

EFFECTUS

SPECIAL MAKEUP FX EVENT

P R E S S
R E L E A S E
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THE CONCEPT

EFFECTUs

SPECIAL MAKEUP FX EVENT

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.



THE 2019 EVENT

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On the 21st and 22nd of September 2019 it took place in Rome, at the Lanificio 159, the fifth 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 Greece, France, Spain and England) demonstrating the growth of the event to an International level. A young but highly-competent public found itself side by side with enthusiasts and newbies who could move towards 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 contribution 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 group which competed in a **Makeup FX Contest** with the theme “The Zodiac”, sponsored by Neill’s Materials, Samas Cases, La Truccheria – Makeup Forever Italia and Bad Ass Stencils, which sponsored too the **Body Painting FX Contest**, supported by the World BodyPainting Association . At least the **Sculpture Contest**, sponsored by Ditta Miroballi.



THE GOALS

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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 participative free-entry **workshop**, more and less technical. This year a special focus was on the integrated technologies in the special makeup Fx like 3d scan, koka robot and scene FX and the app Puppeteer. Furthermore, the issue of job placement after studies and safety at work was emphasized, without neglecting the most classic issues such as forensic anthropology, hair punching, mold making and many others.

Tutors include: Valentina Visintin, Maurizio Corridori, Domenico Matera and Javier Coronilla.

Thanks to the social networking and the prestige acquired within the five years of life, the Association ends 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, 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**.

Finally, given the demonstrations that took place in the last year for the renewal of the National Collective Contract Agreement for Cinema Workers, the EffectUs Association is moving in the direction of carrying out **field association activities**, representing the category in Fidac (Italian Federation of Cineaudiovisual Associations) and in situations of various levels (such as negotiations for the new Contract).

SPECIAL GUESTS

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Among the special guests of the EffectUs Event 2019 conference room, there were names from the national and international scene. First of all, on Saturday, **Lorenzo Tamburini** Special Makeup Artist active for over 20 years among television programs such as *Mai dire Gol*, *Quelli che il Calcio* and national and international movies. Among these we remember him as Prosthetic Sculptor and Prosthetic Make up Artist for *Pan Labyrinth*, *Thor 2*, *WWZ*, *The Guardians of the Galaxy*, *Tale of Tales* and as Prosthetics Designer for films such as *Ben Hur*, *Il Traditore*, *Trust* and *Dogman* which earned him a David di Donatello and an EFA (European Film Award).



He was followed by **David White** Special Makeup Effects Designer from England who began his career in films such as *The Keep* and *Life-force* at eighteen years old. Established *Altered States FX* in 1996, among his works: *Guardians of the Galaxy*, *Maleficent 2* (*Mistress of Darkness*) and a prequel to *Games of Thrones*



On Sunday, we opened the day with **George e Roulis Alhazous**, founders of the first special effects company in Greece, *Alahouzos Studio FX*, active since 1984. Their work appeared in hundreds of films and TV productions both local and international, collecting numerous awards in Greece.



Then followed by **Lisa Carracedo** artist who started working for Neal Scanlan in the film "*Charlie and the Chocolate Factory*" in the hair and fur department. Since 2004 she has worked in the painting and hair department at *Madame Tussauds* in London. Specialized in the work of hairstyles and furs for the prosthetic department and creatures for cinema and TV. She has worked on films such as *Hell Boy 2*, *Wolfman*, *Harry Potter*, *Thor 2*, *Guardians of the Galaxy*, *Dark Crystal*, *Fantastic Mr Fox*, *Frankenweenie* and *Isle of dogs*.

PAST EDITIONS
SPECIALS
GUESTS

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Recall that in past editions many prestigious names have trodden the stage of EffectUs.



2018: Ivan Poharnok of the Hungarian Filmefex Studio among the many projects in Hollywood and Europe, we remember *Underworld* and *Alien vs Predator*. The co-authors of *Leading Ladies of Makeup Effects*: **Gary Christensen**, designer and make-up teacher in various colleges including: California State University, Fullerton and Riverside City College, as well as backstage columnist for *Makeup Artist* magazine and **Patricia L. Terry**, theater director, who was the artistic director of the Orange County Repertory Theater in Orange County, as well as the artistic director of the Pandemonium Word Ballet and the Literary Circus. **Javier Coronilla**, Animatronic Designer of the Spanish Robots can Cry, among his works: *Frankenstein*, *Star Wars VII: The Force Awakens*, *Rogue One: a history of Star Wars*, *Star Wars VIII: The Last Jedi*, *Seven Minutes after Midnight*. **Clinton Aiden Smith** of South African Cosmesis Studio, among his works: *The Dark Tower*, *Mad Max Fury Road*, *The Last Home on the Left*, *Resident Evil Final Chapter* and as an independent artist collaboration on *Guardians Of The Galaxy* and *World War Z*.



