HAIR EXPO AWARDS

SESSION STYLIST OF THE YEAR

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DO YOU HAVE
THE GOLDEN TOUCH?

SESSION STYLIST OF THE YEAR

**Category definition for the Awards period of
March 2018 – March 2019.**

Session styling represents fashion forward editorial hair on the catwalk and in fashion shoots, reflecting the latest editorial trends and innovative creations. This is a collection of your work within a session photography environment, created during the awards period. The collection is based on creating the ultimate images to meet your client briefs that represent six separate stories, of which at least four have been published. This category is open to entrants from Australia or New Zealand.

These may be the complete artwork (magazine cover) including branding, or the original photograph.

Your photographic collection must be A4 size in height, but there are no width restrictions.
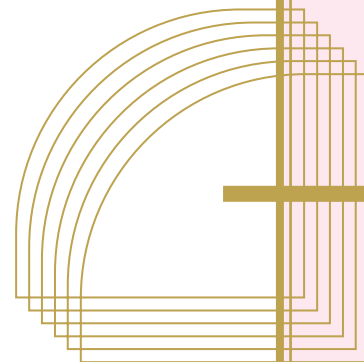
**PLEASE NOTE
Judges will receive the following criteria on which to base their evaluation of photographic collections in this category.**

Overall creative criteria for this category:

Fashion forward editorial hair, reflecting the latest editorial trends and innovative creations.

Judging will be marked out of 10 on each of the following 3 key criteria to create your overall score:

1. Each image is striking and delivers a wow-factor.
2. The images represent innovative editorial hair design, where the hair adds considerably to the appeal of the overall image.
3. The collection shows a broad diversity of outstanding hairdressing skills, executed with technical excellence.

SESSION STYLIST OF THE YEAR CATEGORY RULES

Summary of what you need to submit in Round 1 (see below for further details):

- Photographic Collection of 6 x Printed and Mounted Photos
- Model Release form with all signatures completed (included below)
- Declaration form completed and signed by entrant (included below)

Post your photographic collection and the above mentioned forms to the address below by **Wednesday 20th March, 2019 (Office will close at 5pm)**

Upload your photographic collection, raw photos (see below) and the above mentioned forms to the online Awards portal by **11.59pm Wednesday 20th March, 2019**: hairexpo.awardsplatform.com

Ensure your collection photos are high resolution RGB JPEG format, keeping in mind the maximum accepted uploaded file size is 5MB. You may be asked to provide different formats if you are a Finalist. Please note that we cannot take responsibility for a variance in image colours depending on the medium used e.g print vs online. The images may be used for promotion of Hair Expo Australia/ Reed Exhibitions Australia, altered or in original form.

Post:

Hair Expo Awards 2019
Locked Bag 7777, Chatswood DC
NSW 2067, Australia

Courier:

Hair Expo Awards 2019
Tower 2, Level 1,
475 Victoria Ave Chatswood,
NSW 2067, Australia.

For entry enquiries please contact the Head Judge:
Julie Piantadosi: 0431 577 969 or julie@totalsalonsolutions.com

Finalists will be announced from Wednesday 24th April, 2019.
N.B You will only need to submit your written submission if you become a finalist. Finalist written submissions are uploaded via the Awards online platform and are due Monday 20th May, 11.59pm. It is mandatory for creative category finalists to submit this to retain their finalist placing

PHOTOGRAPHIC COLLECTION RULES

The photographs must be produced within the Awards period March 2018 to March 2019.

You may enter this category where you have completed the cutting and styling, and another hairdresser has completed the colour work. The entrant will be the stylist only. However please include the colourist's name in the photography credits.

Your collection is made up of 6 photos with a minimum of 4 models. The photos must be A4 in height, however there is no restriction on their width. Your models can be male and/or female. Images do not have to be head and shoulders, but they do need to focus on the hair, especially in terms of lighting and model pose.

Photographs may be black and white or colour. Professional photographers, makeup artists and stylists may be used.

ALL photos must be mounted on mount cardboard (approx. 3-4mm thick) with no borders, and clearly marked on the back with all artist and photography credits (hairstylist, colourist, makeup artist and photographer used), as well as the order you prefer them to be displayed (they are displayed 8-10 June, 2019 at the Hair Expo Gallery and most likely in 3 rows of 2 photos).

Please DO NOT use foam core to mount your photos as this damages easily (See suggested supplier in the General Rules & Regulations if you need help with printing/mounting).

