

EFFECTUS

SPECIAL MAKEUP FX EVENT

PRESS RELEASE 2017

EffectUs Event, organised by the namesake Cultural Association (formed by professionals of the Special Make-Up Effects, students and amateurs), arises from a shared necessity to meet up, gather up, exchange techniques and make networking, with the aim to embrace a logic of artistic commonality. An event unique in its genre was born, a mixture between an artist's atelier, training opportunities and trade show area.

EffectUs it's an event that puts in close contact all the aspects that rotate around the universe of Special Makeup Effects: **materials suppliers, professional workshops, producers, specialists, schools, students, amateurs and cinephiles**, creating unique synergies, future collaborations, work opportunities and artistic and professional growth.



In the 23rd and 24th of September 2017 it took place in Rome, at the Lanificio 159, the third edition of the convention made in Italy completely dedicated to Special Makeup Effects: EffectUs Event.

Visitors came from all over the peninsula and from abroad (this year in particular from Germany, Serbia, Austria and England) demonstrating the growth of the event to an **international level**.

A young but highly-competent public found itself side by side to enthusiasts and newbies who could move their first steps following the logic of touch to believe, and could admire the masterpieces of the gallery, set up for the occasion thanks to the contribute of professionals of the industry.

The public of the event, very diverse, involved all the generations of workers from the “old school” to the future generation of makeup artists freshly graduated from the academies, the bravest of the which competed in a Makeup Effects Contest with the theme “the Four Elements”, sponsored by Mouldlife. It also took place a **contest** dedicated to the professionals of the industry, with the same sponsor, then a Body Painting FX Contest, supported by the World Body Painting Association and sponsored by Magnum Shop, and a Photographic Body Painting Contest sponsored by La Truccheria – Makeup Forever Italy.



Aside the networking and the “peer to peer” exchange, it was crucial the attention to **education** and upgrading, dealt with many conferences, live demonstrations and the acclaimed and partecipative free-entry **workshops**, based on showing techniques such: prosthetic application with different techniques and advanced materials; pre-colouration of silicone; maquette sculpting; integration between 3D printing, visual effects and special makeup effects; face life casting; blood gags; retrospective on techniques and products, and many more.

Amongst the tutors we mention: Andrea Leanza, Valentina Visintin, Andrea Giomaro, Luigi D’Andrea and the Quasar Institute. Thanks to the social networking and the prestige acquired within the three years of life, the Association finds itself now to be a **reference point** for those who wish to start a career or to upgrade their knowledge within the works of Special Makeup Effects in Italy.

From this upcoming year the events means to involve, beyond the schools of makeup, also high schools and specialised artistic and cinematographic institutes, with the goal to generate inspiration and be a source of **career consulting**.





Daniele Tirinnanzi

Among the **special guests** who gave speeches in the lecture area, were national and international makeup artists. The first one of the 2017 edition, on Saturday, was **Daniele Tirinnanzi** who started his career in 1998 at the I.M.A. SFX of Florence and in 2010 moved to Los Angeles where he lives and works collaborating with some of the most prestigious special makeup effects labs. Eclectic artist, his abilities vary from sculpting to painting to mould making, till makeup and animatronics.



Rogier Samuels

On Sunday it was **Rogier Samuels** to open the daily lectures, Special Make-up Effects artist from Amsterdam who started his career in 1994, and was hired by Weta Workshop in New Zealand in 1999 to work on the Lord of the Rings Trilogy. Back in the Netherlands he founded with colleague Carola Brockho the company UNREAL. Almost ten years later he goes back to Middle Earth to work on the Hobbit. Amongst his works there are titles such as Penny Dreadful, done for Nick Dudman, Frankenstein's Army and the Western Brimstone.





Göran Lundström

To follow on the main stage there has been **Göran Lundström**, Make-up FX Artist self taught, head of the company EffektStudion in Sweden from 1996, where he's supervisor and key artist. Within his career he worked with icons such Rick Baker, Jim Hensons Creature shop, Stan Winston Studios/Legacy Effects, KNB EFX. In his CV we find titles such as Rogue One, Star Wars - The Last Jedi, Harry Potter 7, Narnia Chronicles - Prince Caspian, Xmen: L'Inizio, Uomini che odiano le donne, The Wolfman. Last year he's been prosthetic designer on the TV series Genius, which was nominated at the Emmy Award in the Makeup category. In the past edition of the Event there have been other prestigious names of the Makeup FX industry. In 2016 **Giannetto De Rossi** who worked on movies such as Visconti's The Leopard, Mankiewicz's Cleopatra, Sergio Leone's Once Upon A Time in the West, Bertolucci's 1900, and Lynch's Dune; **Jörn Seifert** German native, co-founder of the company Twilight Creations, a ten-year-old Studio working in international productions such as The Physician, "Hansel and Gretel: Witch Hunters, Game of Thrones and Harry Potter 7; **Giulio Pezza** makeup artist of the celebre tv serie Gomorra.



