

# EFFECTUS

SPECIAL MAKEUP FX EVENT

P R E S S  
R E L E A S E  
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# CONCEPT

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.



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.



## THE 2021 EVENT

The **25th and 26th September 2021** live from Rome, on the association's Youtube Channel and Facebook Page, has been held the 7th edition of **EffectUs Event**.  
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** made up of 2 galleries with over 40 artists from all over the world
- 2 **virtual contests**: makeup fx and sculpture.

Given the global situation the event has been renewed and has taken, again, a digital form thanks to the support of sponsors

- Baburka Production
- Viva Fx
- Tilt Makeup
- Miroballi
- Baburka Cinema Craft
- Fairy Academy
- Fermax
- Memo SRL
- Mr. Dashbo
- Neill's Materials
- Rete Doc
- Rocchetti&Rocchetti
- Samas Cases
- Stan Winston School
- The Make Up Artist School



# NUMBERS

Italian and international guests and public took part in the event, confirming the notoriety of the same at an increasingly **international level**.

A **very young** and extremely **competent audience** was joined by simple curious and neophytes who were able to move the first steps through workshops and bilingual conferences (Italian and English) held by professionals in the field.

Only in the two days of the event, the two lives have collected:

**OVER 2000 INTERACTIONS**

from around the world between Facebook and Youtube. In addition, the numbers are growing daily as they remain freely available online.



## GLI OBIETTIVI

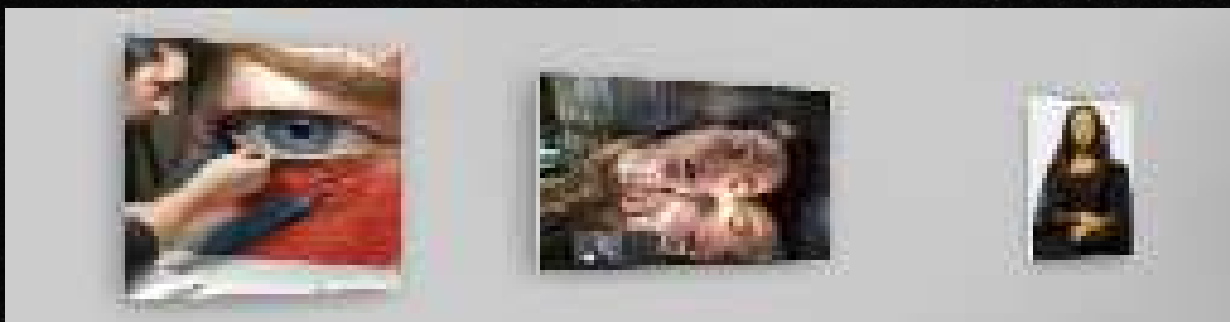
In addition to networking and “peer to peer” knowledge exchange, the focus of the event is on **education** and knowledge updating with **debates, conferences**, and the well participated workshops, all for free. This year particular focus has been on the technical and management fundamentals of this craft.

Among the tutors of this year: Valentina Visintin, Roberto Pastore, Christian Buzio, Giulia Giorgi e Francesca Contolin.

Thanks to the social networking and the prestige acquired within the seven 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 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

Among the special guests of the online conferences, there were national and international names from Spain, France, England, Italy. On Saturday on the digital stage of the event: **Nacho Diaz** Spanish FX makeup artist with over twenty years of experience. His credits include: Timecrimes, A Monster Calls, While at War, Veronica, The Endless Trench and Below Zero. As a freelance participant in Crimson Peak, Game of Thrones, The Hobbit, 1917; **Francesca Contolini** with **Rete Doc**, a company that allows to aggregate professionals of the cultural and entertainment field, and **Studio Metis**, of which she is one of the creators together with **Chiara Chiappa**. They deal with workers administration and consultancy for the management of human resources in the company of all fields, in particular in the third sector for the management of social enterprises. After 6 years is back, **Neill Gorton**, a special makeup effects artist from England, among his many credits: Saved the Soldier Ryan, The Sons of Men and the Doctor Who series. Known for being an innovator experimenting

with new materials and techniques and for his approach in sharing his knowledge, founder of Prosthetic Magazine and Prosthetic Event who carry on this philosophy.

