

# evolution

Twenty Makeup Artists. Nine Themes. Five Days. One Unforgettable Experience.

When we began planning evolution our goal was to create an event that would be unique in many ways and would challenge the artists attending to push themselves to new places in their creative, business and personal paths.

We wanted to provide a resource for development that didn't currently exist in the pro-makeup artist arena and one that would create a new way of thinking about the career of makeup artistry.

We wanted to give artist the power to challenge the *what is* and explore the *what could be*.

Now that the planning is complete and the agenda has taken shape, we find ourselves growing more and more excited about the possibilities that this event will provide to everyone attending, including ourselves.

With a series of nine principles that are a constant current through the program, we will clearly focus the attendees goals in each area of their development on these focuses. Those principles being: Insight, Clarity, Examination, Creation, Focus, Precision, Control, Perception and Discovery.

During the development process for the event, we thought a lot about these principles and how they relate to the artists we were planning this event for:

- Artists who are solid in their knowledge of product, technique and the industry, but understand that with every learning experience we grow as artists, business people and as a community.
- Artists who know that none of us know it all - and that the only thing we do know for certain is that everything we do know changes.
- Artists who understand the difference between doing good makeup, and being a great makeup artist.
- Artists who are excited by the idea of finding new ways of looking at their career and craft, and ensuring a sustainable career through their ongoing development.
- Artists who are prepared for the next phase of their career and open to finding a path, maybe an unexpected one, through self discovery and examination.

We invite you to explore evolution and hope that the program will be one you feel connects to you and your goals for your own future. You should expect, however, that a level of ambiguity will be left to the specifics. We have developed a program that is meant to be experienced without a set of expectations to follow along with, allowing your experience, and growth, to unfold in front of you as the week progresses.

We encourage you to join us on this journey to a new level in your career and personal path.

Are you ready to evolve?

**Michael DeVellis**

Director, The Powder Group

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SUNDAY, APRIL 29 - FRIDAY, MAY 4, 2012 PROVINCETOWN, MA  
PRODUCED BY THE POWDER GROUP

## **The Program:**

Presented by The Powder Group Director, Michael DeVellis and Lead Artist, James Vincent, along with invited guests, evolution is a five day advanced artist forum that will bring together twenty professional makeup artists for a week of intensive creative, technical and personal development, career and business building and personal development, through on a unique approach to artist development focusing on nine principles: Focus, Insight, Clarity, Examination, Creation, Precision, Control, Perception, Discovery.

## **Each Session Includes:**

- Personal and Wellness
- Creativity and Artistry
- Career and Business
- Technique and Design

## **Together We Will:**

- Break down every aspect of your makeup artistry
- Develop entire new areas of inspiration
- Challenge your creative skills
- Fine tune your technique
- Increase your understanding of color theory
- Strengthen your core technical product knowledge
- Learn to build stronger, more meaningful relationships
- Institute a system of continuous improvement
- Develop an eye for self-critique and correction
- Maintain a personal wellness goal system
- Better understand the needs of your client
- Initiate an ongoing promotional plan and calendar
- Understand, accept and move beyond personal limitations
- Discover the map to your career path

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## The Schedule:

<b>Sun April 29</b>	Attendee Arrival	12:00 PM - 6:00 PM
<b>Sun April 29</b>	Welcome Reception/Dinner	7:00 PM - 10:00 PM
<b>Mon April 30</b>	Day One Sessions	9:00 AM - 6:00 PM
<b>Tue April 31</b>	Day Two Sessions	9:00 AM - 6:00 PM
<b>Wed May 1</b>	Day Three Sessions	9:00 AM - 6:00 PM
<b>Thu May 2</b>	Day Four Sessions	9:00 AM - 6:00 PM
<b>Thu May 3</b>	Closing Night Dinner	7:00 PM - 10:00 PM
<b>Fri May 4</b>	Day Five Sessions/Close	9:00 AM - 3:00 PM

## Your Fee Includes:

- Single room occupancy sleeping room for Five nights
- Breakfast and Lunch Monday through Friday
- Welcome Reception/Dinner Sunday Evening
- Closing Night Dinner Thursday Evening
- All non-product workshop supplies
- All specialty items required for the program
- The Powder Group Tote and brush set
- Product gift from our sponsors of more than a \$500 value

## Transportation:

- Transportation is not included in the event fees
- Airport pickups can be arranged through The Powder Group at Boston or Provincetown Airports
- Air service is available on Cape Air
- Bus service is available from Boston and Hyannis

## The Rates:

Special introductory rate is **\$2400.00** for any attendee. Deposit of \$750 is required to hold your space.

This event is absolutely limited to 20 participants. Please contact us today to hold your spot for this amazing event.

## To Register:

contact 212.627.7447 or [evolution@thepowdergroup.com](mailto:evolution@thepowdergroup.com)