

# EFFECTUS

SPECIAL MAKEUP FX EVENT

DIGITAL EDITION

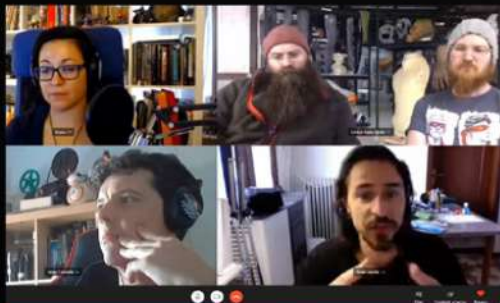
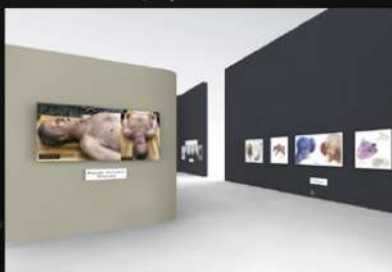
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R E L E A S E  
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## THE CONCEPT

# 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.



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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.



STEVE LA PORTE



MARK COULIER

## THE 2020 EVENT

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SPECIAL MAKEUP FX EVENT

Given the global pandemic situation, the sixth edition of the convention entirely dedicated to **Special Makeup Effects** didn't stop and has been reshaped in a **digital mode**. After four preparatory Youtube lives it has been held the final act on **19 and 20 September 2020**. On these two dates, four were the main activities:

- A **double live streaming** of over 6 hours a day on our Facebook page and on our Youtube channel, in Italian and English, which collected live conferences and pre-recorded workshops;
- a **digital tradeshow** with access to the e-commerce of our digital suppliers from the home of our website;
- a **digital exhibition** with over 50 artists from all over the world;
- 2 **virtual contests**: makeup fx and sculpture.

Thanks to the digitization of the event, this year the show reached its maximum level of diffusion with over 6000 views. EffectUs Event public is composed by a very young and hyper-competent audience, professionals, curious and neophytes who have been able to take their first steps in this universe.

This year, the **art exhibition** in the digital version hosted 55 artists from 11 countries in 2 galleries with 156 pieces. Follow the link to the trailer of the exhibition.

<https://www.youtube.com/watch?v=wuJa8TztcIY>

The **audience** of the event saw all generations of professionals, from the old school to the next generation of make-up artists just out of academies. The bravest challenged each other in the various themed **contest** on "BIOHAZARD POLLUTION: human mutations caused by environmental pollution": sponsored by TILT Professional Makeup London, Samas Cases, Stan Winston School, Skint.it and the **Sculpture contest**, sponsored by Miroballi Sculpting Tools.



## THE GOALS

# EFFECTUS

SPECIAL MAKEUP FX EVENT



the 2 days of the event | Subscribe to our Youtube Channel | Subscri



In addition to networking and "peer to peer" knowledge exchange, the focus of the event is on **training** and knowledge updating, conferences, live demos and **workshop**, all for free. This year particular focus has been on the technical and management fundamentals of the Sfx work, airbrushing and chemical materials. Among the tutors of this year: Valentina Visintin, David Bracci, Daniele Tirinnanzi and Horacio Martinez.

Thanks to the social networking and the prestige acquired within the six 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 specialized 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 two years for the renewal of the Italian National Collective Contract Agreement for Cinema Workers, the EffectUs Association is moving in the direction of carrying out **industry association activities** representing the Special Makeup Effects category in Fidac (Italian Federation of Cineaudiovisual Associations) and in situations of various levels (such as negotiations for the new Contract), and the drafting of COVID protocol for the industry.

# SPECIAL GUESTS

## EFFECTUS SPECIAL MAKEUP FX EVENT



Virtually names from the national and international scene attended, first of all on Saturday, **Emanuele De Luca**, special Italian make-up artist (whom we remember for Freaks Out, Suburra - the Series, Gomorra - the Series, La Grande Bellezza, Pasolini, They Call Me Jeeg Robot, The Thirteenth Apostle, as well as candidate for the David di Donatello with the film Riccardo và all'inferno by Roberta Torre) and, **Chiara Chiappa**, labor consultant at Studio Metis.



