

World Bodypainting Festival Returns to Helsinki/Finland in 2026

Helsinki, Finland – 16–18 October 2026 – Creativity, colour and extraordinary transformations return to Helsinki as the **World Bodypainting Festival (WBF)** once again takes centre stage at the renowned **I Love Me Expo** at Messukeskus.

For more than 28 years, the World Bodypainting Festival has been an international platform for Bodypainting, Facepainting, Make-up and Creative Artistry. In 2026, WBF Finland once again brings together talented artists from different countries to compete, connect and present their work to an international audience.

Over three exciting days, visitors can experience the creative process live – from the first brushstroke to the finished artwork – as artists transform faces and bodies into spectacular visual statements.

The programme combines a masterclass workshop with experienced international artists such as **Yasmin Heinz, Einat Dan, Linda Røhmen, Jasmiina Walters and Linda Hallberg** on the first day and continues over the following two days with the prestigious **World Award in Creative Make-Up**, where the World Champion title will be awarded, as well as four different **Nordic Award** categories. On **Saturday, 17 October**, artists will compete in the Nordic Awards in **Bodypainting, Fashion Editorial Make-Up and Red Carpet Make-Up**, inspired by current beauty trends, followed by the presentations and award ceremony. On **Sunday, 18 October**, the highlight is the **World Award in Creative Make-Up** under the theme *“Electric Runway Statement,”* combining high-fashion aesthetics, creativity and technical skill, with cash prizes of **€1,000, €700 and €300** for the top three artists. The programme concludes with the **Nordic Award** in **Facepainting**.

I Love Me Expo, the stage for the World Champion

WBF Finland takes place within the I Love Me Expo, **Northern Europe’s** largest event *dedicated to beauty, fashion, wellness and health*.

This unique setting allows **thousands of visitors** to experience **professional make-up and bodypainting art** at close range. Throughout the weekend, audiences can watch the **artists at work**, follow the transformation of the models and **experience the creativity and technique** behind every finished piece.

Bold concepts, powerful visual storytelling make the competition arena a place where **beauty, fashion and art come together** in unexpected ways.

For artists, WBF Finland offers **an international stage** to showcase their skills, meet fellow creatives and become part of a global community. For visitors, it is a rare opportunity to experience world-class make-up and bodypainting art as it is being created.



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Three days. One workshop masterclass.

Five competition categories. International talent. And countless transformations.

Welcome to WBF Finland 2026 – where creativity meets competition.

Current information on all events can be found on the official website:

www.bodypainting-festival.com

The World Bodypainting Festival is organized by WB Production GmbH

Press Contact for more information and photos in high resolution:

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