



THE MASON

Museum of Body Arts

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The Aim



Establishment of a Worldwide hub and Global Destination for Hair and Makeup. Through the creation of a one of a kind ever evolving Experiential Space, encompassing both the academic and fashion aspects of hair, makeup and other facial and body adornments.

Hairstylist Christiaan Houtenbos

Lady Gaga



The Goal

The goal of the project is to revitalize an area by establishing a permanent cultural institution that will engage the community in new and creative ways and, at the same time, spark what has been called “the Bilbao effect” (Bilbao Guggenheim museum, which made both its architect Gehry and the Basque city world-famous), by attracting tourism, economic investment, and global attention.



Photographer Richard Burbridge, Makeup Linda Mason, hair Bob Recine

The Vision

To create the first MUSEUM in the world with a focus on head and body decoration. A cultural Institution with an interactive creative focus encompassing entertainment and education. A unique space with collections that will also use digital technology to expand its audience and to reach out, not only locally, but nationally and internationally.

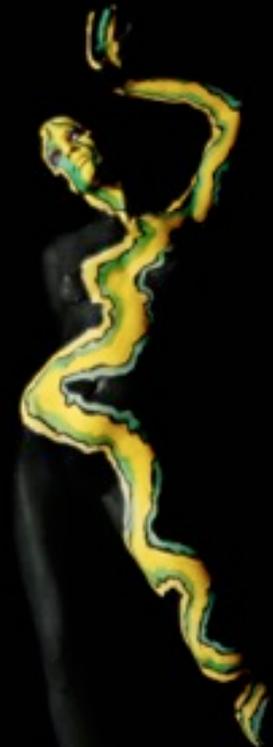


Why a Hair and Makeup Museum?

A message from the founder, Linda Mason



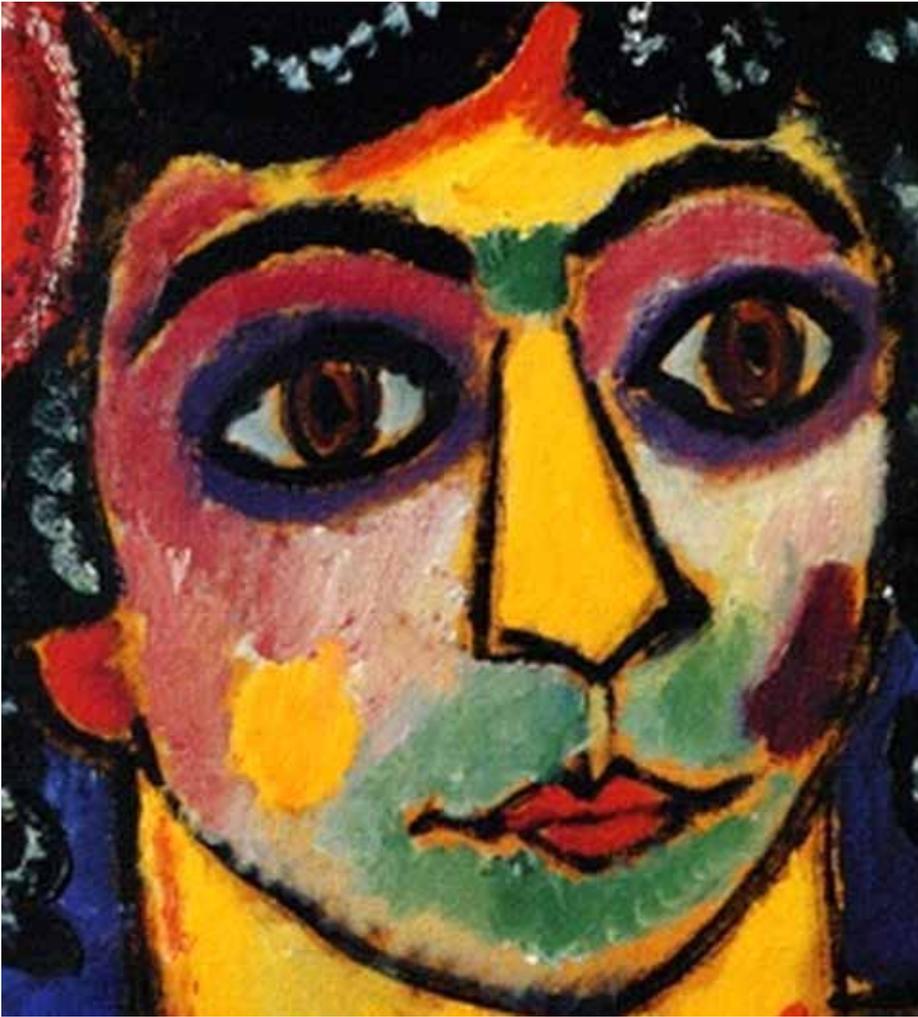
We are so accustomed to seeing hair and makeup around us every day that many people don't think of it as a true art that deserves its own Museum and showcase for its history. I would like people who visit this Museum to be blown away by the psychological, visual and cultural depth of the exhibits and say to themselves, "now I understand." I want them to develop respect for these fields, to want to know more and to participate in the enjoyment they can bring. For those with a background in these arts I would like it to be their cultural centre-their Mecca, so to speak. A place they can come to for inspiration and for re-charging their passion for the Industry. Beauty inspires passion and people who chose the beauty industry are passionate people, that passion needs to be nourished.



