

Press Release:

Event: WBF Finland with the
World Championchips in Creative Make-Up

Location : Helsinki, Helsinki Expo and Convention Centre, Finland

Date : 18th & 19th October 2025

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Intro:

Helsinki became a living canvas of creativity as the World Bodypainting Festival (WBF) brought its global celebration of art, color, and imagination to Finland. Renowned as the world's leading platform for body art and creative make-up, the WBF continues to redefine artistic expression – connecting cultures and inspiring audiences through its new traveling *World Awards* series.

REVIEW:

The World Bodypainting Festival 2025 Special Edition

WBF Finland – Helsinki awards the World Champions in Creative Make-Up and provided 3 more Nordic Award categories

For over 27 years, the World Bodypainting Festival (WBF) has been shaping the international bodypainting scene. In 2025, it embarks on a new journey – presenting the *World Awards* as a traveling series across different countries.

On the weekend of October 18 and 19, 2025, the WBF continued this new chapter with its second stop – transforming Helsinki's Convention Center into a vibrant arena of artistry and color. The event brought together the *World Award Creative Make-up* competition and the brand-new *Nordic Bodypainting Awards*.

Set against the modern and cultural backdrop of Finland's capital, the festival weekend drew artists, models, and spectators from across Europe

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and beyond. The *Creative Make-up* category pushed the boundaries of fantasy and fashion, showcasing designs that merged high-level technical skill with bold storytelling.

Meanwhile, the *Nordic Awards* offered both emerging and established talents a platform to shine – underlining the region’s growing influence in the international bodypainting scene. In total, the competitions attracted nearly 50 participants from 14 countries.

The world-class judging panel featured former World Champions, renowned make-up artists, and leading influencers and brand founders, including Linda Hallberg (Sweden), Einat Dan (Israel), Yasmin Heinz (UK), Linda Wickmann (Norway), Jasmiin Walters (Finland), Mirjana Kika Milosevic (Serbia), Linda Rohmen (Norway), and Riina Laine (Finland).



The new World Champion in Creative Make-up, and the Winners in the Nordic Awards:

World Award: Creative Make-up: Theme: Rebel Fashion Circus

- 1st place Sanna Juhala | Finland
- 2nd place Nina Vuori | Finland
- 3rd place Roosa Leino | Finland

Nordic Award: Bodypainting Open category: Theme: World of Illusions

- 1st place Bettina Muigg | Austria
- 2nd place Kai Schön | Estonia
- 3rd place Piera di Maio | Italy

Nordic Award: Facepainting: Theme: Deepest Fears

- 1st place Marian Folga | Poland
- 2nd place Bettina Muigg | Austria
- 3rd place Angela Youngs | UK

Nordic Award Fashion Editorial Make-up category: Theme: Savage Beauty

- 1st place Roosa Leino | Finland
2nd place Jannika Koivisto | Finland
3rd place Lora Tulchinski | Israel

Festival founder Alex Barendregt emphasized the importance of this milestone:

“With WBF Finland, we not only highlight the incredible talent of Nordic and international artists, but we also bring our vision of art without borders to one of Europe’s most exciting capitals.”

He also underlined the essential contribution of the local support team around *Rebeliouses*, whose dedication and organization made the Finnish edition possible and ensured a seamless and inspiring experience for all participants.

The WBF continues its journey with *WBF Spain* on February 7, 2026, where the new World Champions in the *Bodypainting & Show* category will be crowned in Águilas during the legendary Águilas Carnival.

More information and updates can be found on the official website www.bodypainting-festival.com

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