



HAIR AFFAIR

ZODIAC

April 25 ★ 7-10:30 PM

MMoCA
MADISON MUSEUM OF CONTEMPORARY ART

WELCOME to a runway show spotlighting the fantastic intersection of art and hair, showcasing the artistic talents of some of Wisconsin's most imaginative stylists! Now in its sixth incarnation, Hair Affair 2019 is sure to amaze with awe-inspiring feats of design audacity. This year's theme—Zodiac—may bring to mind creatures, signs, symbols, and night skies; our astrally-inspired stylists will not disappoint. These imaginative hair concepts, artfully crafted into the sculptures on view, will be seen tonight only at the Madison Museum of Contemporary Art.

SCHEDULE

6:45 Early entry, champagne and fare for VIP guests

- 7**
- ★ General admission begins
 - ★ Zodica Perfumery birth chart readings and scents
 - ★ Cash bars open until 10:30 pm
 - ★ Visit the photo booth in the State Street Gallery
 - ★ Purchase raffle tickets and bid on jewelry from Chalmers Jewelers

7:55 Welcome from emcees: Leigh Mills and John Stofflet of NBC15 in the lobby; René Heiden and Kimberly Carver-Wilder in the VIP section; Tami Dodge and Tanya Quint in the State Street Gallery.

Next comes the “mane” attraction as otherworldly models and their escorts descend MMoCA's glass staircase and walk the runway. Inspired by the theme Zodiac, each stylist has masterfully created a hair sculpture with costuming and makeup to complete each look.

9–9:30 Last chance to purchase raffle tickets or bid on jewelry in the silent auction

9–10:30 Dance the night away and grab a selfie with a model!

9:30 Raffle drawings and silent auction winner announced

Generous support for Hair Affair 2019 has been provided by The Century House, Summit Credit Union, Chalmers Jewelers, BRAVA Magazine, Isthmus Publishing, Thyssen, and Zodica Perfumery.

RAFFLE

The stars might just align in your favor to win a stellar prize package when you try your luck at the Hair Affair raffle! Only 500 tickets are available, and can be purchased from our roving raffle ticket sellers. At \$20 each, all proceeds from raffle ticket sales support MMoCA's exhibitions and education programs, and its free admission policy. Tickets can be purchased with cash, check, or credit card.

Raffle tickets will be available for purchase starting at 6:45 pm, with separate drawings for each prize taking place at 9:30 pm in the MMoCA Lobby. **You need not be present to win.**

PRIZES

- ★ The Madison Experience
- ★ Spa getaway at The Edgewater
- ★ Weekend getaway to Green Lake
- ★ Wisconsin Badger football tickets

SILENT AUCTION

Bid on a sterling silver and rose-gold plated bubble necklace or set of earrings in the silent auction in the lobby! Donated by Chalmers Jewelers, a local independent jewelry store in Madison and Middleton, these contemporary pieces were designed by Frederic Duclos.

Bidding ends at 9:30 pm. Winners will check out at the lobby desk before 10 pm.



CAST YOUR EYES toward the runway just before the hour strikes eight; there's no need to hitchhike the galaxy, tonight the zodiac comes to Earth. MMoCA is pleased to present the nineteen teams of stylists and salons who donated time, talent, and aesthetic vision to all that is Hair Affair, an important fundraiser for MMoCA.

ANAALA ★ HORUS: THE ONE FAR ABOVE

4506 Regent St, Madison • 608.441.6918 • anaala.com
Design Team: Nikki Beckjorden; Model: Rodney Mack

Egyptians believed that pharaohs were the “living Horus,” embodying the sky god, whose ferocity, strength, and power are evident in a hair-and-body sculpture worthy of King Tut's tomb. Woven emerald- and ruby-hued dreads accentuate a falcon mask while a sheer shendyt, gold collar, belt, and staff underscore the zodiac sign's regal attitude. Take *that*, Prince Harry!

CHA CHA BEAUTY & BARBER ★ PISCES

1255 Williamson St, Madison • 608.204.3988 • chachahair.com
Design Team: Stephanie Howard; Model: Heidi Howard

Angling for a new perspective on Pisces? This sculpture ticks the tackle box. Hair in various shades of overlapping and layered blue is accented by a contrasting orange hand-crafted anglerfish—with quite the haircut itself, shown by its flashy fins. The dreamy, yet edgy, watery theme of this structural design weaves its way toward the open abyss, represented by the model's dark dress. It's a good thing Pieces is known for getting along with everyone. . . you never know who or what may be out there.

