

ASSOCIAZIONE CULTURALE

EFFECTUS

SPECIAL MAKEUP FX EVENT

PRESS RELEASE

2022

THE EVENT 2022

EffectUs Event, is organised by the namesake Cultural Association, formed by professionals of the Special Make- Up Effects industry, students and amateurs.

NETWORK - TECHNIQUES EXCHANGE – PROFESSIONAL GROWTH

The **24th and 25th September 2022** at Lanificio 159 (Rome) took place the eighth edition of the convention made in Italy entirely dedicated to the Special Makeup Effects.

During the two days four were the main activities:

- EDUCATION** with 7 conferences and 10 workshops
- TRADESHOW** with 15 stands from Italy, UK, Germany and United States.
- **ART** with more than 70 artworks by 20 artists
- CONTESTS** of makeup fx, Sculpture and kids contest



THE AUDIENCE

EffectUs is an event that puts in contact all the aspects that 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 audience is very young and hyper-competent supported by simple onlookers and neophytes who were able to take their first steps according to the logic of touching to believe



THE NUMBERS

- 13500 views on Youtube
- 10500 views on Instagram
- 2261 account reached on Instagram
- More than 600 visitors national and international.
- 70 Artworks by 22 artists on display
- 40 Guests
- 25 Exhibitors and sponsors from 4 countries
- 21 Masterclasses and workshops during and after the event
- 18 Contest participants

2022 FOCUS SUBJECTS

The choice of themes is always given by a careful analysis by the artistic committee combined with the needs expressed by its associates and the directions that the film industry is undertaking.

IN 2022 the spot of EffectUs was on:

- THE NATIONAL CREW CONTRACT
- TECHNIQUES OF MOULD MAKING
- TECHNIQUES OF PROSTHETIC APPLICATION
- MATERIALS
- SPECIAL PROPS
- THE SET AND THE WORKING ENVIRONMENT
- FX AND NEW DIGITAL TECHNOLOGIES (3dscanning, 3d printing, 3d modelling)

All this thanks to the work of our tutors, Special Effects industry professionals, who put their knowledge at the service of the association. The workshops and conferences of each edition remain available on the EffectUs' Vimeo channel, exclusive for the association members.



THE TRADE SHOW

As every year, the trade show space was a unique moment **FOR THE AUDIENCE** to come into direct contact with suppliers and manufacturers of the materials used in the field, to be able to update themselves on the latest products on the market as well as to establish direct relationships with the suppliers.

FOR THE SUPPLIERS was an opportunity to establish a business relationship with potential national and international partners present among the other and expand their sales range. Over the course of 8 years many cinema's artisans that took part of the show have been able to export their artifacts abroad and close international deals thanks to the support of EffectUs, which helped them step by step in the market analysis and in the conclusion of deals. Thanks to the event it was also possible to reach Italy and raise the awareness of distributors of high quality products previously unavailable in the country.

FOR THE WORKSHOPS of the industry it was a possibility to meet potential new **WORKERS** as for them to be knowm.



SPECIAL GUESTS

Among the special guests who walked the stage of the 2022 edition

ANDREA LEANZA, after two decades of experience in the field as freelancer, in 2019 he founded ALCFX (Andrea Leanza Creatures FX). Among his works, A Classic Horror Story, Hammamet, Il Traditore, Il primo Re, Suspiria, Resident Evil 6, Il Racconto dei Racconti, Ben-hur, World War Z.

SILVIO TASSINARI, aeronautical expert and industrial designer; he has been dealing with 3d print and digital manufacturing processes for over 15 years. In 2016, he founded FabFactory, a design and manufacturing services company.

MARCELLO BARETTA, italian director, founder of the cinematographic brand GoPractical, which among the company goals is not to use digitals effect in their production.

MORTEN JACOBSEN, professional special makeup artist since 1988, he worked in more than 250 films and series, including all Lars von Tier's films since 1990, Dark (netflix), Harry Potter, Deathly Hallows and Men & Chicken.



PAST EDITIONS GUESTS

2015

SERGIO STIVALETTI (IT)
LUIGI ROCCHETTI (IT)
NEILL GORTON (UK)

2016

GIANNETTO DE ROSSI
(IT)
JORN SEIFERT (DE)
CLIFF WALLACE (UK)
STEVE PAINTER (UK)
GIULIO PEZZA (IT)

2017

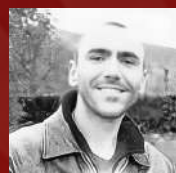
DANIELE TIRINNANZI (IT)
ROGIER SAMUELS (NL)
GORAN LUNDSTROM (SWE)

2018

IVAN POHARNOK (HU)
GARY CHRISTENSEN ((USA)
PATRICIA L. TERRY (USA)
JAVIER CORONILLA (SP)
CLINTON AIDEN SMIT (ZAF)

2019

LORENZO TAMBURINI (IT)
DAVID WHITE (UK)
GEORGE & ROULIOS ALHAZOUS
(GR)
LISA CARRCEDO (UK)



2020

EMANUELE DE LUCA (IT)
STEVE LA PORTE (USA)
CLINTON AIDEN SMITH (ZAF)
ROB CARLISLE (ZAF)
JAVIER CORONILLA (ESP)
MARK COULIER (UK)

2021

NACHO DIAZ (SP)
NEILL GORTON (UK)
PIERRE OLIVIER PERSIN (FR)

I CONTEST



FACE MAKEUP FX
LUCA PONTASSUGLIA



SCULTURA
PETRA VERDUCHI



KIDS CONTEST

LA MOSTRA



FUTURE GOALS

EffectUs is much more than an event is a “category association” with clear goals which pursues throughout the year. Thanks to the organization of the effectus event itself for 2023 the association will continue the work on:

- ACKNOWLEDGMENT OF CATEGORY INSIDE THE CCNL TROUPE
- RESEARCHE
- RAISING AWARENESS OF ASSOCIATIVE ACTIVISM AMONG NEW GENERATIONS
- DISSEMINATION OF ARTISTIC KNOWLEDGE
- CREATING OPPORTUNIRIES
- CREATING A BRIDGE BETWEEN SCHOOL AND WORK



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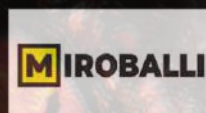
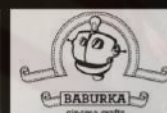
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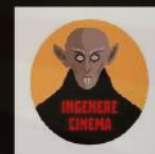
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