



WBFF Finland

World Award: Creative Make-up & the Nordic Awards

16 - 18 of October 2026
in Helsinki at the "I Love Me" fair



Artist Sanna Juhala | Photographer Tobias Spranger

About

Welcome to the WBF Finland – with the World Championships in Creative Make-Up!

Helsinki will host a spectacular showdown of artistry and imagination as the **World Bodypainting Festival's Creative Make-Up World Championship** takes centre stage. Along the thrilling world champion category, we provide also the **Nordic Awards in various bodypainting and facepainting categories** within the **beauty fair I Love Me**, Northern Europe's largest beauty, fashion, wellness & health expo, held at the Helsinki Expo and Convention Centre.

I Love Me is more than a trade show— it's a vibrant celebration of self-care, personal style, and wellness.

Set against this dynamic backdrop, the **Creative Make-Up World Championship** transforms the fair into an electrifying artistic arena. Talented make-up artists from around the globe will compete live, showcasing their techniques, striking designs, and bold expressions of creativity. The audience can watch every brushstroke and detail as the artists create for the world title.

Join us at Messukeskus Fair Grounds to experience the fusion of beauty, wellness, and world-class creative craftsmanship at the **WBF Finland!**

HOTEL INFORMATION:

Hotel **Lilla Roberts** is Helsinki's most stylish **boutique hotel**, where **1920s glamour**, Art Deco elegance, collaboration with Finnish fashion brands and urban relaxation blend seamlessly in a historic building with a heartfelt service. Step inside and let the atmosphere surprise you – **You Are Invited!**

Bookings: lillaroberts.com

-20% on your booking

Booking days: 11.10.-25.10.2026

Promocode: BODYART

(Code valid until 24.10.)

Cancellation: day before at 6 p.m.



OCTOBER 16TH
MASTER CLASS DAY

10:15-11:45

Yasmin Heinz – Skin Prep & Bridal Makeup

12:00-14:00

Einat Dan – Fashion Editorial

14:15-15:15

Linda Røhmen – Clean color transitions & layering in Facepaint

15:30–16:30 | Panel Discussion – Creativity, Careers & Competitions

16:45-17:30

Tiffany Hunt - SFX character Make-Up

17:45-18:30

Jasmiina Walters – Creative Make-Up & Competitions

18:30-19:45

Linda Hallberg – No Rules

Secure your spot – places are very limited!



OCTOBER 17TH

**NORDIC AWARDS: FASHION EDITORIAL
MAKE-UP, RED CARPET MAKE-UP AND
BODYPAINING**

Registration and welcoming

**from
8:00 - 12:00**

Each category **1 hour before**
the competition

Competition Time

09:00 - 14:00

Nordic Award: Bodypainting

10:00 - 11:00

Nordic Award: Fashion Editorial

12:00 - 13:00

Nordic Award: Red Carpet

Jury & Photo shooting

11:00 - 12:00

Nordic Award: Fashion Editorial

13:00 - 14:00

Nordic Award: Red Carpet

14:00 - 16:00

Nordic Award: Bodypainting

16:30 - 18:00

Presentation & Awarding for all
Nordic Awards

Address: Messukeskus, PL 21,
Messuaukio 1,
00521 Helsinki, FINLAND

TIME LINE

OCTOBER 18TH
WORLD AWARD: CREATIVE MAKE-UP
NORDIC AWARD: FACEPAINTING

Registration and welcoming

from
8:00 - 12:00

Each category **1 hour before**
the competition

Competition Time

09:00 - 12:00

Nordic Award: Facepainting

13:00 - 15:00

World Award: Creative Make-up

Jury & Photo shooting

12:00 - 14:00

Nordic Award: Facepainting

15:00 - 17:00

World Award: Creative Make-up

17:00 - 18:00

Presentation & Awarding **World
Championship** and Nordic Award

Address: Messukeskus, PL 21,
Messuaukio 1,
00521 Helsinki, FINLAND

TIMELINE

PRIZES

World Award: Creative Make-up

- 1 Place World Award Trophy + € 1.000 in cash + Product Prize
- 2 Place World Award Trophy + € 700 in cash + Product Prize
- 3 Place World Award Trophy + € 300 in cash + Product Prize

Nordic Awards Facepainting, Bodypainting, Fashion Editorial

- 1 Place Nordic Award Trophy + Product Prize
- 2 Place Nordic Award Trophy + Product Prize
- 3 Place Nordic Award Trophy + Product Prize

Nordic Award Red Carpet

- 1st place** Nordic Award Trophy + € 250 + products by **Makeup Mekka**
- 2nd place** Nordic Award Trophy + € 150 + products by **Makeup Mekka**
- 3rd place** Nordic Award Trophy + € 100 + products by **Makeup Mekka**

All participants will be awarded with **participation certificate**.

