



## CAREERS WITH STYLE

by *Anne Fullem*

photography: *Amy Jones*

[www.amyjphoto.com](http://www.amyjphoto.com)



# Gina Bateman

*Making a mark on  
Hollywood, from her  
home in Harford*

"I love my job because everyday is something different, someone new, and hopefully something fun and interesting...I'm definitely not an office type of chick."

Gina didn't know she was going to wind up a make-up artist to the stars, but she did know her creativity would drive her career. She started doing makeup in 1990 after attending Von Lee school of Cosmetology. Her first experience with makeup for a TV show was HBO's *Homicide: Life on the Streets*. "My father introduced me to my first producer in 1994, on the HBO series *Homicide Life on the Streets* which filmed in Baltimore for several years....since the mid 80's, there have been tons of things shot in and around Maryland...we have a very talented crew here that work in all departments of film making, and production companies realize that" said Gina.

Since then, she has worked on numerous shows, commercials, and films including *Step Up*, *Tuck Everlasting*, *The Wedding Crashers*, *Ladder 49*, and currently the Netflix production, *House of Cards*, and the HBO show *VEEP*.

Gina's not afraid of a little blood and gore either. "I did blood and gore in *Blair Witch 2*, and a few other horror films, aging and beards in a few, and several other types of effects that come up all the time. We are always asked to make someone

look different than how they actually do... making someone look older, younger, homeless, tired, drunk, crying, even dead. I've made several dead people....adding facial hair, tattoos, scars, the list goes on" said Gina.

You might think it would be difficult to work on Hollywood productions from Harford County, but as a member of the union, Gina does most of her Hollywood work in Maryland and DC, with a few exceptions. There are downtimes in filming in Maryland, and during those times, Gina builds relationships with local photographers. "I enjoy working in fashion, and on editorial shoots because I get to be more creative, and occasionally have artistic license to do what I want, rather than what the director or client wants" Gina remarked.

*"I find inspiration everywhere....all over the internet..magazines, television, films, my beautiful daughter and her friends."*

Check out the following pages to see some of Gina's make-up trends for 2013.

# The Power Lip

photography  
**Amy Jones**  
*amyjphoto.com*

**model**  
*Allyson Kreger*  
Represented by  
*L&M Modeling & Talent*

**makeup**  
*Gina Bateman*  
for *MAKE UP FOR EVER*

**hair**  
*Sarah Jackson*  
for *Bang! The Salon, Bel Air*

**apparel**  
*Esme Iglarsh*  
*www.planitej.com*

**styling**  
*Esme Iglarsh & Amy Jones*

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*As with all of my faces, it starts with a beautiful, flawless face which is achieved by using the necessary primers, foundations and powder. This look is a very simple, pale eye and eyebrows, soft cheek, and any deep or bright lip color that the wearer loves, penciled in, and layered on!*

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# Flawless Neutrals

photography  
**Amy Jones**  
*amyjphoto.com*

**model**  
*Allyson Kreger*  
Represented by  
*L&M Modeling & Talent*

**makeup**  
*Gina Bateman*  
for MAKE UP FOR EVER

**hair**  
*Sarah Jackson*  
for Bang! The Salon, Bel Air

**apparel**  
*Esme Iglarsh*  
*www.planitej.com*

**styling**  
*Esme Iglarsh & Amy Jones*

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*Again, all looks start with beautiful skin. This trend has a dark, smokey eye, which everyone wants these days, (filled in brows to match the hair)...contoured cheeks, and cocoa colored blush and lips....stunning!*  
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