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リモート顔とマスク顔
—新しい日常におけるメイクアップの役割—

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**Remote Face and Mask Face:
The Role of Makeup in New Everyday Life**

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Abstract

With COVID-19 pandemic, video conference systems and SNS have become more widespread. It has become common to communicate with people through digitized faces. On the other hand, we were required to wear a mask when communicating face-to-face. With the spread of new facial styles such as remote faces on displays and real mask faces, make-up has changed significantly. In this paper, we consider the role of makeup in present day, focusing on the effects of new facial styles on makeup. We also consider the issue of face and identity in the modern era of expanding virtual reality.

Key words: new facial style, mask makeup, virtual reality, digitalization, identity.