On Sunday the day started with a conference on the possibilities of administrative and fiscal management of a FX workshop moderated by **Mario Melillo** for Doc Professional, a company active in the field of culture and entertainment together with the Italian FX artists founders of the association Valentina Visintin (President), Andrea Leanza and Giulia Giorgi. The day ends with **Pierre Olivier Persin**, French makeup fx artist with over 100 productions including: Blue is the warmest color, Paly, Babysitting 2, The Swarn, A Happy Event, Mon Roi, La Fille De Brest, Un Illustre Inconnu, Sparring; the artist has also collaborated on international productions such as Border, War World Z, Avengers Infinity War and in the last three seasons of Game of Thrones.



NACIO  
DIAZ



PIERRE OLIVIER  
PERSIN



NEILL  
GORTON



ANDREA  
LEANZA

## PAST EDITIONS SPECIAL GUESTS



**2020:** **Emanuele De Luca**, Italian special 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. **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. **Clinton Aiden Smith** who we remember in works such as The Dark Tower, Mad Max Fury Road, The Last House on the Left, Resident Evil Final Chapter, and his collaborator **Rob Carlisle** physical and digital prop maker that we remember for works such as Starship Troopers, Tremors and Free Willy; the Spanish animatronic designer **Javier Coronilla** among whose credits include Victor Frankenstein, Star Wars VII: The Force Awakens, Rogue One, Star Wars VIII: The Last Jedi, A Monster Calls. **Andrea Leanza**, professional sculptor and prosthetic make-up artist winner of the David di Donatello for "Hammamet", among his numerous works we remember The First King, he has also worked on productions such as Resident Evil, World War Z and Suspiria. **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.



**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.

## PAST EDITIONS SPECIAL GUESTS



**2018:** **Ivan Poharnok** 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.



**2017:** **Daniele Tirinnanzi** 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 Makinarium, which took part to the films "Reality" and "Tale of Tales" by Matteo Garrone and many others.



# EDUCATION



ROBERTO  
PASTORE

"2 HANDS 2 AGING TECHNIQUES"



STUDIO  
METIS

"LETTURA DI UNA BUSTA PAGA"



VALENTINA  
VISINTIN

"ALCOHOL COLOR"  
"ALL YOU CAN TRANSFER"  
"2 HANDS 2 AGING TECHNIQUES"



CHRISTIAN  
BUZIO

"MYTHS AND LEGENDS ABOUT  
SILICONE AND RESIN  
& HOW TO READ A TECH SHEET"