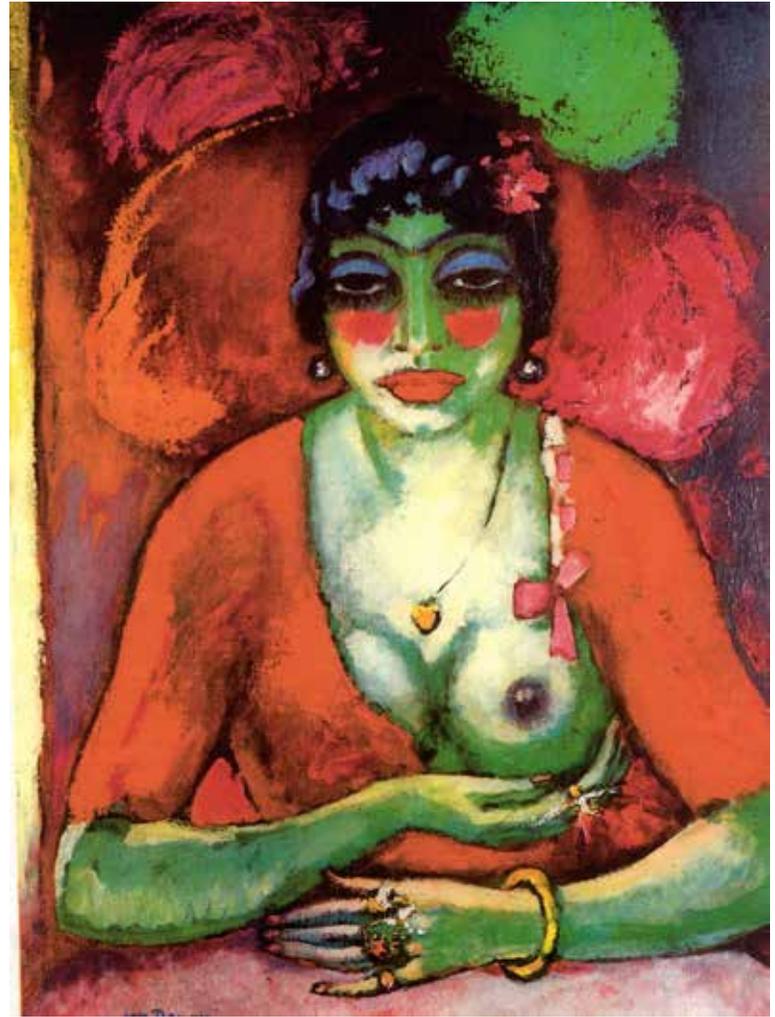
Why a Hair and Makeup Museum contd?

