

## Release Acknowledgement

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Entrant's signature:

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Date:

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**MASK MAKERS 2010** is a production of Gallery on the Mall, a unique, award-winning collaboration of The Art Institute of Pittsburgh and The Mall at Robinson that aims to support and recognize the work of local artists and raise awareness about creative career opportunities available for high school students in our region. Gallery on the Mall offers a schedule of exciting exhibitions for the enjoyment of visitors to The Mall at Robinson, as well as a series of scholarship competitions, events and programs throughout the year.

## CONTACT FOR MORE DETAILS

**Carrie Butler, The Art Institute of Pittsburgh**  
412-291-6340, cbutler@aii.edu

**Shema Krinsky, The Mall at Robinson**  
412-788-0816, ShemaKrinsky@forestcity.net

## KEY DATES

### DEADLINE FOR ENTRIES

**Monday, March 29, 2010** at 4:30 p.m.  
The Mall at Robinson Management Office, Lower Level

### JUDGING

**Monday, April 12, 2010**

### WINNERS ANNOUNCED

**Tuesday, April 13, 2010** (by written notification)

### MASK MAKERS 2010 EXHIBITION

**April 11 through May 22, 2010**  
Gallery on the Mall, Lower Level near Macy's

### ENTRY PICKUP

**May 24 through May 28, 2010**, at the Mall at Robinson Management Office.  
Located on the lower level, 8:30 a.m. to 4:30 p.m., Monday through Friday.

### SUBMISSION DETAILS

Entries must be dropped off at The Mall at Robinson Management Office, located on the lower level of the Mall. The Management Office hours are Monday through Friday, 8:30 a.m. to 4:30 p.m. Entries **WILL NOT BE RECEIVED** at the Mall's Guests Services kiosk.

### The Mall at Robinson

100 Robinson Centre Drive, Pittsburgh, PA 15205

## ATTENTION TEACHERS

High School teachers who would like to drop off multiple entries for classes or groups of students are welcome to do so. Please submit a typed list with entry form details to ensure proper spelling of student names and information.

## THE ENTERTAINMENT DESIGN PROGRAM

The Mission of the Entertainment Design Bachelor of Science degree program is to prepare students for creative employment in the design and entertainment industries. Students have an opportunity to use their skills as studio artists in combination with their knowledge and understanding of set and element designs. The Entertainment Design program teaches art, theory, and mechanics pertaining to special effects products and animatronic systems, helping to fill the need for trained fabricators that understand the artistic side of 3D entertainment. The program fosters creativity, innovation and technical skills, preparing students for entry-level positions in the motion-picture industry, theater, themed entertainment and immersive entertainment environments.

The Art Institute of Pittsburgh and  
The Mall at Robinson Present



# MASK MAKERS 2010

A Mask-Making Scholarship Competition  
for High School Juniors and Seniors

**Deadline for entries: Monday, March 29, 2010**



# Mask Makers 2010

Throughout history, masks have been used for their expressive power as a feature of performance – with diverse cultural, theatrical and ritualistic traditions all over the world.

In West Africa, masks are used in masquerades that form part of religious ceremonies enacted to communicate with spirits and ancestors. In North America, the Iroquois made spectacular wooden 'false face' masks, used in healing ceremonies and carved from living trees. The oldest representations of masks are animal masks, such as the cave paintings of Lascaux in the Dordogne in southern France.

In contemporary western theater, the mask is often used alongside puppetry to create visual expression, and many of its practitioners have been visual artists. Modern special effects and masks have been used in countless motion pictures and horror movies to conceal the identity, create drama and suspense. Notable examples include Jason Voorhees of the Friday the 13th, and Michael Myers the Halloween series.

The fascinating evolution of disguise, cultural traditions have paved the way for careers in modern entertainment. Special effects artistry, creating masks, robotics and animatronic creatures are an important part of the Entertainment Design bachelor's degree program at The Art Institute of Pittsburgh.

Mask Makers 2010 calls for high school juniors and seniors to explore the world of disguise and create a unique mask for exhibition and competition for tuition scholarships.

Mask Makers 2009 Competition Entries



Briana L. Sidari      Alexandra Flynn-Hays      Andrea Scirto      Heather Allison

## Student Awards

**First Place Prize:** \$15,000 tuition scholarship to The Art Institute of Pittsburgh

**Second Place Prize:** \$10,000 tuition scholarship to The Art Institute of Pittsburgh

**Third Place Prize:** \$5,000 tuition scholarship to The Art Institute of Pittsburgh

## Public Exhibition

Masks submitted for Mask Makers 2010 are due by Monday, March 29 at The Mall at Robinson and may be displayed as a feature exhibit of Gallery on the Mall at The Mall at Robinson from April 11 through May 22, 2010.

## Mask Makers 2010 Application Rules

Tuition scholarships are non-transferable and may be applied only to enrollment at The Art Institute of Pittsburgh. Funds are distributed evenly over the term of a student's enrollment. In order to activate a scholarship, the student must complete the application and enrollment process through the college's Admissions Department. Students must begin their course of study at The Art Institute of Pittsburgh within six months of high school graduation. The scholarship is not redeemable for cash and may not be used to finance optional programs sponsored by The Art Institute of Pittsburgh. The scholarship covers tuition only and may not be applied against fees, housing, living expenses, or program supplies, and may not be transferred between affiliate schools of Education Management LLC. Scholarship money awarded will be prorated during the length of the student's degree program. In the event education is terminated either by the student or The Art Institute of Pittsburgh, the scholarship becomes null and void; any future quarter scholarship dollars not used will be revoked and will not be available upon re-entry.

- Students may submit multiple entries.
- Entrants must have a minimum GPA of 2.0 (which will be verified for scholarship candidates).
- Competition entrants must be a high school junior or senior.
- Entrants must submit five (5) REQUIRED photographs at various development points of the student's choosing that show the process of creating the mask. The photos may be printed snapshots and will only be used during the judging process to verify that the mask is an original creation.
- The Art Institute of Pittsburgh and The Mall at Robinson reserve the right to disqualify entries not suitable for exhibition.
- Entries MUST be able to be wall-mounted and be submitted with a hanging apparatus of the student's design firmly affixed to the mask's top or back. Masks may also be submitted on a head stand. The Art Institute of Pittsburgh and The Mall at Robinson are not responsible for entries damaged due to insufficient hanging or display mechanisms.
- Entry forms must be complete and firmly affixed to or in container with the entry to avoid un-identified masks.
- Entrants may pick up masks at The Mall at Robinson between May 24 – May 28, 2010. The Mall at Robinson and The Art Institute of Pittsburgh are not responsible for entries that are not picked up by May 28, 2010.

## Mask Making Ideas

Research mask, masquerade and disguise in various cultures. Consider ideas including, but not limited to:

- Mardi Gras-Style Masks
- Costume /Halloween-Style Masks
- Paper Mache
- Special Effects
- Theatrical Masks
- Animal/Creature Masks

Consider objects or materials including, but not limited to:

- paper/cardboard
- latex
- foils
- found objects
- plastics
- synthetic furs
- feathers
- tissue
- paints



To view all of the Mask Makers 2009 submissions, visit [www.artinstitutes.edu/pittsburgh](http://www.artinstitutes.edu/pittsburgh) and click on the link under Scholarships and More!

Entrant's Full Name:

Address:

Phone:

Email:

High School:

Art Teacher:

Grade Level:

Artist's Statement:

(A short description of the mask, the concept intended, the process and materials used)