

2015 소상공인 기능경진대회 & 메이크업 아트페어

DATE	17th OCT,2015(Sat)
VENUE	aT Center_Exhibition hall II(3F)
Host	The small and medium business administration Small enterprise and market service
Organizer	Korea Make-up Artist Association Cooperate

○ Event Schedule

Event Schedule	Time	Main Content	Venue
Competition	10/17 10:00~16:00	Small enterprise and market Public(at the same time)	aT Center Exhibition hall II(3F)
Award Ceremoy	10/17 16:00~18:00	Small enterprise and market Public(at the same time)	aT Center Exhibition hall II(3F)

○ Competition Categories and Qualification

<Public>

- Category : Fashion(wedding) makeup, Beauty Styling, Fantasy Makeup, Character makeup, Traditional Makeup, Bodypainting
- Qualification : no limit

○ How to Apply

- Apply : KMAA Homepage(Individual only, www.kmaa.or.kr)
- Fee : 100,000 won
- Application period : 1st(Mon) Sep ~ 20th(sun)

○ Competition Awards

Awards	Subject	No(person)	Content
Grand prix	Small enterprise&market /Public Highest scorer	2ppl	Cash Prize 1,000,000 won The small and medium business administrator Award
Grand prize	Small enterprise&market runner up	2ppl	Cash Prize 1,000,000 won Small enterprise and market service Chairman Award
	Public runner up	2ppl	Seoul city Mayor Award
Gold	Top 5% of each category		Cash Prize 500,000 won + Plaque
Silver	Top 5~15% of each category		Certificate+Plaque
Bronze	Top 15~30% of each category		Certificate
Participation	Top 30~50% of each category		Certificate
Special	Public		Sponsor Award

○ Competition regulation and standards

Category	Time	Regulation
Fashion Makeup	60mins	<ul style="list-style-type: none"> • apply the latest trend, beauty makeup based on K–Beauty(Korean Celebrities, models, etc) • not only the makeup but the model's hair and costume also have to flow with the creative look..
Small enterprise&market /Public		basic–attitude:10points /technique:20points /creativity:20points /artistic:20points /completion:30points
Wedding Makeup	60mins	<ul style="list-style-type: none"> • Bright and gorgeous makeup that expresses the bride's beautiful image • Bridal makeup with the latest trend, Also create and present the beauty of a bride.
Small enterprise&market		basic–attitude:10points /technique:20points /creativity:20points /artistic:20points /completion:30points
Beauty Styling	60mins	<ul style="list-style-type: none"> • Express makeup, facial, hair, costume and props must flow overall creatively. • unity of makeup, hair, costume and accessories are important
Small enterprise&market /Public		basic–attitude:10points /makeup:30points /hair:20points /composition:20points /completion:20points
Fantasy Makeup	90mins	<ul style="list-style-type: none"> • express your own theme creatively. • express makeup in more artistic way with creative design. • makeup are permitted to be on from brest line above and arms and legs.
Public		basic–attitude:10points /technique:20points /creativity:20points /artistic:20points /completion:30points
Character Make up	90mins	<ul style="list-style-type: none"> • depends on your setting, theater, opera, musical, movie, TV, fashion shows and other you are asked to create a character suited to the setting(name of play, character, period etc) • you are asked to express the character effectively (suitable for its personality, period etc) • the audience must be able to sympathize
Public		basic–attitude:10points /technique:20points /creativity:20points /artistic:20points /completion:30points
Traditional Makeup	60mins	<ul style="list-style-type: none"> • Express with traditional colors and patterns for each country. • traditional makeup also has to flow with the traditional costume for that specific country. • be creative but be aware not to cross the line of traditional culture.
Public		basic–attitude:10points /technique:20points /creativity:20points /artistic:20points /completion:30points
Bodypainting	240mins	<ul style="list-style-type: none"> • there is no given theme you are free to express your creative design. • your can express by patterns and images • If you use brush and airbrush you are automatically in for airbrush category. • 1 assistant is allowed(Assistant may help preparing the materials and can ONLY use brushes bigger than 3cm)
Public		basic–attitude:10points /technique:20points /creativity:20points /artistic:20points /completion:30points

○ Competition regulation and standards

- Off point standard : ①poorly dressed -2point ②display of material -2point ③order -2point ④punctuality -2point ⑤clean up -2point
- Common Regulation
 - Every competitor must be at the rehearsal which starts 30mins prior to the competition
 - Preparation : proof of application, ID , Model Gown, Makeup tools
 - Display all of the needed makeup tools on the table before the competition
 - Model, nail-art, costumes and other preps must be completed prior to the competition
 - start on cleansed face with base makeup (toner and lotion)
 - any matter that is not stated in the regulation will be decided by jury
- NOTICE
 - Competitor/Model lunch, competitor t-shirt provided