FOLLICLE HAIR STUDIO ★ GODDESS OF FOLLICLE HAIR STUDIO

817 S 5th St, Milwaukee • 414.671.3233
Design Team: Marisa Angeles, Giovanni Rodriguez, Victoria P. Juscanga; Model: Nidia Fonseca

Twelve signs do the western zodiac make. Four elements from which they arise: fire, earth, air, water. A dozen cosmic symbols waft through said air, making their way 'round this piece designed to evoke the galaxy with a cape, braided strands, wire, lights, stars, and glitter. The meaning? Nouns abound: beauty, passion, determination, strength (all those things you take vitamins for, right?).

HAIR FORUM ★ LIBRA ABSOLUTE

606 University Ave, Madison • 608.255.1930 • hairforumhairshop.com
Design Team: Lisa Gross; Model: Allegra Chell Lewis

No hovering huntswoman, this vulture of culture embodies the Egyptian goddess Mut with both avian and mammalian aspects. A multitude of lapis faux-bobbed hair rests atop a metal framework, which also supports a golden, papier-mâché vulture and bejeweled antelope antlers. Majestic headdress? Check. Outfit to match? Check. Royal hand-wave? Down pat.

LONDON'S HEALTHY HAIR ★ GEMINI: REVEALING DUALITY

610 E Clarke St, Milwaukee • 414.257.9332
Design Team: Rashon Crenshaw and Paige Cross; Model: Anna Thaney

Light and dark. Dull and shiny. Goodness and. . . not-so-goodness. A visual duel of life/death speaks to the duality of the Gemini. Witness verdant, spiraling curls resembling grass that move skyward toward a topiary divided. Half a vibrant display of foliage; the opposite-lifeless charcoal and blood-red branches. Which side would *you* rather be on?

NEROLI SALON & SPA ★ WILLOW

327 E St Paul Ave, Milwaukee • 414.227.2888 • nerolisalonspa.com

Design Team: Sally Abbott, Kirstin Bose, Maggie Banks, Opal Simone, Ellie Hetzer;

Model: Sarah Milanowski

In the Druid zodiac, trees root the 13-sign, lunar system. The willow is an observer with patience to spare: her artists here would agree, as it takes time to morph goat hair, Kanekalon, cotton, dirt, moss, and eco-fiber into an artistic expression of Celtic caliber. Formed to appear “born and risen from the earth,” the model walks in lithe, willowy formation with nary a weep.

RZ & COMPANY ★ CELESTIAL TWINS

6602 Odana Rd, Madison • 608.827.7979 • rzco.com

Design Team: Renee Thomas, Arati Shrestha; Models: Rachel Svendsen and Lorna Svendsen

Models à deux carry the weight of celestial bodies on their shoulders, an overlapping sun/moon that come together and apart, celebrating multi-cultural zodiacs that exhibit two sides: highly emotional and reasonably practical. Personality traits of this #twinning sign are emblazoned on arms with tattoos. Thank goodness they are temporary. . . just like those mood swings.

RZ & COMPANY ★ SCORPIUS ANTARES

6602 Odana Rd, Madison • 608.827.7979 • rzco.com

Design Team: Meghan Jones, Samantha Luna; Model: Amanda Acker

A literal to ethereal interpretation takes place in this design, which depicts a dual story. Below, body paint describes Scorpio history, rising from Earth’s elements. Above, a net of hair wefts—layered over an LED constellation—define strength and determination: characteristics of the sign’s personality. Beware of enchantment, however. This arachnid may bite worse than she barks.

STUDIO Z ★ VIRGO GODDESS

6025 Monona Dr, Madison • 608.221.7888 • studiomadison.com

Design Team: Melissa Freymiller; Model: Paolina Goodson

A shrinking violet, she is not: this Virgo struts her stuff in a prismatic play of eye-dazzling crushed glass, Swarovski crystals, and sly, silver embellishments. Mystical and feminine from crown to tip of flowing train, the sculpture weaves five multi-color wigs that definitively answer the age-old question: Yes, bigger is better!

TEMPTD SALON & SPA ★ ARMORED ENCHANTRESS

6316 Monona Dr, Monona • 608.819.6400 • temptdsalon.com

Design Team: Natalie Leighton, Brynn Foster, Sarah Neustadter; Model: Kali North

Loving the life aquatic, Cancer is persuasive yet warm and imaginative. A juxtaposition of beauty and danger, the pièce de résistance of this sculpture is a 24-inch, scarlet crustacean atop ocean-hued hair, armored bodice, and moving appendages. Add a fishing net skirt affixed with jellyfish and starfish, and you’ll be ready to hit the closest sushi joint.