Following the famous **Steve La Porte**, American make-up artist whose career includes over fifty feature films including The Color Purple, The Golden Boy, Lost Boys, Beetlejuice (for which he won an Oscar), Terminator 2 & 3 and Windtalkers. In addition to the Academy Award, he was also awarded the Prime Time Emmy Award for The X-Files, the Saturn Award for Beetlejuice and the Makeup Guild Award for Breaking Bad.



On Sunday the first conference of the event hosted, the South African make-up artist **Clinton Aiden Smith** took turns, who we remember in works such as The Dark Tower, Mad Max Fury Road, The Last House on the Left, Resident Evil Final Chapter, he collaborated as an independent artist on Guardians Of The Galaxy, World War Z, and his collaborator **Rob Carlisle** physical and digital prop maker that we remember for works such as Starship Troopers, Tremors and Free Willy.



The Italian make-up artist **Valter Adam Casotto** whom we remember as a senior prosthetic make-up artist, in films such as Harry Potter 7, X-Men: First Class, Prometheus and The Hobbit; the spanish animatronic designer **Javier Coronilla** among whose credits include Victor Frankenstein, Star Wars VII: The Force Awakens, Rogue One, Star Wars VIII: The Las Jedi, A Monster Calls and many others; and **Diana Branca**, Italian digital sculptor.



We then had **Andrea Leanza**, professional sculptor and prosthetic make-up artist, with almost 20 years of experience winner of the David di Donatello for "Hammamet", among the his numerous works we remember The First King, for which he receives a nomination for the David di Donatello 2020 together to colleagues Visintin, Tamburini and Pastore, he has also worked on productions such as Resident Evil, World War Z and Suspiria. And finally **Mark Coulier**, well-known British prosthetic designer and manager of Coulier Creatures, as well as winner of two Oscars and two BAFTAs: in 2012 for The Iron Lady and Grand Budapest Hotel he also won two Emmy Awards for "Arabian Nights" and "Merlin".

PAST EDITIONS  
SPECIALS  
GUESTS

EFFECTUS  
SPECIAL MAKEUP FX EVENT

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



**2019: Lorenzo Tamburini** whom we remember for the TV shows Mai dire Gol, Quelli che il Calcio and collaborations in movies such as El Labirinto del Fauno, Thor 2, WWZ; The Guardians of the Galaxy, Tale of Tales and as Prosthetics Designer for movies like Ben Hur, The Traitor, Trust and Dogman which earned him a David di Donatello and an EFA. **David White** founder of Altered States FX, among his works we mention: Guardians of the Galaxy, Maleficent 2 (Mistress of Darkness) and a prequel of Games of Thrones. **George e Roulios Alhazous**, founders of the first special effects company in Greece, the Alahouzos Studio FX, their work has appeared in hundreds of local and international movie and television productions. **Lisa Carracedo** artist who started working for Neal Scanlan in the movie Charlie and the Chocolate Factory in the hair and fur department, she is active in the paint and hair department at Madame Tussauds in London, she has worked on movies such as Hell Boy 2, Wolfman, Harry Potter, Thor 2, Guardians of the Galaxy, Dark Crystal, Fantastic mr Fox, Frankenweenie and Isle of Dogs.



**2018: Ivan Pohamok** 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.

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**2017: Daniele Tirinanzi** 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** who worked on cult movies such as Visconti's "The Leopard", Mankiewicz's "Cleopatra", Sergio Leone's "Once Upon A Time in the West", Bertolucci's "1900", and Lynch's "Dune"; Jörn Seifert German native, co-founder of the company Twilight Creations, a ten-year-old Studio working in international productions such as "The Physician", "Hansel and Gretel: Witch Hunters", "Game of Thrones" and "Harry Potter 7"; **Giulio Pezza** makeup artist of the famous TV series "Gomorra"; **Cliff Wallace** British Makeup FX Designer who worked on over 70 films, among them "War Horse", "Hellboy 2", "Black Hawk Down"; and **Steve Painter**, also from England, whose work includes titles as "Save Private Ryan", "The Gladiator", "Clash of the Titans" and "Babel".



