



## LATVIJAS STILISTU ASOCIĀCIJA

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# STATUTE OF THE ASSOCIATIVE IMAGE CREATION CONTEST **Fascination of Wonderland**

**The site of the contest** – the exhibition Baltic Beauty World 2008,  
8 Kipsalas str., Rīga

**Time:** November 2, 2008.

**Participants:** team, consisting of one, two or three artists (stylists, clothes designers, visagistes, hairdressers).

**Awards:** teams, which have been awarded the I, II and III prizes, receive diplomas, cups and valuable prizes for participation in the contest.

**Judges:** independent international jury consisting of five people evaluates the contest results.

The commission for the rules of procedure is acting in the composition of 2 to 3 people and supervises the preparation of the participants before starting of the work, examines the models and ensures compliance to the contest regulations during the contest.

**Submission of applications** with the motto of the associative image and the contest participation fee have to be submitted to the Latvian Association of Stylists, 193/D, Brīvības str., Rīga, LV-1039.

May be sent by FAX: 7542409, e-mail [fotoskola@gmail.com](mailto:fotoskola@gmail.com) until October 20, 2008

**Participation fee** for the team is LS 60.00

Additional information: Latvian Association of Stylists, 193/d, Brīvības av., Rīga, LV - 2039 Telephone / FAX + 371 7542409 e-mail: [fotoskola@gmail.com](mailto:fotoskola@gmail.com)

Contact persons: Maruta Liepa, Ieva Paškēviča

Deadline for the contest application is October 20.

The meeting of the participants with the contest organizers will be announced separately.



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### CONTEST RULES

One draft of the image (with make – up, clothes and accessories) has to be submitted to the jury until October 20.

The second general image draft will have to be attached by the participants to the mirror at the contest site during the contest.

The contest team works jointly with one model, creating a harmonious associative image. The hair – style, make – up and dress drapery have to correspond to the motto and title of the image.

The tools used at the contest have to be impeccably clean.

High quality make – up has to be applied.

The material of the outfit may be chosen freely, with the exception of synthetic films.

The team has to apply to the model fantasy make – up, fantasy hairdressing and makeshift outfit, corresponding to the idea of the image.

The model arrives at the contest site, dressed in a long, black phliseline cloak.

The model is already wearing shoes and stockings.

It is allowed to arrive with the tonal cream and powder without the correction of the facial oval and rouge.

The cloak covers the model during the whole period when the make –up and hair-do are being made.

The statutory commission before the draping of the outfit assesses the aesthetic image of the model.

The model is allowed to arrive at the contest site in hair – curlers or with hair pre-prepared in a different manner.

The coiffure has to be made at the contest site, the time allotted is one hour and twenty minutes.

It is allowed to apply coloured hair – sprays and filter-sprays, carcasses, false hair, etc., however 50 % of the coiffure has to be made from natural hair and up to 50 % of the coiffure may be constituted by complimentary means.

The time allotted to rearrangement to make – up is 10 minutes. During the mentioned time the hairdresser removes hairdressing instruments and, if he/she does not participate in the make – up process as an assistant, leaves the site of the contest.

One hour is allotted to make – up.

The make – up is being made in correspondence to the associative image.

It is allowed to use false eyelashes and other complimentary means.

After the application of the make – up the rearrangement time for making of the dress drapery is 10 minutes.

One artist together with an assistant is making the dress drapery.

Time allotted to the making of the dress drapery constitutes 40 minutes.

It is allowed to use for the dress drapery up to 30 % of the pre-manufactured accessories (frames, upholstery, etc.) and pre-made fabric (texture on fabric, pattern of the fabric, trimmed edges of the fabric). Two seams on the fabric may be pre-made on the sewing machine.

The rest of the components of the makeshift outfit have to be fastened together during the contest with the help of other means.

The total length of the fabric envisaged for the drapery has to be of 10 m, which it is permitted to cut as necessary beforehand.

The model is forbidden to assist the artist in making of the drapery.

The statutory commission is on the contest site all the time and deducts 5 points from the total score of the evaluation for every breach of the rules.

Upon expiration of the allotted time the workplace is being tidied up within ten minutes and the team members leave their models at the contest site for the evaluation by the jury.

**FOR THE TEAMS THE FOLLOWING IS BEING EVALUATED:**

- 1) Technical implementation (coiffure, make-up, outfit);
- 2) level of complexity of the work,
- 3) general harmony of the image and correspondence of the coiffure, make – up and makeshift outfit;
- 4) correspondence of the image to the title and motto;
- 5) the image together with movement and music (recording) 1-1,5 min.

**The maximum evaluation score for the general image is 30 points.**