

TRADUZIONE INGLESE

NEW PHOTOGRAPHY CONTEST

The professional events committee of Coiffure Suisse Ticino, a dynamic group with innovative ideas and a desire to highlight and promote the profession of the Hairdressing, is proud to present the first edition of CREHAIRATION.

The goal of the event is to give the opportunity to apprentices and professionals of hairstyle to express their imagination, creativity and uniqueness, encouraging the exchange of ideas and inspirations on social media and website, this happens in a more virtual way as it should be in this period of pandemic. An ambitious project, which we hope the participants will enhance through the commitment and love spent in its creation.

We welcome virtually hairdressers from everywhere, united by the desire to give free rein to their imagination and enjoy the emotions of an event that gives magical moments even though the distance.

The perseverance, commitment and passion of the committee and of the same Participants of the Ricciolo d'Oro, which is one of the most important and dynamic events in this field, has led to the creation of this new way of working and creating for our profession.

We take this opportunity to express our gratitude and satisfaction for all that Ricciolo D'Oro and CREHAIRATION is and will become. Because not only are we sure that the event will grow more and more, but we will continue to strive to make it happen.

THE PROFESSIONAL EVENTS COMMITTEE:

Johnny Mottu (responsible) Solidea Rigozzi, Gerry Di Leo, Natascia Sasha Margagliotti, Daiana Fraschina, Alessandra Mantello.

GENERAL RULES

- Participants must submit 6 high resolution photos. close-up, right side, left side, back, top and full-length front.
- Public Social Award: the photo that gets the most likes will be awarded for each category.
- For the categories 1st, 2nd and 3rd year apprentices, the participants from abroad must be enrolled in a professional school.
- Dress make-up and accessories are part of the work.
- The three winners of each category will win a professional photo shoot and awards of up to 500 francs.
- In order to be awarded, it is compulsory for the apprentice participant to reproduce the hairstyle on the day of the photo shoot, in the presence of the jury and the photographer.
- THOSE WHO DO NOT SHOW UP AND DO NOT PERFORM THE REPRODUCTION WILL LOSE THEIR PLACE IN THE RANKING.
- The photos of the shooting will be published in magazines, websites and social media.
- APPRENTICES: By participating in the category of your year of training, you can also participate in the categories of the higher years reserved for apprentices.
- (no professional category)
- For the winning professionals do not have to present themselves but will be published the original photo from the contest

- The shooting will be done in late May/early June on a date to be determined

1st YEAR: Brushing Casual

Housewife? Career-minded? Student or other?

Get inspired by your everyday life and the type of client or model you prefer.

Create a casual look for today's woman: whether she's resourceful, casual, fearful or clumsy...it doesn't matter. She wants to be trendy!

Rules:

- Color effect mandatory
- The hair must be worked completely with brush and hair dryer
- The use of heating tools of all shapes and types is allowed.
- The use of any styling or finishing product is allowed.
- Mandatory the addition of an accessory that does not exceed $\frac{1}{4}$ of the head (extensions, clips, feathers, pins, etc.).
- Hair may not be pulled back completely.
- Weaves of any kind are not allowed.
- Dress makeup and accessories are part of the work.

P.S the winners will have 30 minutes to reproduce their work on the day of the shooting, in front of the jury.

2nd YEAR: Hairstyle Leisure

Leisure moments? Need some fun? Let you inspire by the best music and entertainment festivals (street parade, love parade...).

Create a hairstyle suitable for a day of distraction, think of your model as a character from the Love Mobile, watched and adored by all for dancing and extravagance.

Rules:

- Color effect requirement
- Hair must be fully processed.
- The use of heating tools of any shape or kind is permitted.
- The use of any styling or finishing product is permitted.
- All hair must be processed
- Supports for volume are allowed up to a maximum of $\frac{1}{3}$ of the head.
- Possibility of a themed accessory not to exceed $\frac{1}{3}$ of the head.
- Dress makeup and accessories are part of the job.

P.S the winners will have 60 minutes to reproduce their work on the day of the shooting, in front of the jury. (hairstyle and base of preparation to be prepared on the spot)

3rd YEAR: Bridal Hairstyle

Rock, music and fun? Traveler, minimal and simplicity? Dreamer, romantic and lover of reading?

Enter the world of today's brides and be inspired by the personality that most attracts you:

create what can be for you THE IDEAL BRIDE.

Regulations:

- Minimum $\frac{3}{4}$ of the hair is up.
- Accessories/ornaments are allowed but not required, if used cannot exceed $\frac{2}{3}$ of the head.
- The use of heating tools of any shape or kind is permitted.
- Use of any styling or finishing product is permitted.
- Makeup dress and accessories are an integral part of the work.

P.S the winners will have 60 minutes to reproduce their work on the day of the shooting, in front of the jury. (hairstyle and base of preparation to be prepared on the spot)

Professionals: Geometry shape and color

Rigid lines and defined colors? Lines and shading? Contrasting colors and lengths?

Create the look of the year using geometric lines or shading. Mix cutting and coloring techniques to harmonize and bring to life a fashionable image!

Rules:

- A total look change with before and after photos is required
- Change of cut and shape
- Total color change
- At least 3 contrasting colors to give effects, shapes and depth
- Attach photo inspiration (flowers, sunset, leaves, animals, food... etc)

JURY

It consists of a head jury and other members.

It judges the works and gives the score.

Each jury member can give the maximum score only once.

In the jury is always present an observer of the students to convey to his colleagues the complete transparency and honesty of professional judgment of the people on the jury.

Off-topic works and hairstyles not allowed by the rules will be penalized with a minimum score.

REGISTRATION WITH PHOTO AND PAYMENT TO BE MADE NO LATER THAN APRIL 18, 2021

Contest entry fee

apprentices: 30.-

professionals: 70.-

If at least 1 professional and 1 apprentice from the same salon register, a 30% discount will be granted.

The registration is valid only from the moment of the payment!

To register, send photos and information to:

CREHAIRZIONE

Coiffure Suisse CP 532

via ferriere 11

6512 Giubiasco

Payment to:

Raiffeisen Bank

Bellinzone and Visagno

6500 Bellinzona

CH54 8038 7000 0013 6227 4

Coiffure Suisse Imp. Parruc. CH sect. TI

Parrucchieri Svizzeri Sez. Unica Ticino

P.O. Box 532

6512 Giubiasco

Account number 65-5333-4

Reason for payment

CREHAIRING

Contact:

info@coiffuresuisseticino.ch

info@ricciolodoro.ch