

# **PRESS RELEASE**

**Event:** World Bodypainting Festival – *World Award: Camouflage*

**Location:** Vipiteno – Sterzing, Südtirol / Italien

**Date:** July 10-13, 2025

**Contakt:** WB Production

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**Camouflage World Award 2025: The world elite of body painting art meets in Vipiteno - free admission for visitors**

For 28 years, the World Bodypainting Festival (WBF) has been at the heart of the international body painting scene. 2025 marks a creative turning point: instead of the usual festival format, the community can expect a focused, top-class art experience. The highlight of the year is the **Camouflage World Award**, which will take place on **July 12 and 13, 2025** in the historic old town of **Sterzing (South Tyrol, Italy)** - admission is free for visitors.

**Workshops for artists and photographers** will take place from **July 10-11**, including an exclusive course with the world-famous artist **Johannes Stötter**, for which there are still a few places available.

On the **competition days (July 12 & 13)**, visitors are cordially invited to experience the action **live and free of charge** on the main square of Sterzing.

In the prestigious **Camouflage** Bodypainting category, bodies merge seemingly invisibly with their surroundings. The world's best artists from **10 nations** will be competing for the title of world champion.

**A creative experience for young and old - with a competition and city adventure**

**Another highlight for visitors is a big competition:** a scavenger hunt through the city leads to all the artists' stations where the letters required for the solution are hidden. Those who find them all will receive attractive prizes:

- - 30% discount on a ride up and down the mountain on the Rosskopfbahn
- free entry to the famous Sterzing town tower,
- and free entry to the local town museum.

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Sterzing itself provides the perfect backdrop for this extraordinary event: medieval alleyways, impressive towers and the Alpine panorama transform the town into a lively open-air gallery.

### Program overview:

#### 10 - 11 July 2025:

Workshops for artists & photographers (including Johannes Stötter)

#### 12 July 2025 - Sterzing main square

**09:00 am:** Registration & welcome

**10:00 am - 4:00 pm:** Camouflage competition (3 hours per artist)

**10:30 am - 6:00 pm:** Creative Bodypainting Jam Session (free painting without competition)

**1:00 pm - 7:00 pm:** Jury work, music, entertainment

**1:00 pm - 7:00 pm:** Video & photo shoots

#### 13. July 2025 - Sterzing main square

**09:00** Registration & welcome

**10:00 - 16:00:** Camouflage competition (3 hours per artist)

**10:30 - 18:00:** Creative Bodypainting Jam Session

**13:00 - 19:00:** Jury work, music, entertainment

**13:00 - 19:00:** Video & photo shoots

**20:00 - 21:00:** Presentation & festive award ceremony

### Press & Accreditation

Press representatives can obtain accreditation via the following link:

<https://bodypainting-festival.com/de/press-media>

For high-resolution images or further information:

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