TOP 3 in all categories will receive product prizes by our sponsor **Lash Web**

TOP 3 in **Facepainting & Fashion Editorial** receive products from **MEHRON**

THEMES

World Award: Creative Make-up

Electric Runway Statement

This theme combines high-fashion runway aesthetics with bold, electric energy. Artists are invited to create a striking, fashion-forward make-up look that captures attention through strong design, innovative elements, and a powerful visual statement. Let your creativity shine with modern, edgy, and expressive interpretations suitable for a futuristic runway.

Nordic Award: Bodypainting

Dangerous Hobbies

This theme invites artists to explore activities that involve risk, adrenaline, or hidden danger. From extreme sports to unconventional or unexpected hobbies, participants are encouraged to creatively interpret the concept through bodypainting. The focus is on strong visual storytelling, transforming the body into a dynamic representation of tension, excitement, and risk.

Nordic Award: Facepainting

Masks of Emotions

Explore the depth and contrast of human emotions through a creative and expressive approach. Participants should transform the face into a visual story that reveals feelings both hidden and revealed emotions. The focus is on creating a strong, impactful design where color, form, and emotion come together in a cohesive and captivating statement.

Nordic Award: Fashion Editorial Make-up

Darkest desires

This theme invites artists to explore the deeper, more mysterious side of beauty through a strong editorial approach. Inspired by fashion brands, magazines, and visual campaigns, participants should create a look that tells a story of desire, intensity, and allure. The focus is on creating a high-end, publishable image with a clear concept, where make-up, styling, and inspiration come together in a cohesive fashion statement.

Nordic Award: Red Carpet Make-up

Beauty makeup for a red carpet event inspired by trends from the 2020s to the present.

REGISTRATION



WBFF Finland Winners 2025 | Photographer Tobias Spranger

Registrations

should be done via the **online form only!**
bodypainting-festival.com

deadline for sending the application form
October 1st 2026

Portfolio photos must be attached
without it we cannot proceed with your registration.

Registration fee is € 50 per category

To ensure your spot, payment should be made **within**
7 days after the confirmation letter was sent.

Complete your registration
AFTER you got your ID via the ONLINE SHOP

GENERAL GUIDELINES:

- Only 1 model may participate.
- Assistant Rule: In bodypainting categories, the artist may work with 1 assistant. Every artist should be aware of the role of an assistant in the competition. Only the registered artist (1 person) is listed in the results.
- An Assistant will not be awarded or get a certificate of the place the participating artist is getting. Of course, the assistant gets all the care and access to competition-related areas.
- Note: **Models may not paint** themselves as this is counted as a second assistant! No more assistants than one is allowed for hairstyling etc.
- Only bodypainting and make-up colors are to be used for any painting on the body. We ask you to please think of the **safety of your model** – let your model drink and eat, visit the bathroom at any time during the competition.
- **Any brand** of product may be used.
- All supplies have to be **provided by participants** themselves.
- It is **allowed to prepare hair**, use imitation of bold head or clay **prior to the competition**.
- **Please note:** No using of any color, basis before the official start.
- Every place will be prepared with a table, chair and electricity plug.
- The model must be at least **18 years old**.
- The models must agree, by signing a form before the start of the competition, that the photos and video-films made may be further used.
- The artist must also agree by signing a form before the start of the competition, that the photos and video-films made may be further used.
- The **genitals and nipples** of the model **must be covered**; you are allowed to use all kinds of special covers with various materials and silicones.

WORLD AWARD: CREATIVE MAKE-UP

The aim of this category is to create a creative look that harmonizes with current TRENDS in make-up, fashion and photography, together with a given theme. It is important to pay enough attention to the technique, perfection, cleanness and the overall quality of the make-up.

