

EFFECTUS

SPECIAL MAKEUP FX EVENT

PRESS RELEASE 2018

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

EffectUs is 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.



On the 22nd and 23rd of September 2018 it took place in Rome, at the Lanificio 159, the fourth 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 Mexico, South Africa, France, Sweden, Spain 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 in the industry 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 several professionals of the industry.

The **public** of the event, very diverse, involved all the generations of workers from the “old school” to the future generations of makeup artists freshly graduated from the academies, the bravest of the which competed in a Makeup FX **Student Contest** with the theme “The Tarots”, sponsored by Mouldlife. It also took place a **Body Painting FX Contest**, supported by the World Body Painting Association and sponsored by La Truccheria – Makeup Forever Italy, which, together with Italian Association of Costume and Set Designers sponsored also the brand new competition **Costume & Makeup**. From this year it was also introduced a **Sculpture Contest**, sponsored by Ditta Miroballi.



Aside the networking and the peer to peer exchange, it was crucial the attention to **education** and updating, dealt with many conferences, live demonstrations and the acclaimed and partecipative free-entry **workshops**, based on showing techniques such: painting foam latex; beard laying; hair knotting; hair punching; portfolio analysis; continuity and the roles on set; face life casting; retrospective on techniques and products, and many more. Amongst the tutors we mention: Andrea Leanza, Valentina Visintin, Roberto Pastore, Harold Levy and Lars Carlsson.

Thanks to the social networking and the prestige acquired within the four 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 industry of Special Makeup Effects in Italy. Moreover, from this upcoming year, the event 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**.



Among the **special guests** who gave speeches in the lecture area, there were national and international makeup artists, also thanks to the support of del CNA (National Confederation of the Artisans and of the Small and Medium Industries) and ITA (Italian Trade Agency).

First of the guests on Saturday was **Ivan Poharnok**, special makeup fx artist from Hungary active since 1988, founder of Filmefex Studio, he worked in many projects between Hollywood and Europe: amongst them “Blade Runner 2049”, “Underworld” and “Alien vs Predator”. It followed a reading with the authors of “Leading Ladies of Makeup Effects”: **Gary Christensen**, makeup designer and teacher in many schools such: California State University, Fullerton and Riverside City College, he has been also editor for the backstage of the Makeup Artist Magazine; with **Patricia L. Terry**, theatre director with more than 100 productions under the belt, she has been also art director of the Orange Repertory Theatre of Orange County for 13 years, and of the Pandemonium Word Ballet and the Literary Circus.



Ivan Poharnok



Gary Christensen



Patricia L. Terry



Javier Coronilla

On Sunday the stage was opened by **Javier Coronilla**, Spanish animatronic designer, founder of Robots Can Cry, and active in the industry for some of the best companies in Europe such as Neal Scanlan Studio, John Nolan Studio and Millennium FX; amongst his works: "Frankenstein", "Star Wars VII: The Force Awakens", "Rogue One: a Star Wars history", "Star Wars VIII: The Last Jedi", "A Monster Calls". It followed a meeting with **Clinton Aiden Smith** South African polyvalent artist founder of Cosmesis Studio; amongst his works: "The Dark Tower", "Mad Max Fury Road", "The Last House on the Left", "Resident Evil Final Chapter". He also collaborated as independent artist in "Guardians Of The Galaxy" and "World War Z". **Lars Carlsson**, Special Makeup FX Artist in Göteborg, Sweden 30 years of experience, winner of "Jussi" prize in 2018. In the past edition of the Event there have been other prestigious names of the Makeup FX industry:



Clinton Aiden Smith

2017 **Daniele Tirinnanzi** active in Los Angeles since 2010, amongst his works: "Grimm", "Criminal Minds", "La maledizione Chucky", "Grey's Anatomy"; **Rogier Samuels** from the Dutch company Unreal, he worked for the Weta Workshop at the "Lord of the Rings" trilogy, "The Hobbit", "Penny Dreadful", "Frankenstein's Army"; **Göran Lundström**, from the Swedish EffektStudio, in his CV we find titles such as "Rogue One, Star Wars - The Last Jedi", "Harry Potter 7", "Narnia Chronicles - Prince Caspian", "X-men: First Class", "The Girl with the Dragon Tattoo", "The Wolfman". He's been prosthetic designer on the TV series "Genius", which was nominated for the Emmy Award and on the feature "Border" who got him recently an Oscar nomination.