**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** who 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 Marinarium, which took part to the films "Reality" and "Tale of Tales" by Matteo Garrone and many others.

EDUCATIO  
TUTORS 2020

EFFECTUS  
SPECIAL MAKEUP FX EVENT



VALENTINA  
VISINTIN

ON SET:  
WHAT'S IN MY KIT



D A V I D  
B R A C C I

FILLERS AND FIBERS:  
WHEND AND HOW



VALENTINA  
VISINTIN

BASICS OF PROSTHETIC  
APPLICATION



H O R A C I O  
M A R T I N E Z

AIRBRUSH BASIC



D A N I E L E  
T I R I N N A N Z I

EYE MAKING



CONTEST

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1ST PLACE  
MAKEUP FX

Giulia Cristino



1ST PLACE  
SCULPTURE

Lisa Marie Rieghel

# CONTEST A R E A

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2 0 1 5



FIRST PLACE  
STUDENTS  
AND AMATEURS

Michi Amato

2 0 1 6



FIRST PLACE  
STUDENTS  
AND AMATEURS

Alice Morgillo

2 0 1 7



FIRST PLACE  
STUDENTS  
AND AMATEURS

Edoardo Ayres  
Da Motta

2 0 1 8



FX MAKEUP

Francesca Tognoni



BODYPAINTING

Tiziana Camacci

2 0 1 9



MAKEUP FX  
Beatrice Tell



BODYPAINTING  
Samantha Polini



SCULPTURE  
Federica Morittu



FIRST PLACE  
PRO  
CATEGORY

Stefania Piovesan



FIRST PLACE  
PRO  
CATEGORY

Sara Guerrasio



FIRST PLACE  
PRO  
CATEGORY

Sara Guerrasio



COSTUMES

Bogdan Catalin Pulbere  
Jessica Bianchini



SCULPTURE

Andrea Eusebi

# THE TRADE S H O W

## EFFECTUS

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Over the course of 6 years, the most important companies in the production, distribution and sale of the fundamental brands in the world of Special Effects have passed through the EffectUs trade show space, thus becoming a unitary place for finding specialized materials and for updating on the new releases that vendors have to introduce to the Special Makeup FX industry. The suppliers of the EffectUs ranks range from producers of Italian artisan tools for sculpture to distributors of international brands such as Smooth On and



EFFECTUS is the code "Innovation". 20% of discount for the 9 days of the event! Subscribe



Neill's Materials; it is important for professionals to find all these competitors united under one roof, although digital, in order to be able to make a conscious choice of their purchasing possibilities and possible working affiliations with one brand over another.

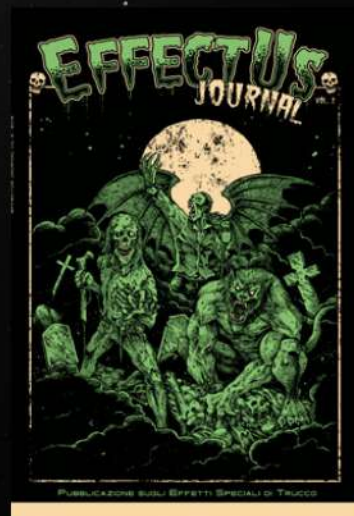
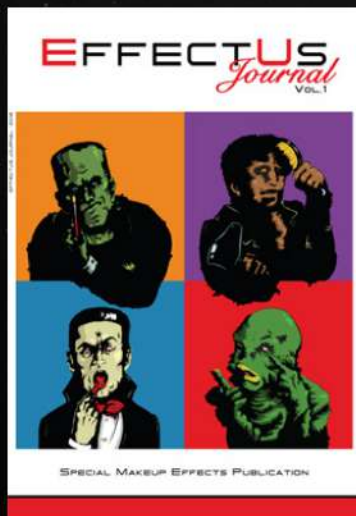


A CULTURAL  
COMMUNITY

EFFECTUS

SPECIAL MAKEUP FX EVENT

The EffectUs Cultural Association during its 7 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 **specialized publication** issued in two languages that collects articles written by professionals: overview, interviews, tutorials and much more, which saw already its second release.

## REVIEWS

## EFFECTUS

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