When we consider this long history, its universal reach and pervasive cultural significance, it is astonishing to realize that there is no museum, anywhere in the world, devoted to the subject! This omission presents an exciting opportunity to create something that would be unique, pioneering, and of world-wide and multi-disciplinary interest. The founding of such a Museum “from scratch” in the internet age would allow it to be conceived, from the start, not just as a traditional museum but also as a global virtual resource for artists, academics, and the beauty industry, as well as an interactive cultural focal point, combining entertainment and education, for the local community. Facial, body, and hair arts have been deployed for purposes as diverse as esthetic enhancement, affirmation of tribal identity or social status, religious and spiritual practices, mate attraction, enemy deception, commercial inducement, and high art.

Artists who have inspired Makeup Artists



Jawlensky



Van Dongen

Why a Hair and Makeup Museum?contd.

This is a huge industry but there is a major gap in the field. The global beauty market is a 445 billion in sales industry (Forbes, Chloe Sorvino, May 18th 2017). Facial body and hair adornment has been around since the dawn of mankind and has been manifested throughout history in ways ranging from subtle to extreme. According to Wikipedia the history of cosmetics spans at least 6000 years and is present in almost every society on earth. Some argue that cosmetic body art was the earliest form of ritual in human culture, dating back to the African middle stone age over 100,000 years ago. The evidence for this is the use of red mineral pigments (red ochre) including crayons associated with the emergence of *Homo sapiens* in Africa. As our culture become predominantly image driven, in more sophisticated ways, the creation of such a Museum becomes a cultural imperative.

Museum Program

Permanent Displays

History and anthropology of the decorative arts of the body, from their origins to the present: hair styling, makeup, body painting, tattooing, piercing, teeth decoration and related forms of physical image manipulation and representation.

The collection: physical artifacts (products, tools, accessories, furniture), documentary materials (narrative accounts, paintings, photos, films), art works related to the subject. Makeup and hair designs and styles from the past and present. Shown through a collection of great prints from photographers that have captured those trends. e.g. Richard Avedon, Irving Penn, David Bailey, Barry Lategan, Sheila Metzner, Steven Meisel and/or re-creation or purchases of some of these trends in physical form. Paintings that have inspired makeup and hair trends of today, videos and great films depicting these trends and all forms of interactive beauty apps.

Temporary Exhibitions

Specific subjects, areas or periods (including artifacts on loan from other sources)

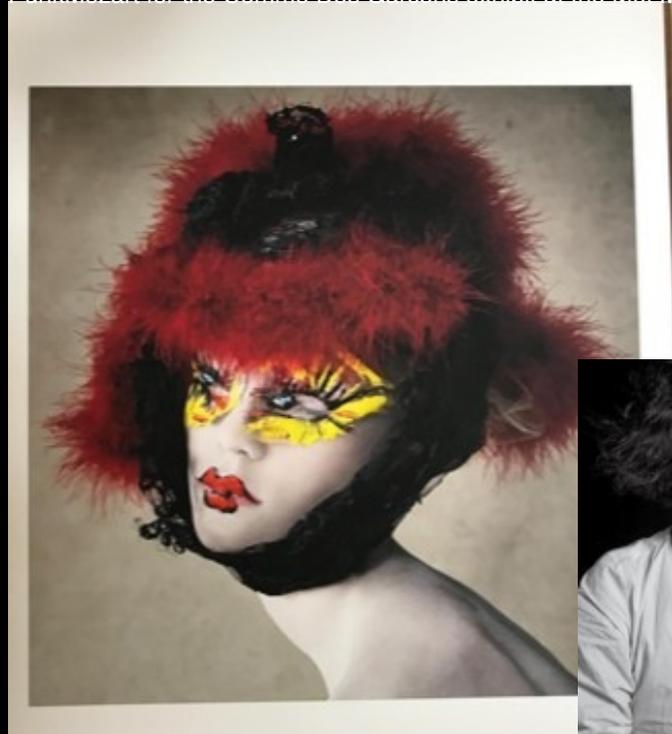
Julien D'ys hairstylist for Designers&beauty editorials for 40years



Rei Kawakubo Russian Embassy show backstage 2017



PunkMozart for the Comme Des Garcons exhibit at the Met Museum NYC



Julien D'Ys for Vogue magazine USA 2017

Museum Program contd

Artist-In-Residence and/or Visiting Artist Program

Hosting both the internationally-renowned beauty industry practitioners and the lesser-known or more experimental artists.