Time: 2 hours

- The participant must work alone.
- The face and neck may be worked on and will be judged.
- Make-up base or false eyelashes are not allowed to be applied before to the start of the competition.
- It is allowed to prepare hair, imitation of the bold head, hands and nails before the competition.
- It's important to consider that the costume or clothing fits your make-up.
- The jury judges:
 - Base & blending 1 – 10 points
 - Color decision & color complexity 1 – 10 points
 - Quality & Technique 1 – 10 points
 - Theme, creativity & overall look 1 – 10 points

The following is a list of **THINGS ALLOWED** in this category:

- False eyelashes, nails, eye lenses
- Glitter, Crystals, Feathers
- Wigs, imitation of the bold head
- Decoration accessories on the head and shoulders
- All decorations on a glue base should take no more than 20% of the face.

The following is a list of things **NOT ALLOWED** in this category:

- To use any prosthetics or latex-based items
- Masks, mask pieces or other special effects.
- Glasses
- Airbrush and stencils
- Any material that obscures more than 20% of the face

For drawings and illustrations on the face, there is a special category "Facepainting"

NORDIC AWARD: BODYPAINTING

This category focuses on the artistic painting techniques both brush and sponge, as well as airbrush. Artists are also welcome to combine both methods to create more complex and detailed designs.

Time: 5 hours (The Assistant is ALLOWED to work at all time)

The following is a list of **THINGS ALLOWED** in this category:

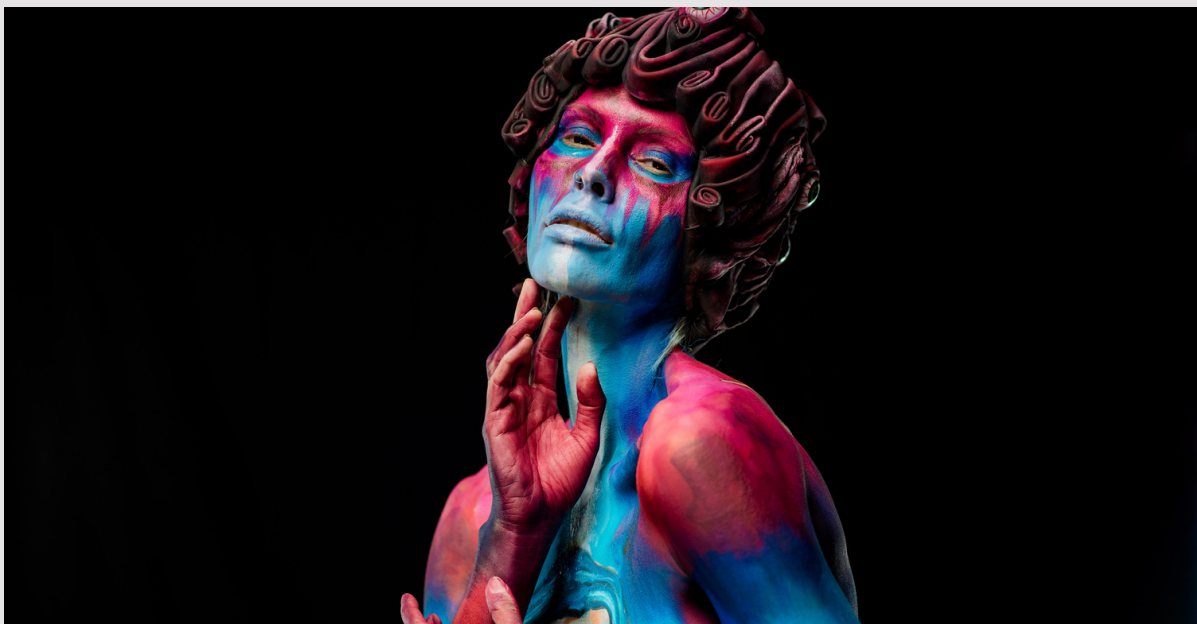
- Any kind of **headpiece is allowed**
- Shoes or boots not higher than the knee
- Model can have props in hands
- A **bold head is allowed** to glue **before** the competition, if needed
- Stencils
- Stones and glitter or a glue base

The following is a list of things **NOT ALLOWED** in this category:

- Blue print or tattoo paper
- SFX, masks and costumes

The jury judges:

Quality, technique of painting	1 – 12 points
Color descition	1 – 12 points
Composition of the work and use of bodyshape	1 – 9 points
Interpretation of the theme, idea and originality	1 – 9 points



Artist Marian Folga | Photographer Tobias Spranger

NORDIC AWARD: FACEPAINTING

This category represents skills of the artist in fitting a painting of story on a model's face.

