

THE POWDER GROUP

PRESS RELEASE

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ANNOUNCING THE ARTIST SUMMIT MIAMI AND CHICAGO

PRO MAKEUP ARTISTS AND THE BRANDS THAT LOVE THEM GATHER TO CELEBRATE THE ART OF MAKEUP

New York, NY August 28, 2009 -- Professional beauty industry experts and producers of **The Makeup Show** NYC and LA, **The Powder Group**, are pleased to announce the launch of two new editions of their successful pro-focused makeup events: The Artist Summit Miami, to be held October 3 - 5 at the Miami Beach Convention Center and The Artist Summit Chicago, to be held October 10 - 12 at the River East Art Center.

The Artist Summit will bring together celebrity artists from beauty, fashion, film and television, top pro-beauty brands and educators with pro makeup artists, hairstylists, business owners and students from across the globe for three days of education, community building and networking. The events are open to pros from any area of makeup and beauty.

Each edition of the event will consist of a series of over 70 educational experiences including seminars, hands-on workshops, keynotes and panel presentations. For the first time, The Artist Summit will also include events focusing on the art of hair styling, allowing both early-stage and advanced professionals the opportunity to combine a focus of both makeup artistry and hair styling at the event. Makeup events will cover an expansive range of technical areas of pro makeup from bridal and salon to fashion and editorial, film, television and FX. The education programs at the event will run Sunday and Monday from 9:00 AM to 7:00 PM, with full-day, pre-event sessions of The Powder Group's popular **Makeup 101** program and the introduction of **Styling 101**, on Saturday.

Each edition of The Artist Summit will kick-off on Saturday evening with a special **Career Night**, where agents and business experts will be on-hand to meet attendees, review portfolios and websites, give career advice and network. Attendees of The Artist Summit Career Night will also have the opportunity to be published in **On Makeup Magazine** - a semi-annual trade magazine focused on the products, artists and artistry of the professional makeup industry.

Featured presenters include more than 40 of the makeup industry's most inspirational educators including: brand owners **Eugenia Weston** of Senna, **David Klasfeld** of Obsessive Compulsive Cosmetics and **Alison Raffaele** of Alison Raffaele Cosmetics; MAC Cosmetics Senior Artists **Romero Jennings** and **Fred Vellon** and celebrity artists **Matin**, **Johnny Lavoy**, **Eve Pearl** and **Davide**. Salon owner and hair industry expert **William Edge** will head up the styling education and **Crystal Wright**, **Marietta Carter Narcisse**, **Michael DeVellis** and **James Vincent**, will be among those presenting exclusive business and career development sessions.

The event also features **The Summit Shop** - a unique pro-focused shopping experience showcasing over 30 top brands and businesses including Global Summit Sponsors: **Make Up For Ever**, **Temptu Pro**, **Crown Brush**, **Inglot** and **Alcone**. Other sponsors include renowned artist agency **Artists By Timothy Priano**, along with **The World Body-painting Festival**, **Ruby Room**, **3S Prod** and **On Makeup Magazine**.

Tickets start at \$65 advance purchase and range up to \$290 for an **All Access Summit Pass**, which provides the attendee entry to the summit for all three days, as well as participation in evening networking events and two hands-on workshops. Passes are available for single or multiple day entry and each include all seminars, panels and keynotes. Hands-on workshops are available at an additional fee of \$95 and are exclusively available to summit attendees.

Tickets purchase information along with a complete listing of The Summit Shop participating brands, updated education listings, presenter bios and other program details can be found by visiting www.theartistsummit.com For press inquiries, media passes or information on how to attend The Artist Summit, or for interview requests with any of exhibitors or educators, please contact Michael DeVellis at 212.627.7447.