



PRESS RELEASE

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Announcing The Artist Summit 2015

Pro Beauty Leaders and Artists Unite for Three Inspirational Days of Artistry, Career and Industry Insight

New York, NY June 1, 2015 – Professional beauty industry experts, **The Powder Group** are pleased to announce the company's next artist-inspired, industry-focused program, **The Artist Summit 2015**. The event is the fifth program under The Artist Summit brand and the second to be held in the Provincetown, MA. The company, known for creating The Makeup Show, On Makeup Magazine, and The American Beauty Tour continue their commitment to bringing the pro beauty community together through education with this inspirational program.

The Artist Summit will bring together makeup artists and beauty professionals from all areas of the industry – from salon, bridal and beauty, to fashion, film and television – for three days of education, inspiration, community building, and networking. The event is open to makeup artists, salon and beauty professionals, cosmetics executives, business owners and beauty students from across the globe.

“Our industry is one of the most exciting and unique in the world.” said **Michael DeVellis**, Founder and Executive Director of The Powder Group. “With the next evolution of The Artist Summit, we look to continue to elevate the craft and careers of pro beauty professionals in new innovate and inspiring ways, bringing the best minds in the business together and strengthening our community like no other event in our industry”

James Vincent, Director of Artistry for The Powder Group adds “This is an essential event for our makeup community. At a time when more artist are entering the field than ever we are seeing a real struggle for today's artists to make their mark. For more experienced, working artists, the challenge becomes maintaining their motivation, staying inspired, and keeping the momentum of their career moving forward. The Powder Group has always been a key resource, and a reinforcement for our community and The Artist Summit continues that commitment. This event will be a game changer for everyone in attendance as we focus on so many aspects of their artistry, objectives, and career.”

Featured presenters include some of the top inspirational voices and educators in the professional beauty and creative industries including Photographer **Albert Sanchez** and stylist **Pedro Zalba**, **Eugenia Weston** Founder of Senna Cosmetics, **Eve Pearl** of Eve Pearl Beauty, **William Edge** of William Edge Group **Leslie Christin** founder of Cara Cosmetics, **Alee Cao** of Cao Cosmetics and Paul Mitchell School Pasadena, **Dani Fonseca** of The Body of Art, **Stephanie Flor** of Around The World Beauty, **Charlie Wan**(aka Dayburn) beauty film Director and Composer, **Chris McCarthy** of Provincetown Art Association Museum, **Roque Cozzette** of Cozzette and of course **Michael DeVellis** and **James Vincent** from The Powder Group.

The program will include broad ranging and big-picture topics including *Me, My Brand & I*, *Achieving Intention*, *Reaching Your Everest*, *Uncovering Creativity*, *I Am Influence: Leadership*, *The Struggle is Real*, *The Journey to My Path*, *Making Your Mark*, *Getting Uncomfortable* and *The Power of Community*. Immediately following the main summit program, two supplementary days of hands-on workshops will take place with advanced artistry sessions including *Inventing Editorial*, *Becoming Brows*, *Thinking in Black and White*, *Extreme Cover*, *Bridal Artistry and Beyond*, and *The Business of Beauty: Art Beyond Expectation*. The program will be exclusive to the 2015 version of the event, with no program content repeating in future events.

Participation in the event is limited to 200 attendees and the main program will span four days – **October 4 – 7**, with the supplementary workshop program held on **October 8 – 9**. Program fees range from \$690.00 - \$890.00. Workshops are at an additional fee of \$125.00 for individual sessions or for a special TPG Pro member rate of \$290.00 for any three workshops. The program is sponsored in part by Crown Brush and Skindinavia. Complete presenter bios, program details and travel information can be found at www.theartistsummit.com or by calling 212.627.7447.