



The Global Creative Awards 2020 - A Virtual Event for Hairstylists

Each year, stylists and dedicated salon partners have joined Kao Salon Division at one of the world's most exciting cities, celebrating Goldwell, KMS, Oribe and VARIS – as well as recognising the gold winners of their annual creative competition.

This year, in the wake of current events and the effect it has had on the salon community, Kao Salon Division will remain laser-focused on the recovery of the industry. That's why this year's annual live event, which was scheduled to take place in Amsterdam has been cancelled and will now be transformed into a completely new, digital experience, providing the opportunity for more attendance than ever before from stylists around the world to join Kao Salon virtually.

"Despite the unprecedented challenges these last several weeks have presented to the salon industry, we, as a family, have found the ability to learn, adapt and rise side-by-side. We look forward to hosting industry professionals and our salon partners in this new digital experience for the very first time which will include dedicated brand experiences, education and our Global Creative Awards, showcasing next-level creativity," says John Moroney, VP Creative Communication of Kao Salon Division.

The Global Creative Awards will be moving forward as planned and details for participation will be shared in the coming months. The deadline for entry has been adjusted, and submissions will be accepted from **June 15th to July 15th** for Technical Categories, and **July 31st** for Editorial Categories, providing ample time for artists to create and submit their work.

"Kao Salon Division believes that creativity never stops and that this will be one of the factors that inspire our industry to rise again," said Moroney. This year, Kao Salon Division will be premiering The Global Creative Awards, replacing the company's Color Zoom competition. The Global Creative Awards will offer an expanded number of opportunities to compete in both the Technical and Editorial categories Kao Salon Division remains committed to hosting The Global Creative Awards via a live platform. In the event that it is not possible at the time, submissions will be judged via photo-only in the Technical Categories. The final awards ceremony will also be broadcasted digitally as part of the event's new format.

For more details, please visit globalcreativeawards.com or [Kao Salon Division](#) on Facebook.