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 Effect Studio, 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 an Emmy Award and on the feature "Border" which got him recently an Oscar nomination.



2016: Giannetto De Rossi che annovera nella sua carriera titoli come *Il Gattopardo* di Visconti, *C'era una volta il West* di Sergio Leone e *Dune* di Lynch; **Jörn Seifert** della tedesca Twilight Creation, tra i cui lavori ricordiamo *il Trono di Spade* e *Harry Potter I doni della Morte*; **Giulio Pezza** truccatore della celebre serie tv *Gomorra*; **Cliff Wallace** Makeup Designer inglese che ricordiamo per titoli come *Black Hawk Down* di Ridley Scott e *Hellboy 2 The Golden Army* di Guillermo del Toro e **Steve Painter**, anche lui inglese che ricordiamo per titoli come *Clash of Titans*, *Hellraiser 2 e 3* e *il Gladiatore*.



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** cwho we remember from his work on "Gangs of New York", "Devil's Advocate" and "Ben Hur". **Neill Gorton** celebrated prosthetic makeup artist from England who was part of the creation of makeup effects for productions such "Doctor Who", "Being Human", "Save Private Ryan" and ultimately Leonardo Cruciano, head of the workshop Maki-narium, which took part to the lms "Reality" and "Tale of Tales" by Matteo Garrone and many others.

EDUCATION TUTORS 2019

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GEORGE & ROULIS
ALAHOUZOS



DEMETRIO
CHIAPPA



JAVIER
CORONILLA



L I S A
CARRACEDO



MAURIZIO
CORRIDORI



F A B I O
F I L I A



EMANUELE
FOGLIETTI



G I U L I A
G I O R G I



ANNAMARIA
LIGUORI



DOMENICO
MATERA



J A M I E
P A R G I A



D A V I D E
P O R T A



LORENZO
TAMBURINI



VALENTINA
VISINTIN



D A V I D
W H I T E

C O N T E S T

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MAKEUP FX

Beatrice Tell



B O D Y
P A I N T I N G F X

Samantha Polini



S C U L T U R A

Federica Morittu

CONTEST
AREA

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2015

2016

2017

2018



FIRST PLACE
STUDENTS
AND AMATEURS

Michi Amato



FIRST PLACE
STUDENTS
AND AMATEURS

Alice Morgillo



FIRST PLACE
STUDENTS
AND AMATEURS

Edoardo Ayres
Da Motta



FX MAKEUP

Francesca Tognoni



BODYPAINTING

Tiziana Camacci



FIRST PLACE
PRO
CATEGORY

Stefania Piovesan



FIRST PLACE
PRO
CATEGORY

Sara Guerrasio



FIRST PLACE
PRO
CATEGORY

Sara Guerrasio



COSTUMES

Bogdan Catalin Pulbère
Jessica Bianchini



SCULPTURE

Andrea Eusebi

THE TRADE SHOW

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Over the course of 5 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, this becoming a unique place for the retrieval of professional products and for updates on the new releases proposed by the 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. It is fundamental



for the professionals to find only in one place the industry competitors, to make a conscious choice on their purchasing possibilities and possible affiliations with one brand over another.

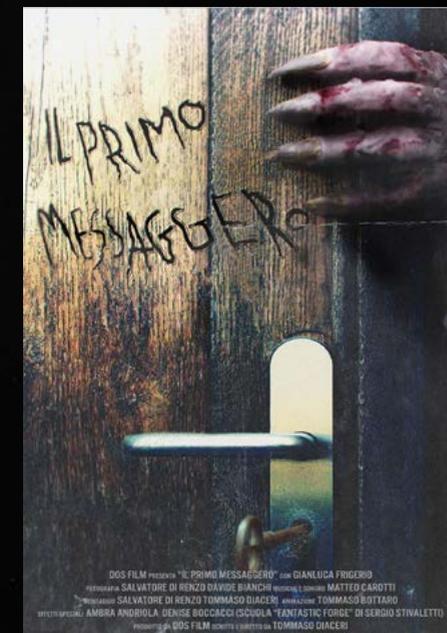
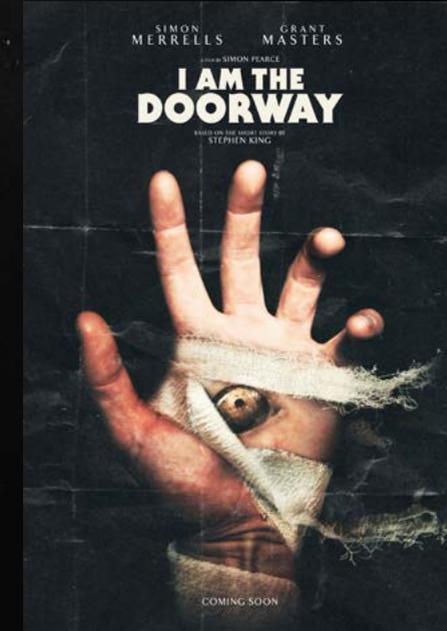
In addition, a section of the exhibition area is dedicated to specialized special fx workshops, which bring their professionalism showing the diverse possibilities available on the national territory to their future clients (directors, producers, artists, etc.).