Academic Conferences / Scholarly Resources

For art historians, anthropologists, students of popular culture, artists and designers.

Public Cultural Programs

Visiting artists showcase and workshops; film screenings and live performances.

Participatory Events

Specifically for members of the community, for many of whom this could become an approachable gateway to museums and to art in general.

Website

Museum information; online archive; platform for transmission of live events; interactive features and online engagement aimed at broadening the audience.

Retail

Shop selling beauty-related tools, artwork, books, videos, etc.

Café with screens streaming latest makeup videos and decorated with images that are both entertaining and instructive.



Professional and Public Outreach

The Museum will produce cross-departmental publications and multi-platform initiatives offering a wide range of audiences different points of engagement with the Museum mission and its collection. A multi-cultural audience development initiative will reach out to different demographics and to communities worldwide. At the same time, the Museum will engage with the beauty industry (hair and makeup artists, cosmetics and fashion brands), professional associations (such as CEW, CFDA), as well as academic and vocational training programs. While social media platforms will be actively used to reach the widest audience.

Most Importantly the Museum will offer on-site facilities for real-life engagement with these arts creating the museums own ongoing materials for social media and PR and developing shows for traveling exhibits around the world.



DIFFERENT Strokes

Makeup by LINDA MASON

*"I was thinking about grey and then with it stroke up over
I wasn't quite sure if I wanted to go with the white with the green.
I think she is very sensual so I didn't want to distract from her eyes.
I thought it simple natural lips in grey, and I didn't want to
try to get something that you didn't see."*

© 2004 Linda Mason. All rights reserved. Linda Mason is a professional makeup artist and author of the book "The Art of Makeup". She has worked with many celebrities and is known for her creative and artistic makeup designs. Her work has been featured in various magazines and television shows. She is currently living in Los Angeles, California.

THE FOLLOWING PAGES EXPLAIN HOW THE MUSEUM WILL BE ADAPTED TO
THE HOUSATONIC SCHOOL BUILDING



THE MASON
Museum of Body Arts

www.beautyartmakeup.com, www.lindamasongallery.com , www.lindamason.com



THE MASON
Museum of Body Arts

When and Where?

The Mason Museum of Body Arts is scheduled to open in the Spring/Summer of 2025. It will be located in the former School House in the picturesque Village of Housatonic, situated in the Berkshires



Housatonic

Housatonic is situated in The Berkshire area of Western Massachusetts , close to Great Barrington. The Berkshires is a well visited area known for its natural beauty, beautiful homes and great Cultural events. Neighbor to the natural historic Landmark Jacob's Pillow, Tanglewood music centre, the Berkshire Museum, the Norman Rockwell Estate, Barrington Stage Shakespeare and company and the Jack Shainman Gallery in Kinderhook.

It is an area also known for great swimming holes, hiking trails, skiing and many other out door activities which draw tourists year round.

For Inspiration

Part of an exhibit from:-

“Le Musee de l’Homme”

