

Pressemitteilung:

Ereignis: World Bodypainting Festival – World Award: Camouflage

Standort : Vipiteno - Sterzing in South Tyrol / Italy

Datum : 10. – 13. July 2025

Kontakt: **WB Production**

world@bodypainting-festival.com

www.bodypainting-festival.com



For 28 years, the World Bodypainting Festival (WBF) has been the most important event in the international bodypainting scene. In 2025, a significant transformation awaits the bodypainting community: instead of the usual festival format, an exciting and inspiring journey will take place.

A Special Highlight: Camouflage World Award in Italy

The only World Award event in 2025 will be the Camouflage Bodypainting category, taking place on July 12 and 13, 2025, in Sterzing, South Tyrol, Italy. For many years, this competition has celebrated the art of optical illusion, where artists masterfully blend painted bodies into their surroundings. The growing enthusiasm for this category has led to an expansion to a two-day competition, giving more artists the chance to showcase their talents. Sterzing, a picturesque town in the Italian Alps, provides the perfect setting for this event. With its historic alleys, medieval towers, and breathtaking mountain landscapes, the town transforms into an open-air gallery. The peaceful atmosphere allows artists to fully focus on their craft, while visitors can enjoy a unique and immersive experience. Starting July 10, 2025, special side events, including workshops and networking gatherings, will help prepare participants for the competition and foster creative exchange.

WBF Online-Awards

In addition to the Camouflage competitions, the WBF Online Awards will return in November 2025. From November 12 to 14, 2025, artists worldwide will have the opportunity to participate in this competition from their studios or homes. The online awards have proven to be the perfect format to connect the global bodypainting community. This year, the competition will also be produced and presented as a TV show, featuring insights into various WBF hotspots around the world.

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A Year Full of Artistic Experiences

Even though 2025 marks a break from the traditional festival format, the WBF remains committed to its mission: celebrating bodypainting at the highest level and providing artists with a platform to connect and develop further.

Website: www.bodypainting-festival.com

Pressekontakt: The World Bodypainting Festival is organized by the agency WB Production GmbH. For further information and high-resolution images, please contact us at:

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