

International
M.U.A.
F E S T I V A L
BY LOVE RICH

PROFESSIONAL
COMPETITION
POLLER



International
M.U.A.
FESTIVAL
BY LOVE RICH



GENERAL SPONSORS:



Introduction To The International M.U.A. Festival By LoveRich

We thank you for your interest in the International M.U.A. Festival by Love Rich – Professional competition. This presentation contains all the necessary information participants should know before registering for the competition.



Basic Information

The International M.U.A. Festival by LoveRich is supported by the esteemed make-up brand KRYOLAN and will be held in Belgrade on 27th -28th October 2018.

The Professional competition will be held on 27th October 2018.

The entry fee for the Professional categories is **€50** for the applications received before **19.10.2018**, while after this date, until 26.10.2018, the entry fee is **100€**.

For this price you gain access to both days the Festival is held on.

(Including seminars and a forum.)



rs.kryolan.com

How To Apply

Please fill in the application form you will receive via e-mail and send it before 19th October 2018 to kryolan@loverich.es

In order to qualify for the early bird price of 50 €, your application must be received and processed by this date. All the applications received past this date will be charged 100€.

The logo for Kryolan, featuring the word "KRYOLAN" in a stylized, colorful font. Each letter is filled with a different color: K (pink), R (blue), Y (green), O (yellow), L (red), A (purple), N (orange).

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Festival Rules

Registration

- The entry fee must be paid in full when registering for the event. **Refunds will not be possible.**
- The organizers of the Festival will confirm your participation via e-mail based on your application form and only after your payment has been processed. (The waiting period is no more than 10 days) You will receive an invitation which you must bring to the event as a proof of payment. Participants who do not bring their invitation or are not present on the register will not be allowed to enter the event unless they pay the full amount of 100€ on the day of the event, if there are any available spots left.



Festival Rules

Registration

- We cannot guarantee available spots after 25th October 2018 or for those who wish to register on the day of the event.
- You must familiarize yourself with the categories before the event and register for the correct one. You must also inform yourself about the theme and the start times of your chosen categories.



Festival Rules

Working space

- Your working space will include a table, chairs and a socket. We advise you to bring your own electrical extension lead if you believe you will need it.
- No smoking, eating or drinking is permitted during the competition.
- You must leave the competition area as you found it.
- You are expected to keep the noise and conversation to a minimum during the competition.
- All mobile phones must be turned off during the competition. Otherwise, you may be disqualified.

Festival Rules

Timetable

- The time frame is set by the International M.U.A. Festival by Love Rich and you must abide by it.
- Participants who arrive after the specified start time will not be allowed to compete.
- However, the suggested timetable can be changed due to some operational constraints.

Festival Rules

Models

- You must bring your own model who must be over the age of 18.
- You must bring a protective cape to protect model's clothing.
- If the model is not fully clothed, intimate parts must be covered in accordance to the industry standards. Any unprofessional products may result in a disqualification.
- You can dress your model to suit the theme and the desired look.
- The model's hairstyle can be done before the competition with any kind of hair accessories. If you wish, you can bring a hairdresser along, but he/she may assist you only with the hairstyle and you must work simultaneously.
- Competitors are not allowed to have any kind of assistance during the application of make-up.

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Festival Rules

Equipment

- You are supposed to bring all the equipment, make-up and tools.
- If you are to bring a moodboard or a portfolio, they must not be larger than A3 in size.
- You must follow strict hygiene rules when applying make-up. Otherwise, you may lose points.
- You are not allowed to advertise any companies, make-up products or studios during the competition.



Festival Rules

Organization

- All decisions by the International M.U.A. Festival by LoveRich judges are final and cannot be appealed. All scoring will remain confidential to International M.U.A. Festival by LoveRich organizers.
- If you fail to abide by the Festival rules, you will be either disqualified or lose points, depending on the organizers' decision.
- Organizers of the International M.U.A. Festival by Love Rich reserve the right to reject the application for participation.
- Photographs will be taken throughout the International M.U.A. Festival by LoveRich an official photographer. The organizers of the International M.U.A. Festival by LoveRich reserve the right to use the work as they see fit.