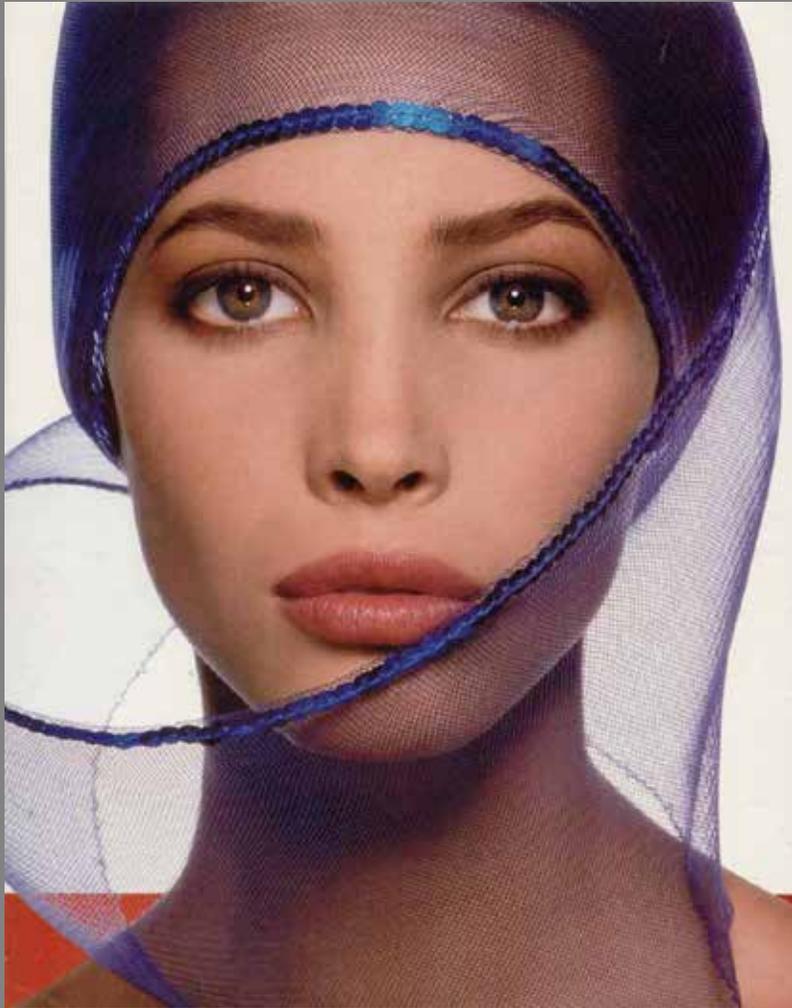
An inspirational effect we could achieve working with models with different layers of makeup and hair.



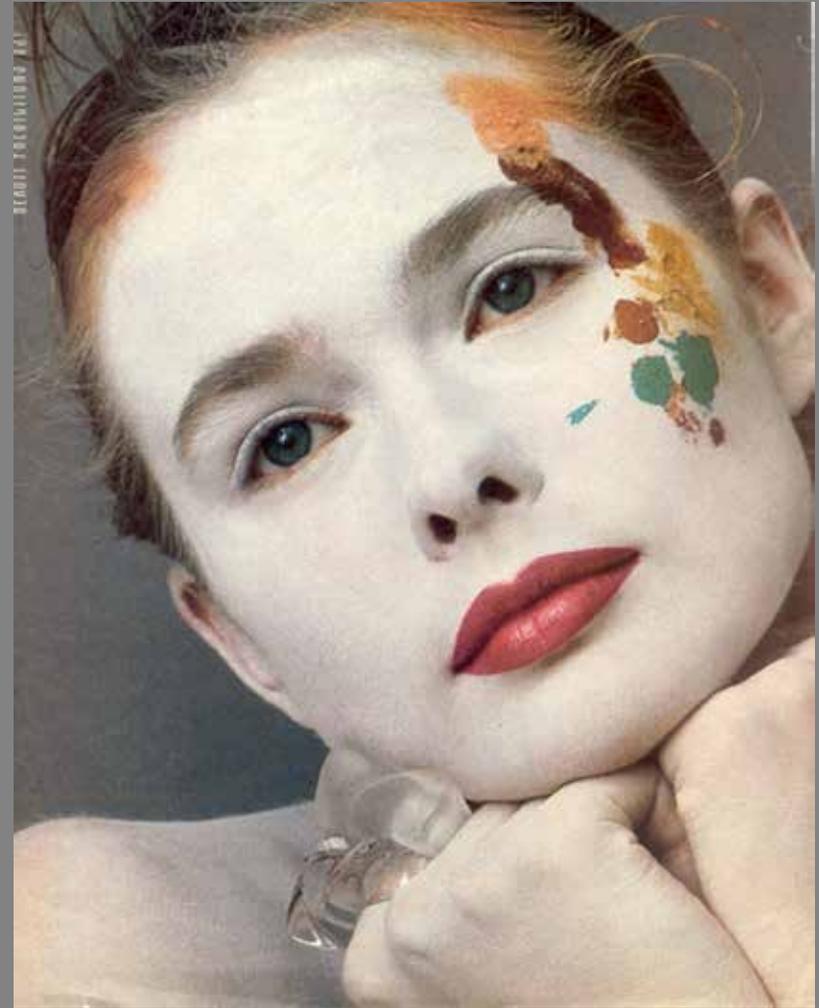
The Space

The building is an impressive elevated historical School building in the heart of the Village. with a wonderful well visited restaurant/ antique store "Pleasant and Main" opposite the main front entrance.