Giannetto De Rossi



Jörn Seifert



Giulio Pezza



Cliff Wallace



Steve Painter



Sergio Stivaletti



Luigi Rocchetti



Neill Gorton



Leonardo Cruciano

Cliff Wallace British Makeup FX Designer who worked on over 70 films, among them War Horse, Hellboy 2, Black Hawk Down; and Steve Painter, also British, whose work include titles as Save Private Ryan, The Gladiator, Clash of Titans, Babel.

In 2015 **Sergio Stivaletti**, precursor of Special Makeup Effects as we know them in Italy, who collaborated with some of the biggest Italian directors such as Dario Argento, Lamberto Bava and Michele Soavi; **Luigi Rocchetti** whom we remember for his work on Gangs of New York, Devil's Advocate and Ben Hur; **Neill Gorton** celebre makeup artist from England who was part in the creation of Makeup effects for productions such Doctor Who, Being Human, Save Private Ryan and ultimately **Leonardo Cruciano**, head of the workshop Makinarium, which took part to the film Tale of Tales by Matteo Garrone and many others.

Luigi D'Andrea



Dino Bertoli



Giulia Giorgi



Andrea Leanza



Göran Lundström



Saverio Paglianti



Rogier Samuels



Daniele Tirinnanzi



Valentina Visintin



Matteo Arfanotti



Gianluca Tosi



Andrea Giomaro



Francesca Tariciotti



Ina Chochol



Sendy Kumalakanta L.



Lana Rakanovic



Andrea Benocci



Alessandro Iacoponi



CATEGORY STUDENTS AND AMATEURS

2017



FIRST PLACE
Michi Amato



FIRST PLACE
Stefania Piovesan

2016



FIRST PLACE
Alice Morgillo



FIRST PLACE
Sara Guerrasio
CATEGORY PRO

2015



FIRST PLACE
Edoardo Ayres Da Motta

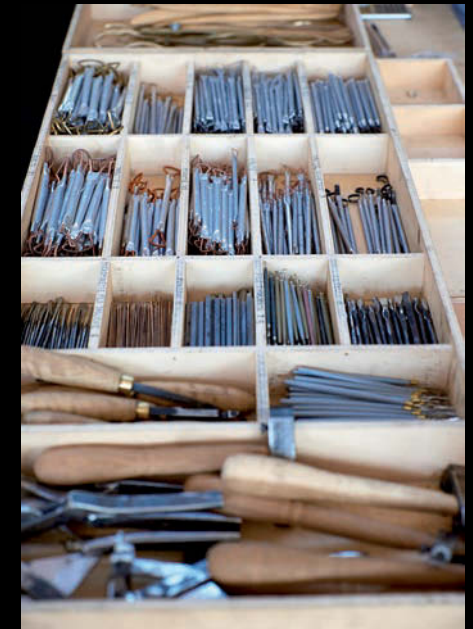


FIRST PLACE
Sara Guerrasio

Over the course of three years, the most important companies in the production, distribution and sale of the key brands in the world of special effects, have been part of the EffectUs trade show space, thus becoming a unified place for the retrieval of specialist materials and for updating on the new releases proposed by sellers to the Special Makeup FX industry.

The suppliers of the EffectUs ranks range from manufacturers of handcrafted sculpting tools made in Italy to distributors of international brands such as Smooth On and Mouldlife. To bring all of these competitors together under one roof is important for professionals in order to make an informed choice of their purchasing possibilities and possible trade affiliations with one brand over another.