CONTEST

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Also this year the importance of the **cinema section** was confirmed with the consolidated collaboration with the **FI-PI-LI Horror Festival**. The short film *Lucinda* by Alberto Bambini was awarded for the best Special Makeup Effects, decreed by our audience. This section, which aims to relate to the major festivals dedicated to the world of fantasy and horror in Italy, during previous editions has had collaborations with **Fantafestival**, **Ravenna Nightmare** and **Interioria Horror-Fest**.

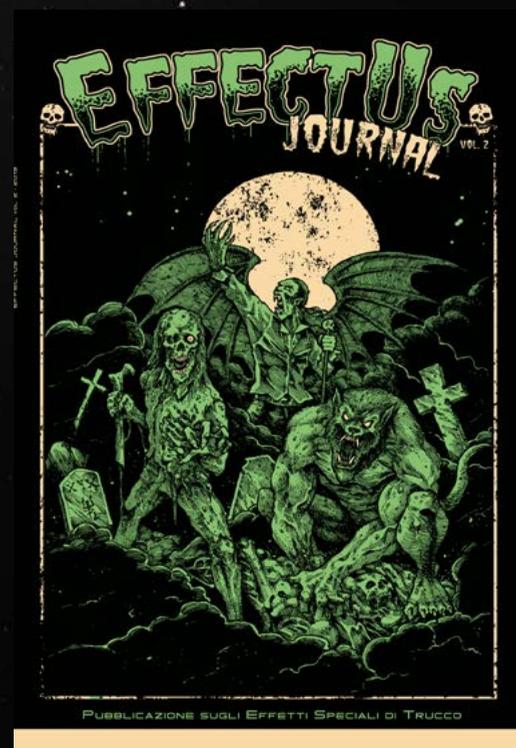
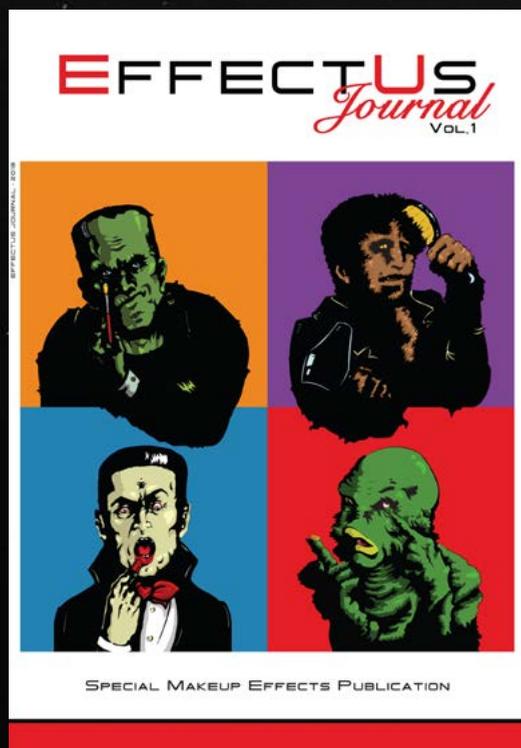


A CULTURAL
COMMUNITY

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The EffectUs Cultural Association during its 5 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.



This is why the EffectUs Journal was born in 2018, a **field publication** issued in two languages that collects articles written by professionals: overview, interviews, tutorials and much more, which this year saw its second release.

REVIEWS

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WIKIEVENTI



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LO SPECIALE
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SPLATTER
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ROMA
TODAY

MAUXA



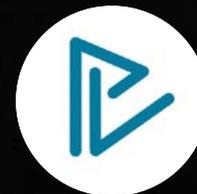
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MAGAZINE

NOCTURNO



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THE PARALLEL
VISION

CHE DONNA



BESTMOVIE

CIAK
MAGAZINE



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