



**REDKEN
NYC HAIR
AWARDS
2010**

CONTESTANTS SCHEDULE FOR THE DAY

MIDLAND REGION	Tuesday 11 th May, 2010
ARRIVAL TIME	14:00
VENUE DETAILS	The Concourse Suite NEC Birmingham B40 1NT

Registration will take place at 14:00. Don't be late!

At 14:00 you will be briefed by a Redken Educator who will take you through the day's schedule including when your model catwalk rehearsal will be. All hair prep needs to be completed by 17:00 when the pre learning zone starts at which point your model needs to remain backstage and you are free to watch the artistic shows in the designated section in the audience. Please ensure the Redken educator assigned to your category knows where you are at all times.

Sandwiches will be provided at around 17:00 before the show starts.

SCHEDULE

- 14:00** Registration/venue familiarization
- 14:30** Briefing on the day format and hair preparation
- 15:00** Rehearsals and hair prep until the show start. Rehearsal schedule to be provided on the day

THE EVENT:

- 17.00** Pre event learning zone
- 18.00** Show starts
- 18.05:** Artistic duo show 1: Lee Stafford and Chris Moody
- 18.30** NYC Hair awards **Color Genius** competition
- 18.35** NYC Hair awards **Style Innovator** competition
- 18.40** NYC Hair awards **Male Expert** competition
- 18:45** Artistic duo show 2: Andrew Barton and Billy Crago
- 19:10** NYC Hair Awards Regional winner announcement
- 19.30** Show finishes



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What you need to bring

- The Team (no more than 4 people incl model and make up artist. Please note: all color application needs to have been carried out prior to the day and please remember your model should be the same one you put forward in your initial application)
- Any tools you need
- Any styling products you will be using (please note: only Redken products are allowed to be used)
- Clothes, accessories for your model to wear to complete his/her total

Considerations

- All team members must be the same as at the photographic entry stage and regional final judging day.
- The model, hair color, hair style, clothes and make-up must remain the same as Regional final judging day. Redken will monitor this as follows: Models at Regional Final judging day stage will be photographed both close up and full length. At the Redken connects event the models will be examined by Redken; if models are not exactly the same as at the Regional final judging day entrants will be given the opportunity to correct the look on the spot. If entrants are unable to do this they will be instantly disqualified.
- All competitor team members will be given free entry to their designated Regional Redken Connect event. These tickets are not transferrable.
- All hair color application must be completed prior to arriving at the Regional venue. There is no provision for entrants to color hair at the venues.
- Entrants will be required to recreate their exact look produced at the Regional final judging day.
- Models should be dressed prior to the Redken Connects event start.
- The models will have a catwalk rehearsal before the show that they will perform later that evening at the Redken Connects event.
- By 5.00pm the competitors must ensure their models hair is finished and leave their model backstage, who will later perform a catwalk. The rest of the team will be able to go and watch the Redken Connects event in the audience.
- The model may not leave the backstage area during the Redken Connects event.
- No smoking or drinking is allowed during the Redken Connect event.
- During the first half of the Redken Connects event the model will be expected to perform a brief catwalk to showcase the look to the audience.
- During the second show all contestant must collect their models from backstage area and take their designated seats at the front of the audience to await the regional winner announcement.
- The regional winner(s) will be announced towards the end of the Redken Connects event and will proceed through to the Grand Final.



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What if you get through to the final of the NYC Hair Awards competition?

The team(s) through to the final will be announced at the end of the Redken Connects event. The final takes place on the Monday 13th September. Please make sure your model and team are available on this date.