THORPS HAIRCUTS & COLOR ★ CHINESE DRAGON ZODIAC

1988 Atwood Ave, Madison • 608.467.2222 • thorps.org

Design Team: Molly Hanson, Hattie Chamberlin, Genna Baker, Dylan Underwood,

Riley Thippayoth; Model: Sadie Swenson

Fierce treasure-seekers, dragons possess a light, airy quality tempered by hot flame. This artistic rendering is no different, enhanced by gravity-defying—and flying—black-to-blue ombré hair extensions, flame panels, and kohl-smudged eyes. Who needs e-cigarettes when you have a pet this smoking hot?

UNION HAIR PARLOR ★ CAPRICORN: THE SEA GOAT

2039 Winnebago St, Madison • 608.467.8007 • unionhairparlor.com

Design Team: Jessica Zaremba, Laura Counselman, Daisy Quintal, Ari Kluesner, Jenni Fristed,

Lynn Schmitt; Model: Jenni Fristed

Capricorn: the combo platter of western zodiac. You say, “Taco,” I say, “Goat.” You say, “Burrito,” I say, “Fish.” It’s as strange as that; yet makes sense. With goat up top and fish below, the best of *both* worlds is present. Brown-and-cream horns, fur, and hooves segue seamlessly to a sea palette using real goat hair adhered to the body with mermaid detail and ethereal foam.

WICKED BEAUTY ★ LEO, REIMAGINED

303 S Livingston St, Madison • 608.698.4247 • wickedbeautysalon.com

Design Team: Victoria Harang and Matthew Collins; Model: Craig Alan

A multicolor, dreamy cape made of hair wefts adorns a rhinestone bodysuit worthy of the most celebrated cowboy (or girl). This getup, however, is less “Giddy up!” and more “Roar!” with curly, waist-grazing, ombré wig and attitude to match the haughtiest of lionesses.

WILLIAM JON SALON ★ NANA ATRA: CHINESE COBRA

2701 University Ave, Madison • 608.238.3334 • williamjonsalonandspa.com

Design Team: John Wappler, Jekaterina Agaponoua; Model: Yulia Slesareva

In Sheng Xiao, the snake is the sixth animal in a 12-year cycle and symbolizes evil, suspicion, good fortune and health. Follow the path of this slithering serpent—made entirely of paper—as it wraps a body embellished with purple and green sequins to a cobra’s hood. Herpetophobia? You’d better take a few (giant) steps back.



EMERGING STYLISTS

New to Hair Affair 2019, students enrolled in beauty or cosmetology school created designs from the shoulders up pushing the very limits of their creativity in order to build their portfolio, make connections and gain experience.

EMPIRE BEAUTY SCHOOL ★ CANCER OF THE SEA

5655 S 27th St, Milwaukee • 414.282.4110 • empire.edu

Design Team: Monique Harris, Janeicia Johnson; Model: Dywana Hamblet

Crabby comes to mind as the disposition of Cancer, but this astrological sign is buoyed by salt and sea; mystery and innovation. Seen a crab walk? Genius. Allow this sea creature sculpture to seduce with braids, a dizzying network of cardboard and Styrofoam support, bright colors and dimension that make fast friends of any little mermaid.

PAUL MITCHELL—THE SCHOOL, MADISON ★ ARIES

7021 Tree Ln, Madison • 608.807.5993

Design Team: Kiara Allen, Chelsea Nicole; Model: Shannon Love

Business in the front, party in the back—that's the message here for ram-tough Aries. Anterior presents two horns: one ebony (strength) and the other claret (bold, sexy), symbolizing analogous traits with a hint of contrast. Fun begins posterior: a rainbow ponytail hints at an "anything goes" attitude.

PAUL MITCHELL—THE SCHOOL, MILWAUKEE ★ MUT: MOTHER GODDESS OF THE WORLD

2000 Silvernail Rd, Pewaukee • 262.549.3100

Design Team: Christina Manns, Betzabel Rodriguez, Hailey VanWormer;

Model: Hailey VanWormer

"Mut" means, "mother" and the example here is no exception. A worldly madre makes her metaphorical way through the waters of the Nile and the burning sands of the Nubian desert showcasing a 12-inch, spherical earth "bun" with cascading, 36-inch braids interspersed with sticks, leaves, blooms, birds, and bugs. It doesn't get any more "au naturel" than this.

PAUL MITCHELL—THE SCHOOL, MILWAUKEE ★ OX BLOSSOM

2000 Silvernail Rd, Pewaukee • 262.549.3100

Design Team: Rebecca Nowosad, Jennifer Villareal, Nate Oldenberg;

Model: Steve Hanrahan

Most of us frown upon the bearish, so here's where the bull-ish comes in: rising horns of strong oxen, supported by mere headband and wire. The galaxy-effect, chroma explosion of pink, yellow, and green gets accentuated by feathers, glitter, and flowers. Turn your head to the night sky and you just might see this starry point-to-point light up like eyes of a fiery matador.