The school has spacious classrooms ideal for both working and Museum displays. There is a large central hall and a large loft space.



Christy Turlington photographed by Richard Avedon for Revlon 1987, makeup Linda Mason



1982 Harpers Bazaar. Photo, Art Kane Model, Nancy Deweir , Makeup Linda Mason

The Entrance Hall

Historical Photo Gallery

The entrance to the Museum will lead to the large hall with flexible elements that can be re-configured depending on needs. This hall will house a permanent photo Gallery with limited edition prints of beauty and fashion makeup by world renowned photographers. Once a Year one specific photographer will be highlighted with a four month long solo show in one of the Classrooms.

(eg. Roxanne Lowit who has photographed backstage at all the fashion shows in Paris and New York for 40 years. Steven Meisel and his images for Italian Vogue that he did together with Pat McGrath. Shows of Backstage theatrical images and images specific to film...

Powder Compact Table and Chairs



The Room to the right of the Entrance

After entering, the room to the right of the entrance will house a boutique. Historic makeup-related films will be screened. All tables, fixtures and utensils will be cosmetics-related, designed especially for the Museum and available for purchase in the boutique and Online.

For Inspiration

From Le Musee de L'Homme



Ground Floor

Permanent Exhibits

The other class rooms on the Ground floor opening into the Lobby will be opened up to create a space for permanent exhibits the permanent exhibits that will continue from there to the second floor. These spaces will be set up as rooms devoted to specific historical, ethnographic and artist or celebrity subjects.. The examples here are from "Le Musee De L'Homme" in Paris and a window display for Hermes together with video screen explanations.



For Inspiration

HERMÈS



Second Floor

Classroom exhibits

We would recreate or purchase original work environments, hair salons from the earlier part of the 20th century , movie makeup artist spaces, japanese tatoo artists workspaces and traditional application workspaces and install these in the second floor classrooms.



Worldwide Talent



As my career as a makeup artist progressed I had the good fortune to meet many a talented artist and work with the very best in the business. I have been surrounded by so much talent that the Museum could just have shows inspired by these creative beauty Industry people. without the historical and ethnographic aspects and still tell a great story and attract large audiences.

Joanne Gair *About*



Julian D'Ys



Sam McKnight

The Loft

Studio and visiting Artists working & exhibit space

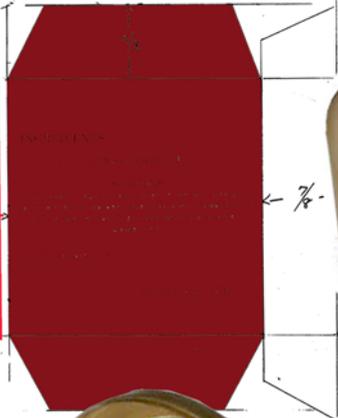
A new staircase will lead up to the loft at the top of the building. The loft will be a large, white space flooded by daylight coming through large skylights. It will be used as a working studio for makeup artists and hairstylists and visiting Artists-in-residence. It will double as a film/video studio, both for social media content and for the shows of individual artists, such as Julien D'Ys and Sam McNight, held simultaneously with the larger shows on the ground floor.

Some designers I worked with on the fashion shows in Paris had a clear idea of what they would like for makeup but others would leave it up to me. In the late 70's and 80's I worked with all the up and coming young designers in Paris and New York. Some who were only with us for a short period of time. Many such as Thierry Mugler had a very clear idea of the makeup they wanted and I had minimal artistic input, just had to choose colors and products and execute their ideas. Others would show me their clothing designs and I would use those as a springboard to create something original for them. A new creation. Finding or making the products to achieve a certain result.

