

Press Release:

Event: World Bodypainting Festival – World Championship in Creative Make-Up
Location: Helsinki, Helsinki Expo and Convention Centre, Finland
Date: 19th October 2025
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The World Bodypainting Festival 2025 Special Edition WBF Finland – Helsinki welcomes the World Bodypainting Festival's Special Edition in Creative Make-Up

For over 27 years, the World Bodypainting Festival (WBF) has shaped the international bodypainting, face art and make-up 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 18th & 19th, 2025**, the WBF made its second stop in this new chapter — transforming **Helsinki, Finland** into a vibrant arena for artistry, color, and imagination at the „I love me“ **Expo at the Convention center "Messukeskus"**. The event combines the **World Award competition in Creative Make-up** with the **brand-new Nordic Bodypainting Awards**, a celebration of Nordic artistry and innovation.

Set against the modern and cultural backdrop of Finland's capital, the festival weekend drives artists, models, and spectators from across Europe and beyond. The Creative Make-up category pushes boundaries of fantasy and fashion, showcasing designs that merge high-level technical skills with bold storytelling. At the same time, the Nordic Awards will give emerging and established talents a platform to shine, underlining the region's growing role in the international bodypainting scene.

A carefully selected international jury — including renowned artists, industry professionals, and former world champions — will evaluate the works with expertise and passion.

Beyond the contests, the Helsinki event will pulse with creativity and exchange. Demonstrations, and live shows invite the public to dive deeper into the world of make-up. Visitors can witness transformations up close, connect with the artists, and feel the energy of a community driven by passion and innovation. Helsinki will be a hub where people and the face & body art become one for two unforgettable days.

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Festival founder Alex Barendregt emphasized the importance of this milestone: "With the 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."

Updates of all future events can be found on the official website (www.bodypainting-festival.com). The World Bodypainting Festival is organized by the agency WB Production. For further information and high-resolution images, please contact us directly.

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