Time: 3 hours

- An assistant is NOT allowed.
- Only one model may be painted.
- The face, neck and décolletage may be painted and will be judged only.
- All work outside these areas are not going to be judged.
- It is allowed to work on hair, do an imitation of bald head, nails, painted hands before the competition.

The jury judges:

Quality and technique of painting	1 – 10 points
Color descition	1 – 10 points
Composition of the work and use of face shape	1 – 10 points
Interpretation of the theme, idea and originality	1 – 10 points

The following is a list of **THINGS ALLOWED** in this category:

- Fake eyelashes, nails, eye lenses
- Wigs, imitations of bald heads
- Glitter in loose form or spray on form
- Decoration accessories on the head and shoulders

Here are a few specifications of things **NOT ALLOWED** in this category:

- Masks, mask pieces or other SFX.
- Pieces that are glued to the face.
- Airbrush technique



Artist Bettina Muigg | Photo Tobias Spranger

NORDIC AWARD: FASHION EDITORIAL MAKE-UP

Create a storytelling look that works beautifully for a cover shooting. Your makeup, outfit, hair or headpiece should all match and support one idea. The whole look should feel complete and well thought-out.

Time: 1 hour

- 
- Your look must **follow the** given **theme**.
 - **Create a photoshoot** of your look. Select **one final image** as your **cover photo**, **print it in A4 format** on photo paper, and **present it to the jury**.
Be ready to explain **which brand or what magazine** your photo is intended for, **what inspired** your concept, and **why you chose** this look.
 - You can be **bold and creative** – it's okay to break traditional beauty makeup rules.
 - However, if your make-up is very extreme or artistic, it may be better suited for the Creative Makeup category.
 - **Get inspired** by: Fashion shows, Met Gala, Red carpet events, Editorial photoshoots

The jury judges:

Base, Cleanliness of make-up	1 – 10 points
Technique	1 – 10 points
Use of color	1 – 10 points
Theme & Printed Cover Photo	1 – 10 points

Can be prepared before the competition start:

- Hair and Nails
- Costume or outfit
- Wigs, headpieces, hair accessories

THINGS ALLOWED in this category:

- False eyelashes
- Eye contacts
- Glued-on items (like rhinestones, glitter, decorations)
- Wigs, headpieces, hair accessories

NOT ALLOWED in this category:

- No makeup application is allowed before the competition starts.
- Prosthetics or SFX makeup, Mask pieces
- Glass or sharp items

Any product that is not safe for the skin



NORDIC AWARD: RED CARPET MAKE-UP

Create a make-up look for a celebrity who is going to a red carpet event tonight. Follow modern beauty trends of the 2020s. The make-up should look fresh, stylish, and elegant. Focus on a long-lasting base that looks perfect under strong lights and camera flashes and other aspects that matter. Your final look should show confidence, beauty, and a high-quality professional finish.

Time: 1 hour

- Your look must **follow the** given **theme**.
- **Get inspired** by: Met Gala and red carpet events from around the world or tell us what looks are wearing the celebrities of your country.

The jury judges:

Base, Cleanliness of make-up	1 – 10 points
Technique	1 – 10 points
Use of color	1 – 10 points
Overall impression	1 – 10 points

Can be prepared before the competition start:

- Hair and Nails
- Costume or outfit
- Wigs, headpieces, hair accessories

THINGS ALLOWED in this category:

- False eyelashes
- Eye contacts
- Wigs, headpieces, hair accessories

NOT ALLOWED in this category:

- No makeup application is allowed before the competition starts.
- Prosthetics or SFX makeup, Mask pieces
- Glass or sharp items

Any product that is not safe for the skin

WEBSITE: WWW.BODYPAINING-FESTIVAL.COM

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GOOD LUCK & WE SEE YOU
IN HELSINKI, FINLAND!

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