

THE UK'S ONLY MODELLING MAGAZINE

IMAGE

www.talentmanagement.com

WINTER 2010

Beat off the blues

Seasonal smiles
to combat SAD

COLD CUTS

Winter haircare for
terrific tresses

STONE DAFT?
LISTEN UP!

T★LENT™
MANAGEMENT

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It's all happening!

Here's what working models say about assignments they've got through the Talent Management Group

Name: George
Ref ID: L173565
Fee: £450.00

"The assignment was wonderful. I was asked to play 'The One Arm Bandit' on the computer."

Name: Selina for Shae-Love
Ref ID: H147347
Fee: £105.00

"The assignment went well. The best thing about the assignment was seeing how much Shae enjoyed herself."

Name: Lauren
Ref ID: H218690
Fee: £150.00

"This was my first assignment, and it was good fun."

Name: Carla for Libby
Ref ID: K217829
Fee: £105.00

"Libby's first assignment, she was asked to wear children's dressing-up costumes."

Name: Victoria for Jack
Ref ID: A167236
Fee: £105.00

"The assignment went very well and I was very proud of him."

Name: Camilla
Ref ID: R184418
Fee: £0.00

"The assignment was good fun and I was really pleased with how the assignment went, couldn't have gone better!"

Name: Kat
Ref ID: Z225390
Fee: £240.00

"The assignment was fun. The TV crew I worked with were very friendly and communicative. It was a real team spirit."

Name: Kathleen
Ref ID: X196255
Fee: £120.00

"I really enjoyed the assignment and I felt very important whilst being photographed."

Name: Rosanna
Ref ID: Z202123
Fee: £120.00

"I loved the assignment, it was very

enjoyable and it was great working with the other models."

Name: Harry
Ref ID: A232928
Fee: £75.00

"I loved the assignment. The people and the clothes I had to try on were fantastic."

Name: Annie
Ref ID: I141306
Fee: £75.00

"I loved being a model. I really enjoyed trying on different sportswear and showing the clients how it looks."

Name: Raymond
Ref ID: R158189
Fee: £120.00

"The assignment was most satisfactory and a great experience. Being a model for the day was really good."

Name: Michael
Ref ID: F212175
Fee: £120.00

"My first assignment was great. Being a model for the day me feel really good about myself."



Welcome...



It may be winter, but things are definitely hotting up here in the world of talent management –

there's always need for people with the right look, the right skills, and clients continue to come to us every day for help in finding them.

This issue of Image aims to inspire your ambitions, help you realise your dreams of a life in front of an audience or the camera lens... and, as always, we've some sensible advice on looking good and staying healthy too. We look forward to working with you in the coming months...

Damian O'Connor
Managing Director

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Sad?

...simple steps to get
you **smiling** again!

Winter's here, and it's traditionally a time of year when the shorter days start to affect many people's mood or sense of well-being

If you are experiencing any symptoms of depression you should visit your GP but mild cases can be put down to Seasonal Affective Disorder, or SAD. If you're among the sufferers this year, try these simple tips that may help you to cope better...

- Leave your curtains open. During the colder months there is no need to close your bedroom curtains in order to shut light out, so get into the habit of leaving them open - you may have to rise before the sun does during the week, but at weekends this habit will give your body the chance to be woken by daylight.
- Whenever possible, get outside during the daylight hours and try to spend as much time in natural light during the middle of the day as possible. If you are at work pop outside on your breaks and at lunchtime - it may be cold, but a few minutes each day will really make a difference to how you are feeling if you aren't getting enough sunlight.
- Get plenty of vitamin D - produced naturally after exposure to sunlight, during the darker months it is important to make sure that you keep your levels topped up. Vitamin D can be found in oily fish, meat and eggs and is also available as a supplement if your doctor feels it will help you.
- Get up at sunrise. It might mean setting your alarm for earlier than usual, but maximise your use of the daylight hours and your mood will lift. If you need more sleep then try to get to bed earlier.
- Cut down on your caffeine intake. It is important that you get enough sleep and rise feeling rested, so avoid caffeine after mid afternoon and keep your intake to a minimum for the earlier part of the day too.
- Try some light therapy. Light therapy involves the use of a special light box for the purpose of treating symptoms of SAD. Ask your doctor about light therapy, whether it could help you, and which light boxes are most effective. Some people feel that investing in a light box has helped to ease their symptoms and this just might work for you.