GIULIA  
GIORGI

SET PAPERWORK -  
KEEP CALM AND HOLD ON

CONTEST  
AREA



FIRST PLACE  
FX MAKE-UP  
NORI  
TURX



SECOND PLACE  
FX MAKE-UP  
VALENTINA  
BRUSEGHINI



THIRD PLACE  
FX MAKE-UP  
NOELIA  
YAREYV



SPECIAL MENTION  
FX MAKE-UP  
MARTINA  
VAROTTO



SPECIAL MENTION  
FX MAKE-UP  
YAGNA  
SAHAPATHI



FIRST PLACE  
SCULPTING  
CARKA  
OWEN

PAST  
CONTEST

2018



FX MAKE-UP  
FRANCESCA  
TOGNONI

2019



ODYPAINTING  
TIZIANA  
CAMACCI

2020



FX MAKE-UP  
BEATRICE  
TELL



FX MAKE-UP  
GIULIA  
CRISTINO



COSTUME  
BOGDAN CATALIN  
PULBÈRE  
JESSICA BIANCHINI



SCULPTING  
ANDREA  
EUSEBI



SCULPTING  
FEDERICA  
MORITTU



SCULPTING  
LISA MARIE  
RIEGHER

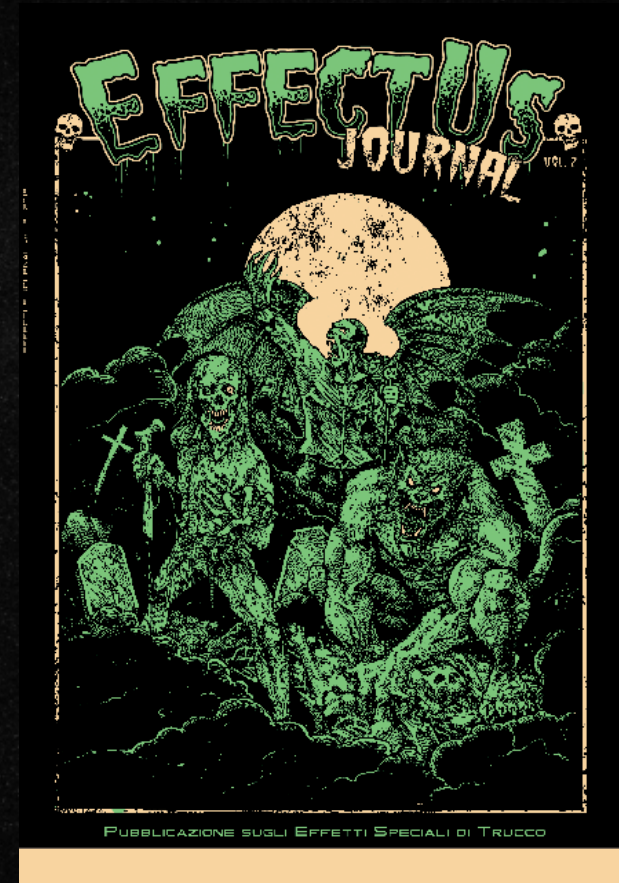
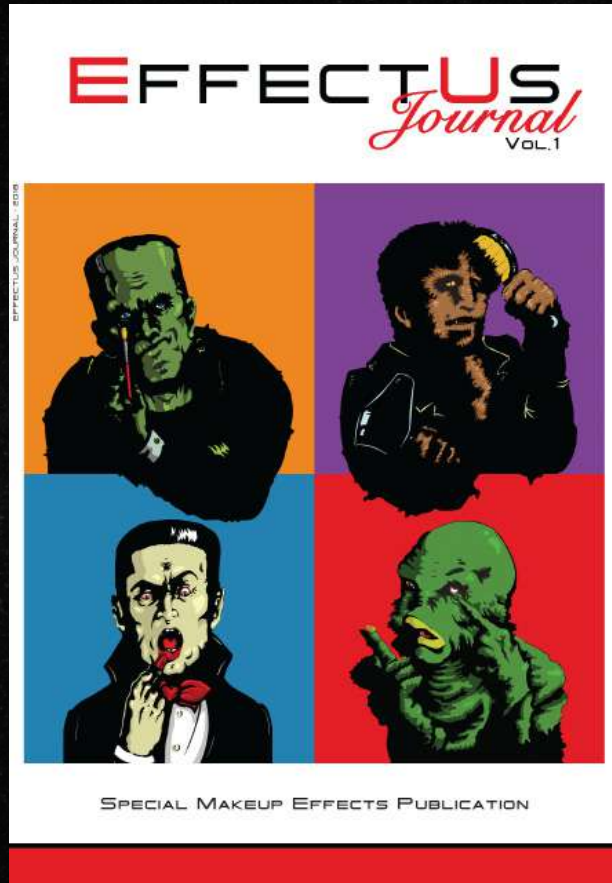
## TRADE SHOW

Over the course of 7 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. EffectUs Event's suppliers goes from producers of hand made sculpting tools made in Italy till distributors of international brands.

Ten exhibitors from all over Europe took part in the event offering their services and special occasions to the participants, among these: Makeup Schools and professional courses such as those of **Rocchetti&rocchetti**, **The Makeup Artist School**, **Faery Academy e Viva Fx**, Invoicing consultancy with **Rete Doc**, standard prosthetics with **Baburka Cinema Crafts**, products for pro with **Tilt Makeup e Fermax**, handmate Sculpting Tools with **Miroballi Online** and Handmade bags for Film Professionals with **Samas Cases**.



# A CULTURAL COMMUNITY



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.

# REVIEWS



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