PAUL MITCHELL—THE SCHOOL, MILWAUKEE ★ UNICAP

2000 Silvernail Rd, Pewaukee • 262.549.3100

Design Team: Jasmine Walker, Nicole Koppa, Elizabeth Schmid; Model: Asia Balsewicz

A blend of the mythological and the celestial—unicorn meets Capricorn. Horns abound in this creature fused in the imagination of the makers. The creation of this 8 pound coiffure took ambition, persistence and discipline, not unlike the traits of this earth sign. With so many spiraling appendages, the audience will be hooked!

THANK YOU FOR ATTENDING. Hair Affair is an important fundraiser for the Madison Museum of Contemporary Art. With your ticket purchase you are helping MMoCA, an important cultural institution in Wisconsin, remain admission-free and able to present compelling art exhibitions, engaging educational programs for school children, and meaningful art-based experiences that enhance the appreciation and understanding of art.

MMoCA is grateful for the generous support of its Hair Affair sponsors and individual contributors:



HAIR AFFAIR BIG WIGS

Karen & Craig Christianson	Darcy Kind & Marc Vitale	Jordan L. Siegler & Lukas P. Dietz
Tami Dodge	Mary & Scott Kolar	Kim & John Sylla
Vikki Enright	Bob Leschke	Kimberly & Christopher Wilder
Dianne Gomez	Lyn Malofsky & Jessica Perez	KRS Hair & Wax Studio
Renée Heiden	Amy Paulios	Mary Alice Wimmer
Valerie Kazamias	Ellen Rosner & Paul Reckwerdt	Jessica & Jim Yehle
Julia Kerr & Ron Parsley	Dynee & Barney Sheafor	Theodora Zehner

HAIR AFFAIR COMMITTEE AND MMoCA STAFF

René Heiden, Co-Chair	Annik Dupaty, Director of Events & Volunteers
Amy Paulios, Co-Chair	Kaitlin Kropp, Development Officer
Abbie Anderson	Amy Lambricht Murphy, Events & Volunteers Assistant
Kimberly Carver-Wilder	Betsy Wyns, Development Associate
Tami Dodge	Charlotte Easterling, Head of Graphic Design
Valerie Kazamias	Kelly McBride, Events Intern
Julia Kerr	Rachel Miller, Events Intern
Annie Levihn	Angie Nguyen, Events Intern
Heather Owens	Nikki Nicholson, Graphic Design Intern
Sarah Phillips	David Weinberg, PR Intern
Tanya Quint	
Kim Sylla	
Rachel Wallace	

ACKNOWLEDGEMENTS

The Madison Museum of Contemporary Art would like to extend its sincere gratitude to all who have made the 2019 Hair Affair a great success: participating salons, stylists, committee members, and volunteers who generously offered time and effort to present this event. Special acknowledgements go to the following:

Zodica Perfumery (birth charts and scents); Brian Weinkauff (lighting); Colony Brands; DJ Geoffrey Sandler; emcees Leigh Mills and John Stofflet of NBC15; Tom McInville and Sarah Trybula of studiom (photographers); Hunter Connors Herm (photographer); The Rock Agency (escorts of models); and Celebrations Entertainment (sound and photo booth). Our deepest appreciation goes to Hair Affair's generous sponsors and Big Wigs.

Finally, thank you to all of our raffle and VIP gift bag donors. At time of printing, contributors included: Ale Asylum; Anaala Salon & Spa; Arch; BRAVA Magazine; Children's Theater of Madison; DoubleTree by Hilton; The Edgewater Spa; Faith Morledge, broker; Sprinkman Real Estate; Forward Theater Company; Fresco; KRS Hair & Wax Studio; Madison Children's Museum; Madison Food Explorers; Madison Opera; Madison Symphony Orchestra; Michelangelo's Coffee House; Nick's Restaurant; Overture Center for the Arts; Panera; Park Hotel; Red; RZ & Company; Short Stack Eatery; Valerie Kazamias; Vom Fass; Wisconsin Chamber Orchestra; Wisconsin Historical Museum; and Zodica Perfumery.

Many generous individuals and companies have contributed to the success of this evening. We hope that all have been acknowledged. We apologize for any unintentional omissions or errors.

charm the air

WEAR *your* SIGN...
or THE SIGN YOU
WISH *to* ATTRACT



OPEN HOUSE

Saturday, May 4th @ 1-3pm

1620 11th St, Monroe, WI 53566

- + Live Music from Indie Rock Band **Basom Hill**
- + New Moon Circle + Intention Scenting
- + Free Zodiac Birth Charts
- + Free Tarot Card Readings



Now Available At: Madison Modern Market, 310 State Street