Linda Mason 2022



I have a versatile entrepreneurial spirit and thrive in challenging situations where I can use my ability to conceptualize, innovate and manage projects, developing action plans, which achieve goals and deliver results. My major strength comes from my creative ideas and deep knowledge and understanding of all aspects of the cosmetic industry. My skills have been strengthened not just through my many years as a makeup artist working in the studio on photoshoots and film but primarily through running my own cosmetic company where I designed, and managed the production of luxury cosmetic products and accessories from A to Z, and through running The Art of Beauty by Linda Mason my Boutique/Workshop for 15yrs in Soho New York. As an artist I create not just single pieces of Art but conceptualize and realize, Installations, films and books. I speak fluent french and work frequently with Photoshop, Powerpoint, excel, word, numbers and have an elementary knowledge of many other programs. From 2020 to 2023 I am a visiting professor at the University of Sunderland in the UK. In October of 2021 after 40yrs in NYC I made a new home in Housatonic the Berkshires.



Bio



Born in Sunderland UK, Linda Mason began her artistic career in makeup in Paris, working on major runway shows and photo shoots. An influential force in her field for her innovative and creative work. She continued her career in New York working for magazines such as Vogue and Harpers Bazaar with top photographers models and celebrities . The Wall Street Journal stated that "Mason...took face painting out of punk and into high fashion." She started her company Linda Mason Elements in 1987 designing, manufacturing and distributing products in Barneys, Henri Bendels, Saks & Nordstoms. In 2013 she manufactured and sold Graffitigels. Her company continues to manufacture & export brushsets to Japan.

From 1998 until August 2013 she could be found in her workshop "The Art of Beauty by Linda Mason" in Soho New York. A space where she experimented and fused her makeup and art for an eclectic clientele. She has written five makeup books, published in the US, UK, Japan and Russia. Linda also gives seminars for major corporations and trains makeup artists. Her impressive talents also shine through in her film, painting, and other artistic endeavors. She has had solo shows and installations in the US and Europe and her artwork resides in collections throughout the World.

Some of the designers Linda Mason has worked with: Anne Klein, Liza Bruce, Nina Ricci, Commes de Garcons (Rei Kawakubo), Norma Kamali, Cynthia Rowley Patou, Fendi, Perri Ellis, Giorgio Armani, Steven Sprouse, Issey Miyake, Thierry Mugler, Jean Paul Gaultier, Versace, John Galliano, Vivienne Westwood, Laura Biagiotti, Yohji Yamamoto, Lanvin , Chanel, Levi Okunov.

Celebrities Linda Mason has worked with: Brook Shields, Cameron Diaz, Camryn Manheim, Chelize Theron, Christy Turlington, Kate Moss, Naomi Campbell, Claudia Schiffer, Cindy Crawford, Linda Evangelista, Uma Thurman, Iman, Andie McDowell, Isabelle Rossellini, Marsha Gay Harden, Famke Janssen, Demi Moore, Susan Sarandon, Kim Cattral, Lauren Hutton, Jerry Hall, Elizabeth Berkley, Charlotte Lewis, Bernadette Peters, Kirk Douglas, Paloma Picasso, Jill Clayburn, Marisa Berenson, Bridgett Nielson, Christy Brinkley, Jeff Goldblum, Clair Danes, Kim Alexis, Carol Alt, Diane Keaton, Shari Belafonte, Candice Bergen, Sonia Braga, Matthew Broderick, Phoebe Gates, Kelly Lebrock, Rob Lowe, Linda Grey, Elaine Paige, Russell Bennett, Kelly Lynch, Shirley McLaine, Bette Midler, Paulina Porizkova, Molly Ringwald, Ally Sheedy, Terry Farrell, Judd Nelson, Cathy Lee Crosby, Courtney Cox, Sarah Michelle Geller, Chaka Kahn, Iggy Pop, Christina Ricci, Billy Joel, Whitney Houston.

In 2015 Linda worked with Professor Kevin Petrie (Professor of Glass and Ceramics) and Graeme Thompson (then Dean of the Faculty of Art, Media and Design) on a project with National Glass Centre. The project was initiated by the then Vice Chancellor Prof Peter Fidler. Linda worked with graduates to develop innovative ways of working with glass which include 3D scanning, 3D printing and painting onto glass. This resulted in the exhibition 'A day at the beach' produced in collaboration with Linda's former school in Sunderland. Some of the pieces were gifted to a local children's hospice. Linda is currently a visiting professor at Sunderland University.



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