



The Makeup Show Producer, The Powder Group Celebrates Five Year Anniversary with the Launch of The Artist Summit

A 2-day educational summit for the professional makeup artist community, featuring seminars, panel forums and hands-on workshops from top makeup artists. And introducing The Summit Shop-a unique pro-retail experience with free admission to pro makeup artists and consumers alike.

New York, NY, October 05, 2008 --(PR.com)-- The Powder Group, producers of The MTakeup Show, The American Beauty Tour, Evolution and publisher of On Makeup Magazine, celebrates its five-year anniversary this October with the launch of The Artist Summit on October 12-13, to be held at Metropolitan Pavilion's, The Gallery (4th Floor) and The Level (5th Floor) at 125 West 18th Street.

The Artist Summit is an annual, two-day artist program open to professional makeup artists as well as non-professionals who share a pro-like passion for the art of makeup. The program consists of seminars, hands-on workshops, and panel forums with some of today's top makeup artists including James Vincent, Jon Hennessey, Billy B, Trefor Proud, Kate Best, Joanna Schlip, Justen Brosnan, Kevin James Bennett, Eve Pearl, Linda Mason, Sandy Linter, AJ Crimson, Michael DeVellis, Johnny Lavoy, Sylvia Pichler, Landy Dean, Colleen Runne, Orlando Santiago, Alison Raffaele, Tobi Britton, Cindy Gardner, Yana Chupenko, Gregg Hubbard, DeShawn Hatcher, Craig Lindberg, Margina Dennis, Linda Mason, Viktorija Bowers, David Goforth, Floriane David, Sarah Lucero, Elke Von Freudenberg, and more.

Attendees will have access to over 70 seminars and forums plus 24 hands-on workshops on comprehensive topics including everything from Hi-Def techniques, TV and FX essentials, to airbrush basics and advanced detailing, eyebrow workshops and essential eyes, theater and character makeup, as well as, makeup for photography and print advertising to how to develop your own makeup line and creating a successful career as a makeup artist. A complete list of topics and schedule of events are updated and available online at www.theartistsummit.com.

The Summit Shop, a new and original retail experience will debut at The Artist Summit, featuring new brands and pro-favorites offering their latest products and tools at professional discount rates. The Summit Shop is open to all professionals and consumers, and does not require a pass or fee to enter. Brands participating in The Summit Shop include Summit Sponsor, Crown Brush, along with top brands and new lines including Make Up For Ever, Stila, Alcone, Mario Badescu, Temptu, Alison Raffaele Cosmetics, Pencil Me In, Royal Brush, Shiny Mama, Armour Beauty, Linda Mason Elements, Makeup Mania, The Brush Guard, Obsessive Compulsive Cosmetics, Kissable Couture, Naked Cosmetics, and introducing 9x9 by The Powder Group.

9x9 by The Powder Group is a limited edition collection and collaboration with nine top makeup artists, each designing a unique set of nine products to be unveiled throughout this Fall/Winter. The first three collections are by Jams Vincent, Johnny Lavoy and Greg Hubbard, and will launch exclusively through The Summit Shop.

Advanced One-Day Pass is \$125 (\$145 after October 9) while a Two-Day Pass is \$245 (\$290 after



October 9) and gives access to seminars and panel forums. The hands-on workshops are intimate and closed sessions presented by renowned makeup artists. Space is limited and participation is at an additional fee offered at two levels: Master Workshops are \$135 and Workshops are \$65. Schedule of workshops and advance tickets are available online at www.theartistsummit.com or through 1.866.876.9337.

For press inquiries, media accreditation and passes for coverage only, contact STATE Public Relations, directly at +1.646.714.2520 or email theartistsummit@statepr.com.

About The Powder Group

Celebrating its five-year anniversary in October 2008, The Powder Group is your ultimate makeup confidant, a one-stop makeup and beauty concierge service and powerhouse resource for professionals and consumers who are passionate about the art of makeup. Intelligence for all aspects of the art of maquillage, from artist services, events, and program development to the latest tip-offs on how to achieve looks direct from the fashion runways and celebrity red-carpets. Founded in 2003 by Michael DeVellis - also the founder of The Makeup Show, On Makeup Magazine, The American Beauty Tour and Evolution, an advanced artist retreat held semi-annually in Cape Cod - The Powder Group is comprised of professional and celebrity makeup and beauty talent from around the globe with backgrounds in fashion, beauty, editorial, television, film, and special effects; a go-to team of makeup artists from every area of expertise. The company produces and manages both company and client branded educational events, product development projects, editorial photo and writing assignments, as well as literally aspect of any makeup-related projects or the hiring of makeup talent. For more information please visit www.thepowdergroup.com

About The Makeup Show

Founded and co-produced by The Powder Group and Metropolitan Events and Production, The Makeup Show is the only pro-focused beauty industry event held annually in New York and Miami. Leading with The Makeup Show New York in May 2006, The Makeup Show has become the preeminent beauty event. Dates for the 2009 shows are The Makeup Show Miami: February 22 & 23, 2009 at The Miami Beach Convention Center, and The Makeup Show NYC: May 17 & 18, 2009 at Metropolitan Pavilion. The Make Up Show is also excited to announce The Styling Pavilion at The Makeup Show Miami, a pro-focused event within The Makeup Show for hairstylists and makeup pros interested in spanning their pursuits into the world of hair. The Styling Pavilion will feature styling products, tools, seminars, hands-on workshops and keynote forums. By bringing together beauty professionals, industry educators, retailers, product companies and manufacturers, The Makeup Show has succeeded as an unparalleled event, casting divas from the worlds of fashion & beauty, special effects, film & television, theater, and product development. For more information please visit www.themakeupshow.com

About On Makeup Magazine

Launched in Winter, 2008, On Makeup Magazine is the first-ever artist focused print publication based in the beauty capital of the world - New York City. Published quarterly as Winter, Spring, Summer and Fall issues, On Makeup Magazine is driven by a pro-perspective with an aesthetic and editorial direction created for broad appeal to makeup professionals, consumers and the entire beauty industry. Each issue is



packed with original photography, beauty and product stories, technique tips and interviews with top artists from every area of the makeup artistry. Each issue also features entertainment projects from the areas of Film: Sex and the City, The Women, The Duchess; Television Ugly Betty, The Golden Girls, Swingtown, and Theater: Wicked, Lord of the Rings, The Gold Dust Orphans. The first issues of the groundbreaking publication have included beauty stories or features dozens of top artists and productions and have featured hundreds of products, from mass to luxury brands, side-by-side in exclusive product photo features. The publication will be joined in late 2009 by On Styling Magazine, with a focus on the freelance and salon hairstylist with the same format and content base. For more information please visit www.onmakeupmagazine.com

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