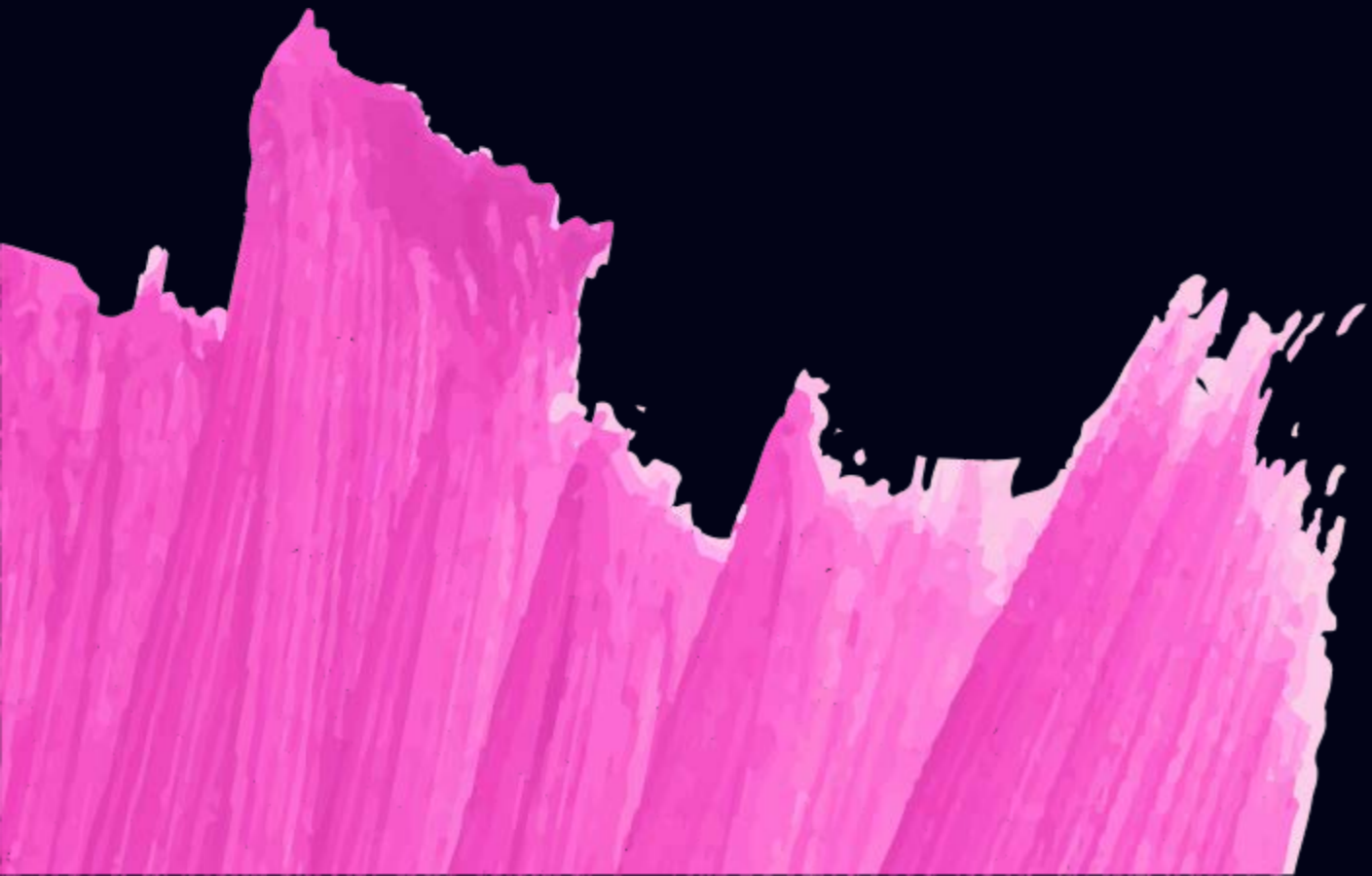
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PROFESSIONAL COMPETITION CATEGORIES

Beauty Make-up

Theme: **PURE** COLORS

Release your imagination, let yourself be led by the colors and highlight the very best. Create your own style. Make-up must be applied to create a photo-ready Beauty look.