Your s for m

There's a whole world of work out there for talented boys, but many potential male stars have no idea how to get started...

Think about how to build on your talents...

If you're a talented would-be male star, then the first thing to do is to spend some time thinking about what kind of work you may be most suited to. For example, modelling categories include speciality, fitting and character or promotional work so there are several routes into the industry if you are determined and driven.

Remember that modelling is a competitive business, so any additional entertainment-based

starter en



talents and experience will work in your favour. Think about how you can build on your talents and how they may help to make you a more employable model.

If you are keen to get involved in modelling it will help to be open to a variety of work. Promotional work, for instance, will increase your confidence and can provide opportunities within the industry, hopefully leading to other work. It will also help you

to decide whether or not modelling is really for you.

As an aspiring model you will need to create networking opportunities. If you are offered representation check that the agency is regulated by the Department for Business, Innovation and Skills (BIS), and that its terms and conditions comply with the legislation that governs employment agencies. Officials from BIS carry out regular inspections on agencies, examining both their

activities and offices. Sticking with regulated agencies will protect you from scams.

After accepting any offer of representation be sure to keep your online profile up to date with current images and a brief biography where possible. Collect references from any work offered and build up your own portfolio... if you want to represent other people and their businesses, you need to show that you can represent yourself well too! **I**

Looking for models?



models
direct

Our Assignments Team are waiting for your call - you'll be surprised at our rates and selection of men, women & children nationwide.

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www.modelsdirect.com



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TALENT MANAGEMENT

The hottest news from the Talent Management Group

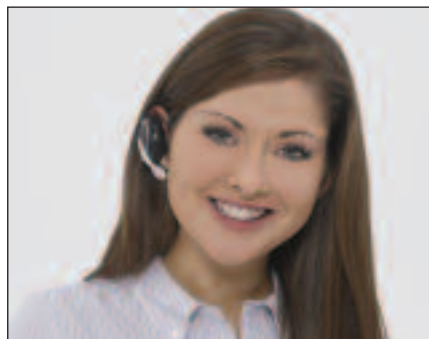
MISSION ACCOMPLISHED

LYDIA GOES INTO ACTION!

Founded in 1986, Action Storage Systems specialises in the manufacture, supply and installation of a wide range of shelving, lockers and racking and produces an annual catalogue featuring its products. When the company needed a model for the latest issue, it knew just who to contact.

Talent Management suggested Lydia and the assignment was a great success!

"I did a number of different photographs that will appear in the catalogue in January of next year - it was very exciting!" said Lydia.



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WINTER 10 **IMAGE 7**

TALENT MANAGEMENT SPOTLIGHT



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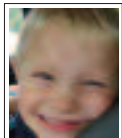
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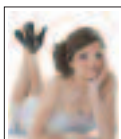
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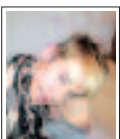
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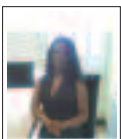
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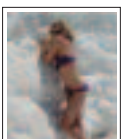
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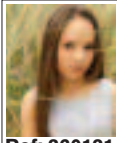
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Step into the spotlight!

You too could feature in a future instalment of 'Spotlight', the special feature which picks out your portfolio picture so that prospective employers can find just what they're looking for in a talented person. Young, old, female and male, babies – even pets! The service isn't free, but it's a small price to pay for the kind of attention only a Spotlight feature can bring!

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WINTER 10 **IMAGE 9**

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TRIO GET THE MODEL TREATMENT

It's a painless process modelling for the NHS, according to our smiling trio (clockwise from left) Luke, Alan and Palminder.