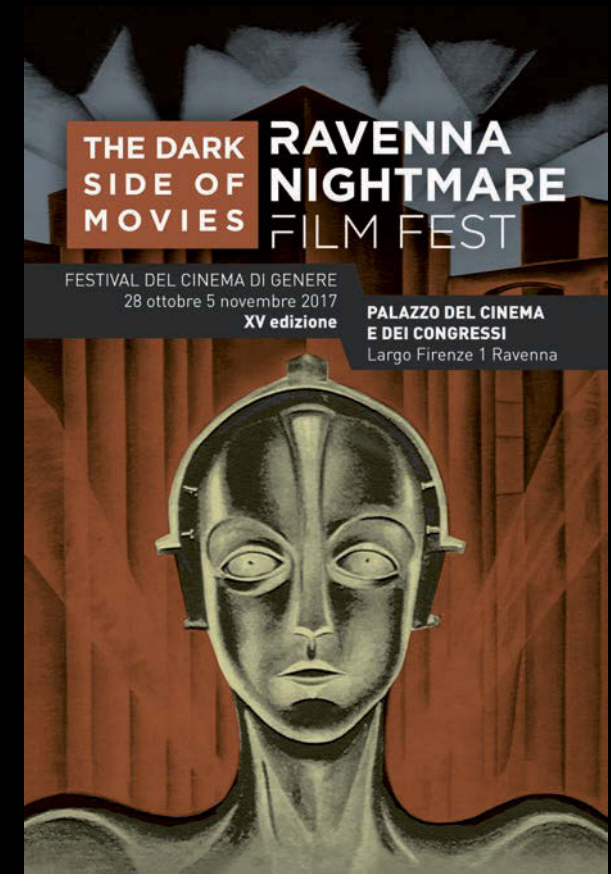
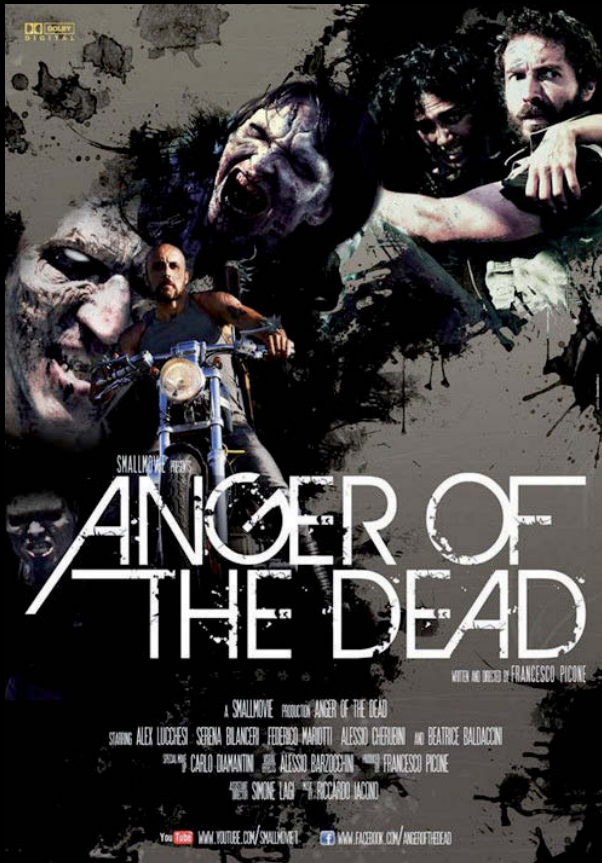
In addition to the sector Academies, a section of the exhibition is dedicated to specialized special effects laboratories, which bring their professionalism showing the diverse possibilities available on the national territory to their future clients (directors, productions, artists, etc.).



Again this year the importance of the cinema section was confirmed thanks to the collaboration with **Fantafestival**. To win the award for Best Special Makeup Effects, decreed by our audience, was **Carlo Diamantini** with “Anger of the Dead” by Francesco Picone.

The horizons on the cinematic front get wider from this year with the new born partnership with the **Ravenna Nightmare festival**, wanting to make this section more and more participatory by collaborating with prestigious Italian genre festivals.

We remember in 2015 the positive collaboration with **Interioria Horror Fest**.



The EffectUs Cultural Association during its three years of life, thanks to its Event, has opened the doors to the world of special makeup effects to hundreds of enthusiasts, future professionals and iconic figures of the national and international industry, offering moments of training and meeting unique in their kind. A precious Event for its uniqueness in Italy, completely self-financed, which is going towards its fourth year, thus the organisation has decided to implement its cultural activities, trying to making it become more and more a national and international reference point for all those who love this field.

Among the initiatives for 2018:

- Publication of an annual almanac in Italian and English
- Career consulting offered for high schools and specialised training institutions
- Implementation of the exhibition area, with the wish to export the exhibition outside the days of the event
- Creation of a sector blog and “yellow pages” for special makeup effects artists that categorise the main needs (from suppliers, to educational texts, laboratories and much more)
- Implementation of the associative social activities
- Implementation of thematic masterclasses during the year
- Integration of a section of straight makeup and one dedicated to costume within the event

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EffectUs è punto di incontro, scambio, aggiornamento per professionisti e sperimentazione sulle nuove frontiere del mercato di questo settore. L'evento è contraddistinto da un mood positivo che lo rende unico nel suo genere, grazie anche alla peculiarità del suo team organizzativo, composto da una nuova generazione di artisti degli Special Makeup Effects: **Valentina Visintin**, **Giulia Giorgi** e **Luigi D'andrea** supportati dall'instancabile squadra di volontari e della **Baburka Production**, supporter principale dell'evento.

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SPECIAL MAKEUP FX EVENT

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