PURE

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PROFESSIONAL COMPETITION CATEGORIES

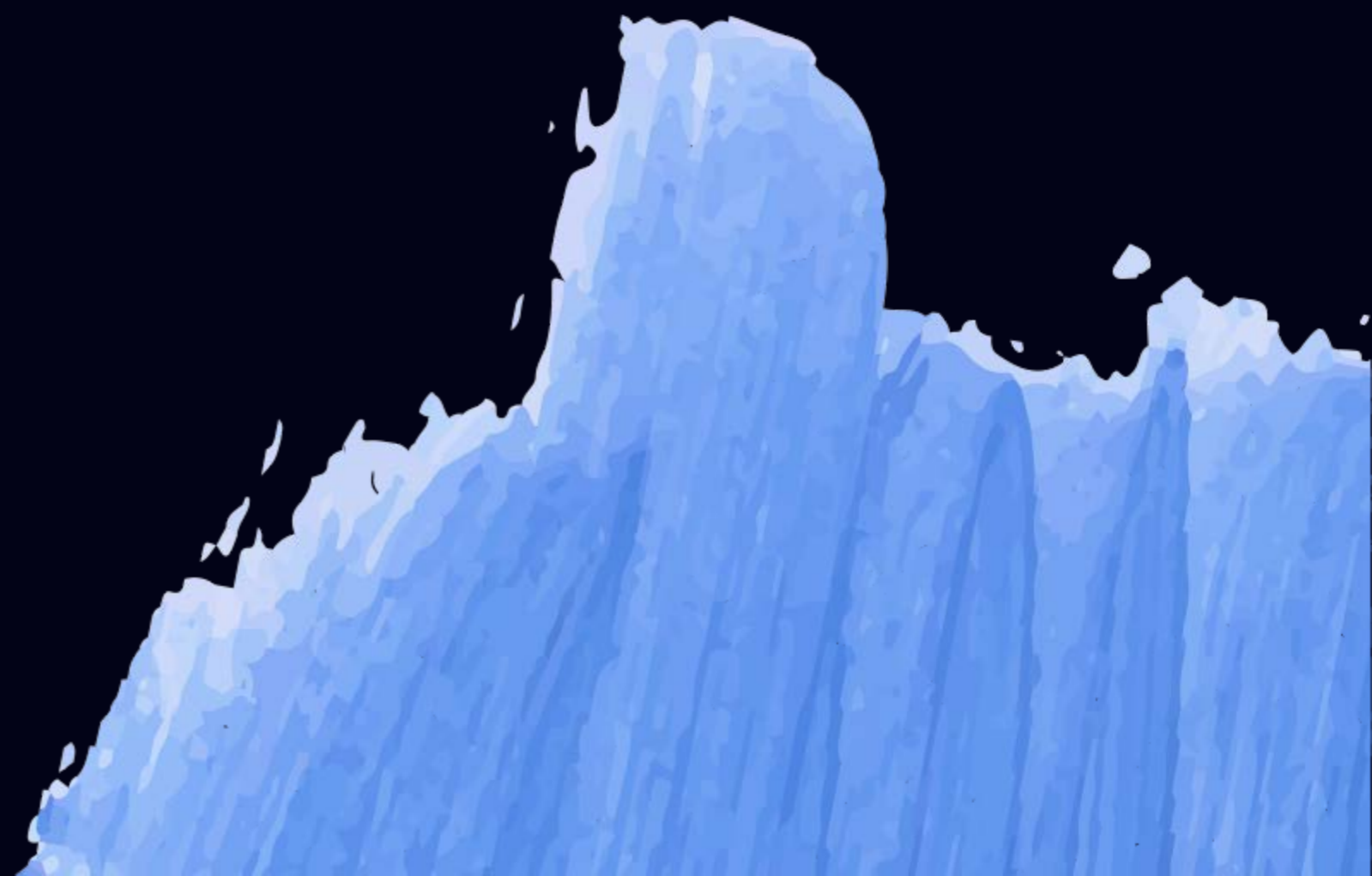
Fantasy Make-up

Theme: **PURE** COLORS

Express your creativity in the category of stage make-up, using prosthetics and other cosmetic appliances so as to create your own expression. Make-up must be applied to create a photo-ready Fantasy look.