This was Palminder's first assignment and she handled it with gusto: "I was a little nervous but overcame it quickly as there was a very

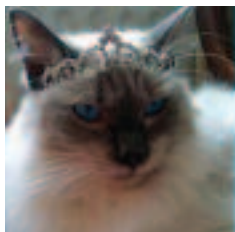
relaxing environment and I soon started to enjoy the assignment. I played a lady with back pain. My face needed to express the pain felt in my lower back..."

"I enjoyed getting into character," said Luke. "I portrayed a person who was suffering with flu. I had a prop for this and dressed suitably for the role so the shoot was more realistic. I was pleased with how the assignment went and the travelling was straightforward."

Alan said: "This assignment gave me an opportunity to use my acting skills. I portrayed a man with severe stomach pain. The best part of the assignment, apart from the pleasant friendly people

I was working with, was the closeness to my home - I only had to go 10 miles!"

Back pain for Palminder (right) but she's smiling now! Pictured with fellow NHS models Luke (above) and Alan (far right)



PURRFECT

When pampered puss Serendipity (Dippy to her friends!) modelled for home shopping company Kleeneze, her owner had a purrfect time: "The reception staff made such a fuss over Dippy, I had to keep tight hold as there was talk of 'catnapping!'"

FANCY THAT

Talent Management's model Shae-Love got to play dress-up at a recent assignment for the fancy dress company, Smiffy's. Shae-Love had fantastic fun dressing as all sorts of characters while being photographed in a wide range of costumes.

"This was a great modelling job," said Shae-Love's mum. "But the best thing was being able to dress in fancy dress and party wear for different shots. Shae-Love was required to pose in lots of outfits!"



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Tel: 0871 521 2111
www.talentmanagement.com

Editor:
Gillian Bendall
Email: md@2dle-oo.com

Design director:
Ike Davis
Email: design@2dle-oo.com

Advertisement director:
Laura Thorpe
Email: ads@2dle-oo.com
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HUE? DON'T
CRY

Colour confidence tricks...

Are you flattering your skin tone effectively? How to decide which hues and shades suit you best...

The easiest way to categorise skin tone is by thinking about the undertone it has. Whether dark or light skinned, you may have either a 'cool', 'warm' or 'neutral' skin tone.

Cool skin tones usually have a blue or pink base and people with this skin type often have blue, grey or green eyes. Warm skin tones often have a yellow or golden base and people with this skin type often have brown or dark hazel eyes.

If you have a mid toned neutral skin it is often known as 'olive' based. People with olive skin are often brown eyed and generally tan easily with green-yellow undertones to their complexions.

Cool tones

As a general rule stay away from brights – particularly

oranges, pinks and yellows – which are unflattering to this skin tone. You will often find that your eye colour is a good guide to the hues that will look great on you. Bring out blue, green and grey eyes and try browns too which often compliment your skin. Start with subdued tones in mid or pastel shades and adapt according to your individual needs.

Warm tones

Warm tones generally look fantastic in brights and the

darker your skin the brighter you can go. Try yellows, hot pinks and royal blues but avoid less vibrant colours such as navy, and wear black sparingly.

Olive tones

Medium, olive toned skin generally looks great with creams, light blues and blacks. Shades from the lighter or darker ends of the spectrum should suit you best, mid shades may not make the most of your colouring. Avoid yellows and greens. ■

White is smiles better

Achieve naturally whiter teeth without spending a fortune or going through painful procedures...

DON'T: smoke – one of the worst offenders for staining your teeth; gargle peroxide – effective, but will irritate your gums and can cause sensitivity; forget to brush after tea or coffee; use orange or lemon peels – citrus will remove enamel. **DO:** try baking soda – use infrequently, rinse thoroughly; eat strawberries – they have fab tooth whitening properties; wear red lipstick – does wonders for your smile.



Stay ahead: this winter

Cold weather can play havoc with your hair - the changes in temperature outside and the use of central heating indoors are damaging and inescapable!

If you want to avoid frizzy, dry or brittle hair as the weather turns colder it's important to plan a hair care regime to help keep locks lustrous until spring.

