

# EXTREME NAIL STYLING POSTER | THEME: OPEN

## **TASK & TIME & GOAL**

1. Not a floor/live competition – photo (jpeg/tiff file) & text to be sent to the organiser prior to the deadline or submitted into online system.
2. One hand - 5 nails - can show face & body or just hand (s). Nails must be over 2 inches/ 5cm in length.
3. All entries must be new to *Nailympia* & can only be entered once in this competition. Must be an original photograph that has not been previously published or displayed in public or on social media.
4. A written synopsis of no more than 50 words in English must be provided with your photograph detailing how the look was achieved. This is for the judges to mark complexity & understand the journey to completed look. Please note points will be deducted for failing to include the text.
5. It is the whole picture that will be judged, not just the work on nails. Points will be awarded for the nail finish & overall wow factor. The style, background & theme of the picture will also be judged.
6. Think nail magazine cover when creating this poster.
7. Image must be in colour. No black & white photos.
8. All designs must be original & not seen in previous competitions or images.

## **ALLOWED**

1. Finishing on the nails can be in any media. It's a chance to go wild with nails & imagination but showcase a style.

## **NOT ALLOWED**

1. All entries must be new to *Nailympia* & can only be entered once. No repeat entries from prior years allowed.
2. No black & white or sepia images.
3. The work must not have been published on social media or entered into any competition or published in any journal beforehand.
4. No entries that have been changed from previous competitions allowed.
5. A maximum of ONE entry per competitor is allowed.

## **TIP**

Read the content of the score sheets. Check out the point distribution. Where you will gain the most points & where you gain the least. This will help your timing & focus. Knowledge of where you can gain points & where you can unnecessarily lose them is helpful.

## **E MAIL DOCUMENTS**

**Every *Nailympia* location has its own submission system - please check this.**  
**For Germany Enter – One photo taken of the completed poster. (Photo size minimum 2MB / maximum 10MB.) Create a word document with your description of your work. Send everything in, to [info@signature-nail.com](mailto:info@signature-nail.com) before the deadline. Please send everything in one or max. 2 e-mails, write your competitor's name & the category!**

## **IMPORTANT. PLEASE NOTE**

- Score sheets will be sent via email within 2 weeks after the *Nailympia* event takes place.
- Results will be announced during the ceremony of the arena event.
- The *Nailympia* team & organiser supports the decisions made by host & judges.
- There will no longer be judges critique on any nails or score sheets at the close of any *Nailympia* event.
- You are welcome to ask judges what they think about your work, if the nails are still on.
- The criteria rules & the score sheets are on an international standard. If you need more specific information, please feel free to download the guidelines on [www.nailympia.com](http://www.nailympia.com) (London global website).

## **SCORE SHEET CONTENT**

### **JUDGE 1**

- **INSTANT IMPACT (10):** Does the image have a 'wow factor that commands attention? Are your eyes drawn to the nails in the overall image?
- **CLARITY OF IMAGE & NAILS (10):** Is the image finished professionally without too much post-production work that makes it look contrived & unrealistic? Do not digitize the background or use AI elements.

### **JUDGE 2**

- **OVERALL STYLING (10):** Have all the elements of the image been considered & well executed with thought & consideration? Is the styling strong, powerful with a magnetic draw for the eye?
- **ORIGINALITY (10):** It must be an original interpretation; unusual & creative. Do you feel this is a new & exciting direction for nail imagery?

### **JUDGE 3**

- **USE OF LIGHTING (20):** Is the use of lighting clever? Has it added depth, dimension, highlights & shadows to the frame to bring the story to life? Has the lighting affected the overall feel & projection of the image & the observer's response to it?
- **EXECUTION OF CONCEPT (20):** Has the whole image been well brought together as an idea? Does it work as a nail image?

### **JUDGE 4**

- **NAIL FINISH (10):** Is the nail finish beautiful, talented, creative, sharp, clean, crisp & skilled? (Glossy or matte depending on the intention of the creator). Pay close attention to the cuticle area & surrounding skin to observe the precision of the result.
- **PROFESSIONAL PRESENTATION (10):** Does this image work as a nail magazine cover? Does it speak for & represent the professional nail industry in an authentic, true yet exciting fashion?

### **JUDGE 5**

- **OVERALL LOOK STRUCTURE (20):** Has this set got a structural WOW factor – assess the complexity of the nail structures, shape, form & architecture.
- **LENGTH (10):** The length of the nail is more than 2" inches from the cuticle on all 5 (10) nails & appears uniform on all – even if shapes may vary.

### **JUDGE 6**

- **NAIL SHAPES (20):** The shapes showcased across the hand are strong, uniform & consistent with the styling expected from the shape chosen on each finger. Is this skilled & thorough work?
- **COMPLEXITY (20):** Assess the complexity of the nail sculpting.