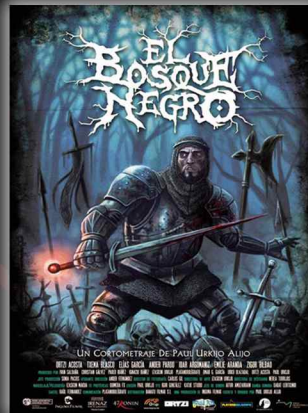
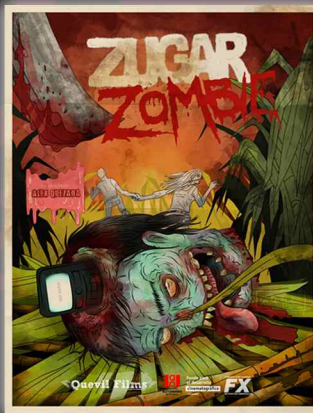
2 DAYS

- **700** VISITORS
- **35** EFFECTUS TEAM MEMBERS
- **30** LINEAR METERS OF EXHIBITION WITH 26 ARTISTS
- **25** SPEAKERS
- **22** STANDS
- **12** PARTICIPANTS TO THE MAKE-UP CONTEST
- **11** WORKSHOPS
- **8** SCREENINGS OF SHORT FILMS
- **6** LIVE DEMOS
- **4** CONFERENCES
- **3** LIVE SCULPTING ARTISTS
- **2** BOOKS PRESENTATIONS

SHORT MOVIES SCREENING



VINCITORE THE STOMACH



STUDENT/AMATEUR CONTEST



1ST PLACE
EDOARDO AYRES DA MOTTA



2ND PLACE
DANIELE BOLZON



3RD PLACE
FRANCESCA FACCENDA



OTHER PARTICIPANTS



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ASSOCIAZIONE CULTURALE
EFFECTUS



1ST PLACE
SARA GUERRASIO



2ND PLACE
SILVIA CASTELLUCCI



3RD PLACE
SARA IANIGRO



OTHER PARTICIPANTS



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PRESS REVIEW

POST EVENT

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PRE EVENT

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SCHOOLS AND SHOPS

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