The best place to start your new routine is with diet. Eat foods that are rich in omega oils and protein as these will support hair growth and scalp health. Vitamins A, B (including biotin - B7) and C are also beneficial; between them they will help to prevent split ends and hair loss. Iron is also important as it helps to deliver oxygen to

Plan a hair care regime to help keep locks lustrous until spring...

your hair, without which it becomes weak.

Staying hydrated is important to maintain supple hair. Drink around eight glasses of water a day for the best results.

Avoid heat styling as often as possible and have a product-free day whenever you can, substituting your usual product for a leave-in conditioner. And use deep conditioning treatments regularly to keep your hair soft and shiny.

Finally, remember that regular haircuts will make your hair appear thicker and keep split ends under control.



Better than a 1000 words...

If you want to work in any of the talent industries, you need to know how to look great in photographs...

Even A-listers have to work hard on their poses and photographic attitude sometimes. So, if you've often felt you're not photogenic we have good news: there are three basic tips you can follow to get the most out of being photographed – on a shoot or in family snaps!

Preparation is paramount. No-one has to know that you practiced in a mirror prior to your moment in front of the camera, so why not work on some poses that you think flatter you? You could take this a step further by having a faux photoshoot – give it a try alone with a camera or even a

mobile phone that includes a timer function, or with a good friend who you feel comfortable with. Use a digital camera so you can afford to take lots of photos and can immediately delete those that you feel don't work. When you have taken some photos that you think do work, consider how you can recreate the poses and angles that flatter you.

Always wear something that you are completely comfortable in when having your picture taken – if you are unsure about your look that will show through the lens. Also avoid trying out any daring new colours or make-up

Why so shy?

Shyness is a common characteristic of early childhood. For some, shyness will be shed as they grow older and gain confidence. But for others, there are some simple techniques to help...

Shyness can be caused by many factors but commonly it will have passed to a child via his parents. It's not clear whether this can be attributed to 'nature' or 'nurture', but there's definitely an external influence - overprotective parents or domineering siblings.

It's better to help shy children face up to their fears, however tempting it may be to make life easier for them. Don't deliberately keep them away from social situations - but never force a shy child into something that's genuinely upsetting for him. Shy children are usually happier on home territory, so initially invite one or a small handful of friends to your place for them to get to know before plunging them into a group situation.

Sometimes it's simple caution that causes a child to hang back - he may want to be certain about new people and places or he may just be a quiet and reflective type, who prefers his own company.

It's hard to know how much of a problem shyness can be in life, but what you make of your child's shyness is very important. Avoid 'labelling' a shy child - it may compound the problem and make him feel even worse. Instead, acknowledge that the child is shy and give him gentle support and encouragement. Remember:

- Shyness is a perfectly normal trait in childhood
- Shy children are usually so because of family influences
- Shyness needn't be a major concern, but it may hold a child back socially, and can impact on progress at school. Set the right example by letting your child see you at ease in social situations
- Avoid labelling a child as 'shy'.



ideas at the last minute. If you'd like to try something new, try it alone first!

Relaxing in front of the camera is important if you want to achieve a great shot. False smiles and strained expressions will always look odd so it's vital that you try to have fun. You may think that this is easier said than done but it doesn't have to be. Approach being photographed as an

experience that should be enjoyable. You are trying to capture a moment in time, for whatever reason, so lose yourself in that moment and shake off any rigidity. Physically shaking out your arms and legs can help you let go of tension. Give this a try between shots and be sure to change your expression or relax your face often. If you try to hold a smile for too long it will just look scary! ■



Don't give up!

One of the most exciting things about working in entertainment is that you never know what will happen next. If you've had a run of unsuccessful auditions but are passionate about making it into entertainment then don't give up... your big chance could be just around the corner!

Whether you're a singer, dancer or model, it's always sensible to work hard and hone your skills. But sometimes being super talented and brilliant at what you do just isn't enough... and that's when your patience, passion and persistence will really be put to the test.

If you're starting to wonder whether you'll ever achieve your ambitions, remember that even some of the most famous names on the talent

circuit arrived there in quite unconventional style. Clint Eastwood and Tommy Lee Jones, for example, didn't take acting classes, and Samuel Jackson got his first big break with *Pulp Fiction* aged 46. Justin Bieber was discovered on YouTube and Lily Allen and Sean Kingston both made their way into the limelight from profiles on MySpace.