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PROFESSIONAL COMPETITION CATEGORIES

The Professional competition is split into two categories and you must choose which to apply for. You can only apply for one category.

For each category you must bring a portfolio briefly showcasing the inspiration, techniques and the products you will be using for the final product. It must not be larger than A3 in size.

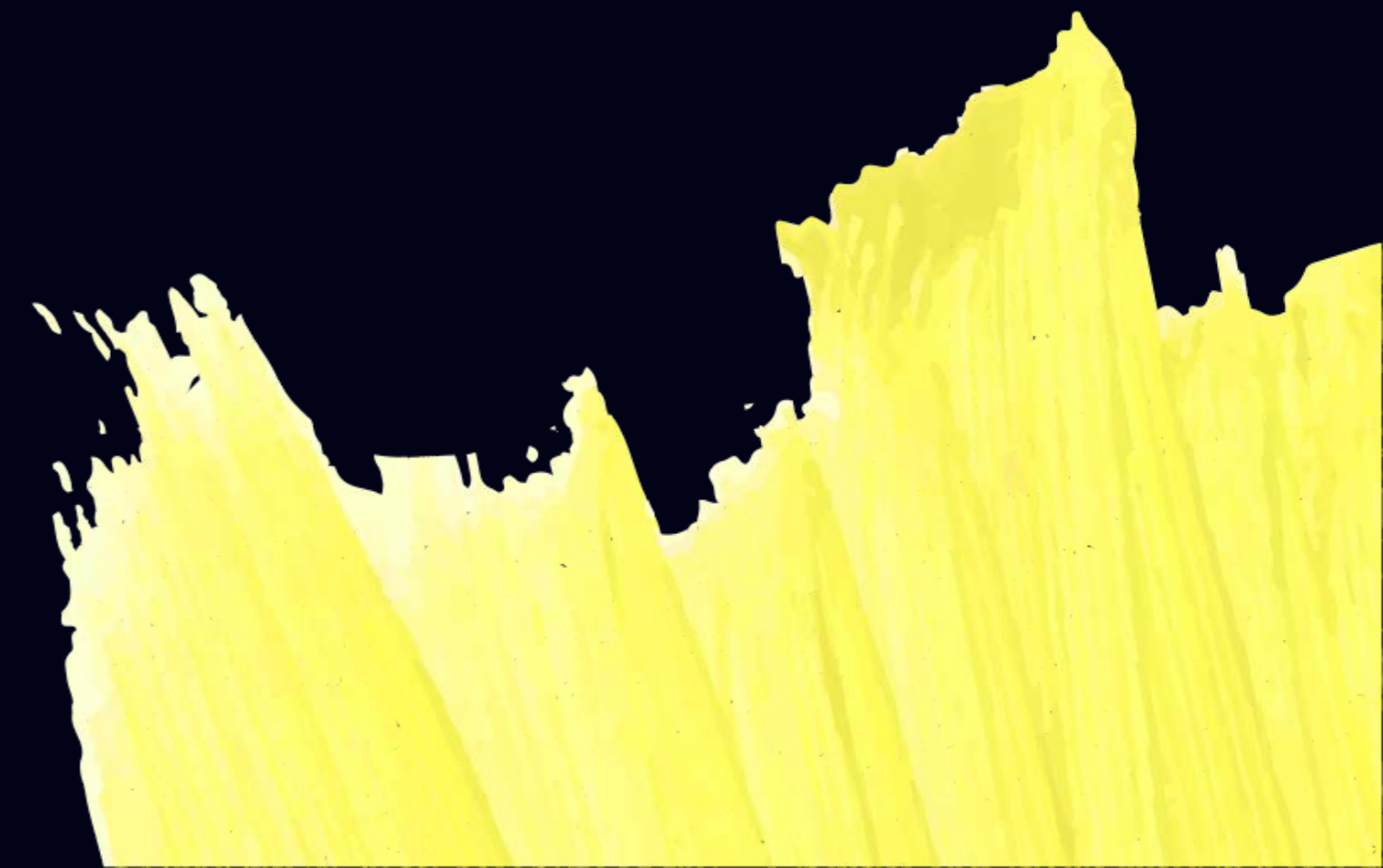
Each category is designed to give you the opportunity to showcase your talent within a 90-minute-session. Your work will be judged during and after each session, in accordance with a specified scoring system