It is your responsibility to package your photographic collection properly so that it is not damaged in the courier or postage system. Hair Expo Australia accepts no responsibility for submissions which may become lost in the mail and will not be liable for any loss or damage to submissions. Photographic collections will not be returned, however you are welcome to pick them up from the Hair Expo Gallery at 4pm on the 10th June (ICC Darling Harbour).

Entrants must strongly consider the category brief and judge's criteria above - they do vary per category and provide the key creative direction for entries.

MODEL RELEASE FORM

I (as listed below)* agree upon, receipt of which is hereby acknowledged, consent that Hair Expo Australia/ Reed Exhibitions Australia and media authorised by Hair Expo Australia/Reed Exhibitions Australia, may use the photographs and/or digital files submitted for the Hair Expo Awards for the purpose of promotion and publication in whole or part thereof.

I have also read the conditions of entry and agree to abide by them.

*Signature of Modelling Agency on behalf of Model will also suffice.

Model 1	Name _____	Signature _____
Model 2	Name _____	Signature _____
Model 3	Name _____	Signature _____
Model 4	Name _____	Signature _____
Model 5	Name _____	Signature _____
Model 6	Name _____	Signature _____
Hairstylist	Name _____	Signature _____
Photographer	Name _____	Signature _____

Date of Shoot _____

Entrant Name _____

Entrant Signature _____

Consent by Parent or Guardian if persons are less than 18 years of age.

As Parent or Guardian of the above named person, I consent to the above release and signature thereto and to potential usage as set out above.

Name _____

Parent or Guardian Name _____

Signature _____ Date _____

SESSION STYLIST OF THE YEAR DECLARATION

☐ I declare that I have personally completed the work where stated on the models in my photographic collection that is submitted as part of my entry. All work occurred during the Awards Period of March 2018 – March 2019.

☐ I declare that I have read and understood the general Rules and Regulations in addition to those that apply specifically to my category.

☐ I declare that I have not, and will not, approach any current Hair Expo Judges in relation to the specifics of my entry, including discussing or specifically sharing any visuals related to my Photographic Collection prior to either round of Judging. Nor will I approach them for post judging feedback at any time (the anonymous online feedback system replaces the need to approach judges, and represents all judges for a well rounded and fair source of feedback for each entrant).

Please tick all declarations above to ensure your entry is valid.

Name: _____

Salon / Agency: _____

Signature: _____

Date: _____

Name of Witness: _____

Signature: _____

Date: _____

In case you become a finalist, what would you most like us to share about you when we promote this achievement? Please share something we can use in our PR in 50 words or less (we will contact you if further information is required).

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FINALIST WRITTEN SUBMISSION QUESTIONS

Please Note:

- Please ensure you read your category rules and the General Rules and Regulations document before commencing any part of your entry. Your answers must describe activities within the current awards period: March 2018 – March 2019 (not adhering to this will impact your scores).
- You are not required to submit the written submission below, unless you are announced as a Finalist
- The online Awards platform will provide final details on word count and attachment limits where relevant – please use the below as a guide to the questions you will be required to answer via the online portal should you become a Finalist.
- The online portal will re-open after the Finalist announcement and the below will be due 11.59pm Monday 20th May, 2019 via the online portal at: hairexpo.awardsplatform.com

Question 1 - Max 150 words (10 points)
Describe how you deserve to be awarded the title "Hair Expo Awards Session Stylist of the Year" for 2019.

Question 2 – Max 150 words per photo (20 points)
Describe the creative brief for each of the 6 photos you have submitted, in no more than 150 words per photo.

You will be writing each answer below the respective photo you have already uploaded.

Question 3 – Max 250 words (10 points)
Describe the unique skills required to be a successful Session Stylist and what makes your skills outstanding.

Question 4 – Max 500 words + PDF attachment (20 points)
Outline the session styling work you did in the awards period as the Creative Director.
Your answer should include:
    a) A list of the Session Styling jobs you completed during the awards period of
    March 2018 – March 2019 (please list these in the online text box)
    b) A PDF attachment showing photographic images of the completed work. You may include
    published and unpublished images. Please identify the published work. They can be roughly
    thumbnail in size in order to create a collage that includes all of your work.
Please upload images of the completed work in a PDF up to a maximum of 5 pages (maximum file size 5 MB)

Question 5 - Max 600 words summary + PDF Upload (30 points)
List up to 10 career highlights and activities/achievements during the Awards period.
(March 2018 – March 2019)
NB: You may also support your answer with a maximum 5 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 5MB)

Question 6 - Max 150 words (10 points)
Should you win "Hair Expo Awards Session Stylist of the Year" you will be an industry ambassador. Outline how would you use the opportunity presented from this award to educate, motivate and inspire the industry.