

EFFECTUS CONTEST 2024 REGULATIONS

Category Special hairstyles

1) REGISTRATION

The competition is open to every Hair Stylist of the World, without limit of age, who can demonstrate a minimum knowledge of the matter (pictures are required). The experience will be evaluated on the basis of the photographic material proposed but will not be subject of evaluation. The participation fee is € 30 and it needs to be provided together with the filled registration form by the 31th of July 2024. The registration form is downloadable from our website www.effectusevent.com in the contest section and needs to be submitted to: infoeffectus@gmail.com specifying as a subject "competition enrolment". The formats accepted are JPG and PDF. Please submit together to the form the receipt of payment, whose specifications are indicated in the form.

2) WHERE and WHEN

The Contest will be held in Rome within the **Effectus Event**, on September the 21th 2024, at the **Città dell'Altra Economia**, Largo Dino Frisullo, snc, 00153 Roma RM (www.cittadellaltraeconomia.org)

Each artist will be provided of a work station comprehensive of a chair, a table, adequate lights and electrical connections for equipment such as hair dryers and airbrush compressors.

3) CONTEST THEME

The theme of the contest is:

MONSTERS FROM THE LITERATURE

With maximum freedom of interpretation by the artist, remembering that the contest is dedicated to special hairstyles (avant garde, wigs, hairpieces and hair products connected to the model's hair).

4) METHOD OF CONDUCT

It will be allowed to work with hairpieces and pre-styled wigs that must be finished and applied on site (participant's responsibility)

There are no technical constraints: synthetic hair, natural hair, fibers of all kinds as long as they are suitable techniques for achieving the job. The only constraint is given by the use of professional products and cosmetics that do not compromise the safety of the model and the surrounding environment.

It is possible to apply makeup to the model in the time before the competition.

Before the official start of the contest it is not allowed to start the preparation work of the head, however you will have one hour available for the preparation of your workstation before the start of the competition (e.g. arranging products, prostheses and workstation).

During the contest:

- Each competitor must arrive on site with their own model who must already be 18 years old. (if necessary, it is possible to contact the EffectUs association to obtain one, if notified in time). The models will have to sign a release (under penalty of exclusion from the competition) which will be delivered upon arrival at the reception.

- It is possible to carry out the work individually or in teams.

- **The time available will be 2 hours, from 14:00 to 16:00.**

Participants must be equipped with:

- materials needed to make the hairstyle they designed in the previous weeks.
- Personal equipment (for example, hair dryers, combs, irons, etc.) for creating the hairstyle.
- Stage dress: to complete the characters, it is required to provide an inherent costume. It is allowed to dress after the end of the challenge time unless some components of the costume need to be worn before doing the hairstyle (e.g. clothes that are difficult to put on afterwards).

5) EVALUATION CRITERIA

The art work will be judged by a team of professional cinema hairdressers.

The evaluation criteria will correspond to a score, the sum of which will decree a trio of winners for First, Second and Third place.

Will be assigned:

- Points from 1 to 15 for: skill in creating the hairstyle (shape and cleanliness will be checked)
- Points from 1 to 15 for: quality of the technique
- Points from 1 to 15 for: interpretation of the theme and creativity

A fashion show of the models will follow in conjunction with the evening aperitif with music provided by the organizers. The award ceremony will take place by the end of the day (about 30 minutes after the evaluation), with the delivery of the prizes.

6) PRESS

The prizes are being defined and will be communicated as soon as they are defined.

7) INFORMATION REQUEST - CONTACTS

For more details write an e-mail to: infoeffectus@gmail.com

or contact the following numbers: +39 349 4588172 (Giulia Giorgi)