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The Panel Of Judges

Judging will take place throughout the competition with judges monitoring the progression of your work as well as the compliance with the hygiene and safety standards. After each category the full panel will judge all the models based on the criteria outlined in this presentation. Award winners in each category will be selected from these scores, as well as the overall opinion of the judges.



AWARDS

- *Best Beauty Make-up*
- *Best Fantasy Make*

For each category, the winners will be awarded with make-up products in the amount of 1000€ and a crystal trophy, a certificate and a Glamcor lamp. The second place will be awarded with make-up products in the amount of 500 €, and third place of 250€, along with a crystal trophy and a certificate.



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Competition Timetable

09:00 –Registration

10:30 –12:00 –Student competition

11:00 –12:00 –Judging: Students

12: 00 –12:30 –Preparation for the Professional competition

13:00 –14:30 –Professional competition: Beauty Make-up

13:00 –14:30–Judging: Professionals –Beauty Make-up

15:00 –16:00 –A break

16:00 –16:30 –Preparation for Fantasy Make-up

16:30 –18:00 –Professional competition: Fantasy Make-up

17:00 –18:00 –Judging: Professionals –Fantasy Make-up



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Competition Timetable

09:30–Entry

10:00 –11:00 –A seminar: Bridal look, themed Pure colors

11:30 –12:30 –A seminar: High Fashion look, themed Pure colors

13:00–14:00 –A seminar: Air Brush technique, themed Pure colors

14:00 –15:00 –A break

15: 30–17:00 –A Forum (All the participants and the instructors)

20:00–24:00–Award ceremony and a party



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Judging Criteria – Professional Competition

Hygiene –all categories

- Professional uniform and a hairstyle, jewelry kept to a minimum
- Neat workspace with efficient layout and an efficient positioning of the model
- Disinfection
- Waste disposal
- Prevention of cross contamination
- Consistent hygiene including use of hygiene tools

Methodology –all categories

- Good communication between the model and the MUA
- Face chart and a brief description of the design



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Judging Criteria – Professional Competition

Artistry – Beauty Make-up

- Skin preparation
- Professional application of foundation
- Make-up base / primer
- Color matched foundation
- Understanding of the color wheel
- Corrective make-up
- Eyebrows
- Eye make-up textures and finishes
- Finishing powder
- Blusher & Bronzer
- Lip Color
- Durability
- Make-up styles and techniques displayed
- Working to the short description
- Current trends
- Suitability for category
- Suitability for the theme
- Creativity
- Overall judges opinion

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Judging Criteria – Professional Competition

Artistry – Fantasy Make-up

- Shading & highlighting techniques
- Blending techniques
- 3D Make-up techniques
- Use of pre-made prosthetics
- Use of facial postiche
- Use of full body make-up
- Stencilling techniques
- Styling, hairstyle and accessorizing
- Understanding of make-up styles and techniques
- Working according to the short description
- Suitability for category
- Suitability for the theme
- Creativity
- Overall judges opinion

FESTIVAL VENUE

The International M.U.A. Festival by Love Rich 2018 will be held at the Crowne Plaza Hotel in Belgrade.

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ENTRY PASSES

Every person accompanying you has to be registered for an entry pass. Competitors will be registered automatically but it is your responsibility to register for models and anyone accompanying to the International M.U.A. Festival by Love Rich. If you do not receive an invitation before 25th October, please contact us at kryolan@loverich.es

Please do not forget to bring your invitation as proof of payment. Without exception, anyone who does not bring their invitation and is not listed on the competition register will not be permitted to enter the event unless full payment of 100€ is made on the day, if there are any available spots.



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If you have read and accept all the rules, please send us an inquiry at kryolan@loverich.es so that we can send you the application form.

We are looking forward to hearing from you!

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