Lars Carlsson



2016: **Giannetto De Rossi** who worked on cult 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 famous tv series "Gomorra"; **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 from England, whose work include titles as "Save Private Ryan", "The Gladiator", "Clash of Titans" and "Babel".

2015: **Sergio Stivaletti**, precursor of the 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** which we remember for his work on "Gangs of New York", "Devil's Advocate" and "Ben Hur"; **Neill Gorton** celebre prosthetic 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 films "Reality" and "Tale of Tales" by Matteo Garrone and many others.



Clinton Aiden Smith



Christian Buzio



Lars Carlson



Gary Christensen



Javier Coronilla



Giulia Giorgi



Robin Davidsson



Daniela Furlani



Harold Levy



Annamaria Liguori



Andrea Leanza



Roberto Pastore



Ivan Poharnok



Tiziano Martella



Valentina Visintin



Patricia L. Terry



2018 CONTEST WINNERS



FX MAKEUP

Francesca Tognoni



BODYPAINTING

Tiziana Camacci



COSTUME

Bogdan Catalin Pulbère
Jessica Bianchini



SCULPTING

Andrea Eusebi

CATEGORY STUDENTIS 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

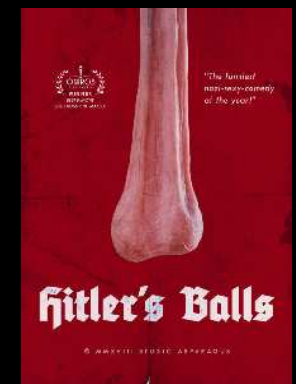
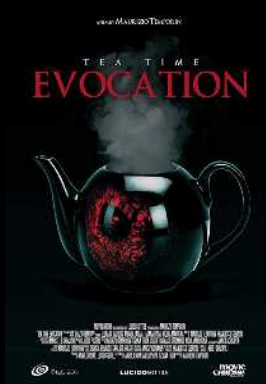
Over the course of four years, the most important companies in the production, distribution and sale of the key brands in the world of special effects, have taken part of the EffectUs trade show area, thus becoming a unified place for the retrieval of professional products and for updates on the new releases proposed by sellers to the 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 have all of these competitors together under one roof is important for the professionals, which can make an informed choice on their purchasing possibilities and possible trade affiliations with one brand over another.

In addition, a section of the exhibition area is dedicated to specialized special fx 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 FI-PI-LI Horror Festival. It was Harold Levy to win the award for Best Special Makeup Effects, decreed by our audience, with "The Foodies" by Julien de Volte and Arnaud Tabarly. This section has the goal to connect to the major festivals dedicated to the world of fantasy and horror films in Italy. During the previous editions there were collaborations with **Fantafestival**, **Ravenna Nightmare** and **Interioria Horror Fest**.

Harold Levy



FIPI HORROR FESTIVAL

Special Makeup FX Event

The EffectUs Cultural Association during its four 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, aiming to become more and more a national and international reference point for all those who love this field.

With this in mind it was created in 2018 the EffectUs Journal, a specialized publication issued in two languages which collects articles written by professionals: overviews, interviews, tutorials and much more.



A collage of 30 hexagonal images arranged in a honeycomb pattern on a black background. The images showcase a variety of creative projects, including: realistic character portraits (e.g., an elderly woman, a man in a military uniform, a man with a beard and long hair), elaborate costumes (e.g., a person in a blue and white alien suit, a person in a red and white costume with a large headpiece), and detailed makeup applications (e.g., a person with a large, bloody wound on their neck, a person with a large, textured, brown face, a person with a large, yellow, sun-like headpiece). The images also show people in various settings, such as a person in a red shirt with a large headpiece, a person in a blue and white costume with a large headpiece, and a person in a red and white costume with a large headpiece. The overall theme is creative expression through costume and makeup.

for the list of publications, see the dedicated section of our website



EffectUs is a meeting point, exchange, updating for professionals and experimentation on the new market frontiers of this sector. The event is characterized by a positive mood that makes it unique, thanks also to the peculiarity of its organizational team, composed of a new generation of Special Makeup Effects artists: **Valentina Visintin**, **Giulia Giorgi** and **Luigi D'andrea** supported by tireless team of volunteers and Baburka Production, the main supporter of the event.

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