While you're waiting to be discovered too, try these tips to boost your chances...

- Whatever your talent, keep working on it because no matter how skilled, determined and passionate you are, you can be sure that you have competition.
- Work on your online profile and create a digital press kit or show reel. These items should always be in place as they could be required by a prospective employer at short notice – they're basic tools that will really help you to promote yourself effectively.



Remember that even some of the most famous names on the talent circuit arrived there in quite unconventional style...

- Use your online presence, digital press kit or show reel to actively promote yourself in the right circles and get out to events where you can network.
- Get a mentor if you can. No-one can teach you more about the industry than somebody who has already made it or works around people who have.
- Volunteer for part time work at a local TV studio, theatre or radio station. Doing so will offer a valuable insight into how the industry works and may well lead to opportunities for you.

Top audition tips

Had a call for an audition or casting? That's fantastic! Now you just have to make the most of your moment to shine...

Firstly, be as well prepared as possible. Unless you are asked to perform an improvisation, be sure that you know your performance piece well and have practiced it, preferably in front of others.

If you need to warm up allow yourself plenty of time to do so and make sure you have any costume, props or equipment that you will require. Bad planning can be your enemy, so make sure you allow plenty of time to get to the audition and you know exactly where you have to be.

Remember that you do this because you love it. Nerves are to be expected, and can even improve your performance sometimes. But if you're particularly jittery, learn some breathing techniques to calm yourself. Aim to have fun and always approach your audition with a positive attitude.

Stay within the specified time. Those auditioning you will probably know within seconds whether or not you are the right person for the job so keep it short and sweet unless advised otherwise. You know what you are best at, so if you have the chance to then show off your talents in their best light. But know your limits - this may not be the time to try something new.

Always remain polite - not just to those auditioning you, but to fellow performers and artists. And stay positive, even if you are unsuccessful. Learning to deal with rejection is essential for any performer or artist, so treat every audition or casting as a valuable learning experience, whatever the outcome.



Client requests

Here are examples of recent client requests received by the Talent Management National Assignments Department

We search our database of models from all over the country and propose to clients those which match their requirements. Our co-ordinators call the models selected, offer them the assignment together with a fee... then the assignment takes place!

Communications company requires 15 child models 16-plus but to look younger for online video.

Production
Budget £3000

Production company requires female and male models to be extras in advert.

Production
Budget £200



Major clothing brand requires babies for Christmas outfits and fancy dress costumes. Must be aged between three and nine months.

Photographic
Budget £1000

Female model for fashion shoot for fashion project.

Photographic
Budget £50 plus photos

Sporting brand requires two 12-year-olds for fittings work.

Promotional
Budget £150

Events company looking for female models to act as characters for a themed party.

Promotional
Budget £TBC

Boy model aged nine with very specific measurements required for photoshoot for equestrian wear.

Photographic
Budget £200

Male models with receding hairlines required for new professional hair systems.

Photographic
Budget £TBC

Photography company looking for male and female models for medical client. Models must be wheelchair users or have a visible disability.

Photographic
Budget £TBC

New fashion label requires female model late 20s or early 30s for classic shots to show off new winter range.

Photographic
Budget £225

TV production company requires nine- to 10-month-old baby for one day filming for TV ad.

Production
Budget £TBC

Two late teen inexperienced female models, for makeover and photoshoot.

Photographic
Budget £100

Design agency requires 13- to 14-year-old model for fostering campaign.

Photographic
Budget £150

Pregnant models required for maternity underwear.

Photographic
Budget £400

Female and male models aged 25-60 with little acting experience for new web-site viral.

Production
Budget £500

Photography school requires experienced models for photography courses.

Photographic
Budget £TBC

Photography company looking for models of all ages in its area for local work.

Photographic
Budget £TBC

Major TV company looking for the next top female model with visible disability.

Production
Budget £TBC

Children's product development company requires mum, dad and child of three or four years to recreate an image.

Photographic
Budget £700



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