

THE EXPERIENCE OF A LIFETIME

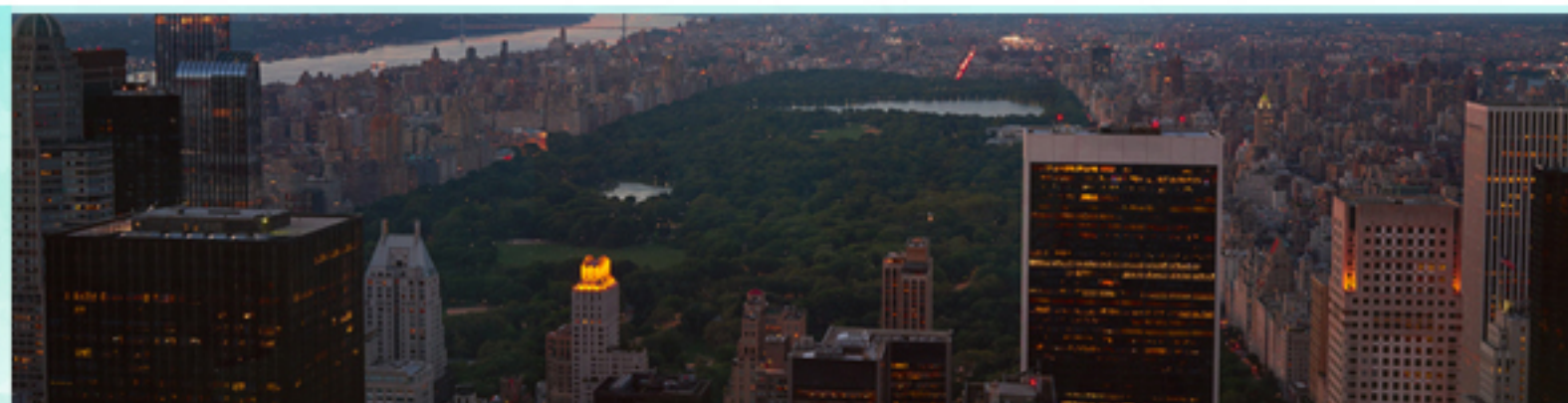
IMTA is truly **“The Experience of Lifetime”** so be sure to take full advantage of your own experience while you are in New York.

First and foremost **be extraordinary**, which sounds cliché but it's the honest truth. Show up to every competition with confidence and poise. Stay focused on what you came here to do and don't deter from the journey that you are on. You are all here for the same reason and that is to show off your amazing talents.

Make Friends... you are going to meet so many new people from all over the world while you are at IMTA. And some of them will turn into lifelong friends. You will be lined up with many of the same people so be friendly and if you need help rehearsing your lines just ask!



At the convention you will be surrounded by industry pro's all week long. Whether you are lining up for a competition, on the elevator back to your room, or just roaming the hotel keep in mind to always **be professional**. Smile, make friendly conversations and be kind.



You are going to be having the time of your life at IMTA, but it is very important to know your surroundings and to **be safe**. For many of you this is your first time to New York. When you are roaming this beautiful city be sure to bring a friend along for your explorations and let people know where you are.

Document your time in New York and at IMTA. That way you can look back on your amazing memories in the Big Apple! Be sure to tag your photos and videos throughout the week with the official IMTA hashtag **#IMTANY17**. Follow IMTA on Facebook ([@IMTAmodelsandtalent](#)), Instagram ([@IMTA](#)) and on Snapchat ([Official_imta](#)). Our social media team will be documenting the event throughout the week!

If you get the opportunity to do some exploring and you love fashion be sure to go visit The Metropolitan Museum of Art. The Exhibition of Rei Kawakubo Comme des Garçons; Art of the In-betweens is only open until September 4th and it is a pretty remarkable exhibit. The New York Times describes Art of the In-betweens as "a magnificent, challenging show ... the astonishing garments, installation design and catalog forms a juggernaut that anyone interested in the culture of our time should experience."

Rei Kawakubo Comme des Garçons; Art of the In-Betweens

EXHIBITION OVERVIEW

The Costume Institute's Spring 2017 exhibition examines the work of fashion designer Rei Kawakubo, known for her avant-garde designs and ability to challenge conventional notions of beauty, good taste, and fashion ability. The thematic show features approximately 140 examples of Kawakubo's womenswear for Comme des Garçons dating from the early 1980s to her most recent collection, many with heads and wigs created and styled by Julien d'Ys.

The galleries illustrate the designer's revolutionary experiments in "in-betweenness"—the space between boundaries. Objects are organized into nine aesthetic expressions of interstitiality in Kawakubo's work: Absence/Presence, Design/Not Design, Fashion/Anti-Fashion, Model/Multiple, Then/Now, High/Low, Self/Other, Object/Subject, and Clothes/Not Clothes. Kawakubo breaks down the imaginary walls between these dualisms, exposing their artificiality and arbitrariness.

The Met also hosts The Met Gala every year. It is a major fundraising benefit that serves as an opening celebration for the Institute's annual Fashion Exhibit. The Gala is the ultimate event of the year attended by arts, fashion, high society, film and music. Here are two of our IMTA Alumni that attended this year's Met Gala.

KATIE HOLMES



HALEY BENNETT



ALUMNI & AGENTS

Strike a pose for Paul Nelson, one of our top industry professionals and scouts for JE Models. Paul has been in the industry for many many years and when it comes to picking the perfect model it comes down to personality for him. Take a look at our interview with Paul to see exactly what scouts like him are looking for!

IMTA: What is your favorite part about the IMTA convention?

Paul Nelson: I would have to say my favorite part is meeting everyone! The Models come from all over the US and are all eager to be placed in the different markets available to them. It's always a fun group of Models and Agents that attend the convention.

IMTA: What do you look for in a Model (guys & girls) when they are on the Runway and in Print?

PN: Typically we look for height and size....and PERSONALITY! Personality is a huge part of the modeling business. Many of the models have the height and size but what makes them stand out? When a client is seeing 100 models for 1 job, what makes the models stand out? PERSONALITY!

IMTA: What does it take to be the "IT" model?

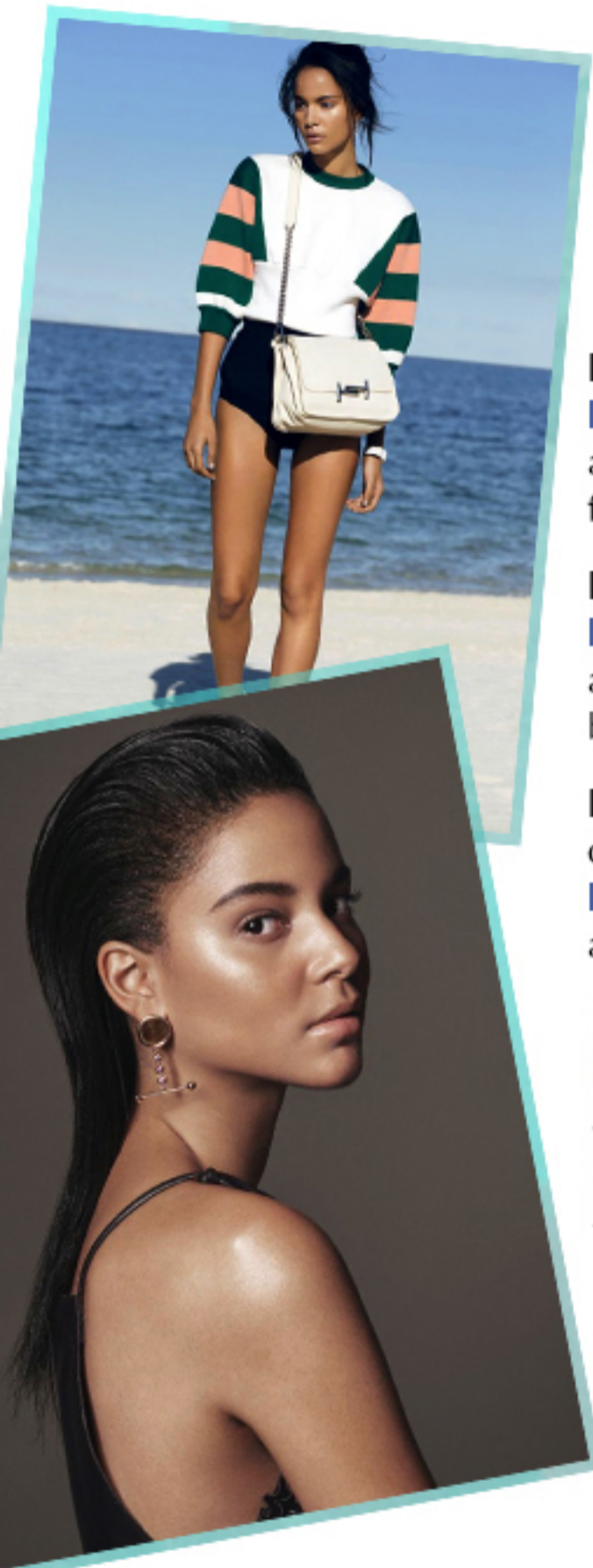
PN: I would have to say personality (again!) and professionalism. Being on time, being fun, outgoing, having charisma and charm etc... there's a lot that goes into being a model.

IMTA: What are some pointers you would give to the contestants?

PN: To have fun and be yourself. The New York convention is an amazing place with wonderful Agents there to see you. Have a great time give it your all! See you soon!



Talk about a triple threat! Kyra Green is the ultimate "IT" girl! She models, sings, plays the guitar, co-writes music for her band, and dances. Kyra participated at IMTA New York 2008 with Social New York and has since become a big star! She most recently was working on a Wonderbra campaign with Miranda Kerr. Read below to see what Kyra has to say to prepare you for your experience at IMTA!



IMTA: Why did you decide to attend IMTA?

Kyra Green: I was scouted along with my siblings and met my mother agency Social New York, which to this day is still helping me guide my career. I've always loved acting, modeling, and singing so I thought IMTA was the perfect place to be!

IMTA: What was your favorite experience?

KG: My favorite part was definitely meeting so many amazing, creative, passionate people. I made so many friends that I still have to this day.

IMTA: What did you take away from the convention?

KG: The biggest thing I learned was that confidence is always the answer. You could be the best of the best, but without an amazing personality it doesn't matter.

IMTA: What tips would you give to all of our upcoming contestants?

KG: To be confident, stay focused, have fun, and take advantage of every second there.

IMTA: How do you juggle singing and modeling?

KG: It actually works out great because most shoots are during the day and my music shows are at night! But while traveling I can always FaceTime my band 212Green!

IMTA: What projects are you currently working on?

KG: My band 212Green just released our music soundcloud, Apple Music and everything else So that's exciting. We have gigs this summer too. I'm really happy about my current Wonderbra campaign with Miranda Kerr.

IMTA: What year did you attend IMTA and who are you currently signed with?

KG: I'm currently signed with IMG Models and I attended IMTA in 2008.

