# Press Release:

**Event:** WBF Finland 2026 – World Championships in Creative Make-Up & Nordic Awards

**Location** : Helsinki (Messukeskus Expo) Finland

**Date** : 16th - 18th of October 2026

**Contact:** world@bodypainting-festival.com

## Finland's Roosa Leino Crowned World Champion in Creative Make-up as the WBF Finland 2026 Brings International Creativity to Helsinki

**Almost 60 competition entries with artists from 12 competed in five categories at the I Love Me Expo, bringing an impressive range of bodypainting and creative make-up to the Finnish capital.**

The World Bodypainting Festival (WBF) returned to Helsinki from October 16–18, 2026, as part of the I Love Me Expo at Messukeskus Helsinki. Over three days, the event brought together international artists, models and make-up professionals for masterclasses and competitions, culminating in the crowning of Finland's **Roosa Leino as the new World Champion in Creative Make-Up**.

Leino's victory was particularly special. After finishing third in the same World Championship category in 2025, she returned this year to claim the title. She also won the Nordic Fashion Editorial Make-Up Award, securing two first-place finishes in Helsinki.

Austrian artist **Nadja Hluchovsky** achieved an equally impressive result, winning both the Nordic Bodypainting Open Category and the Nordic Facepainting Award.

In total, **artists from 12 countries competed across five categories, producing almost 60 competition entries**. Several participants entered more than one category, demonstrating their versatility across different styles and techniques.

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## International Expertise and Creative Exchange

WBF Finland opened on Friday, October 16, with a dedicated Masterclass Day. Internationally recognized artists and make-up professionals shared their expertise, offering participants an opportunity to learn new techniques, develop their skills and exchange ideas.

The competitions were evaluated by an international jury of experienced professionals from the bodypainting and make-up industries, including **Birgit Mörtl, Riina Laine, Linda Røhmen, Einat Dan, Jasmiina Walters, Linda Hallberg and Yasmin Heinz**.

## Five Categories, Five Creative Challenges

The competitions took place on October 17 and 18, featuring the prestigious World Championship in Creative Make-Up alongside four Nordic Awards.

Under the theme *Electric Runway Statement*, the World Championship challenged artists to combine high fashion with futuristic creativity. Bold colours, experimental textures and imaginative concepts resulted in striking runway-inspired creations.

The Nordic Bodypainting Open Category explored *Dangerous Hobbies*, with artists transforming their models into elaborate works inspired by adventure, adrenaline and risk.

In Fashion Editorial Make-Up, the theme *Darkest Desires* encouraged dramatic interpretations influenced by fashion, fantasy and darker aesthetics. The Facepainting competition, *Masks of Emotions*, focused on expressing feelings and human emotions through intricate facial designs.

Completing the programme, the Red Carpet Make-Up category explored *Trends from the 2020s to Today*, highlighting contemporary beauty techniques and modern glamour.

The variety of themes gave artists the opportunity to demonstrate not only their technical abilities but also their individual approaches to design, colour and storytelling.

wbf world.bodypainting.festival

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Throughout the weekend, the event attracted attention from visitors to the I Love Me Expo, who had the opportunity to experience the creative process and see the finished artworks presented on stage.

With its combination of international competitions, professional education and opportunities for creative exchange, WBF Finland has established itself as an exciting meeting point for the bodypainting and make-up community.

## Official Results – WBF Finland 2026

### World Award: Creative Make-Up

**Theme: Electric Runway Statement**

1st Place – Roosa Leino | Finland
2nd Place – Julia Kervinen | Finland
3rd Place – Manuela Porcelli | Germany

### Nordic Award: Bodypainting – Open Category

**Theme: Dangerous Hobbies**

1st Place – Nadja Hluchovsky | Austria
2nd Place – Heleni Post | Estonia
3rd Place – Elias Erävalo | Finland

### Nordic Award: Fashion Editorial Make-Up

**Theme: Darkest Desires**

1st Place – Roosa Leino | Finland
2nd Place – Sabine Bolognini | Germany
3rd Place – Lorena Di Muzio | Italy

### Nordic Award: Facepainting

**Theme: Masks of Emotions**

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1st Place – Nadja Hluchovsky | Austria

2nd Place – Heleni Post | Estonia

3rd Place – Lilaine Daguman | Norway

### Nordic Award: Red Carpet Make-Up

**Theme: Trends from the 2020s to Today**

1st Place – Johanna Moilanen | Finland

2nd Place – Meri Leiviskä | Finland

3rd Place – Lorena Di Muzio | Italy

## The World Bodypainting Festival Continues Its Journey

Founded in 1998, the World Bodypainting Festival has developed into one of the leading international platforms for body art and creative make-up. Its travelling World Awards series brings competitions to different countries, creating opportunities for artists to compete, collaborate and present their work to new audiences.

Following WBF Finland, the next event will be the **WBF Online Awards, taking place from November 20–22, 2026**. Supported by KRYOLAN, the online championships invite artists worldwide to compete in three categories: Facepainting, Bodypainting Brush/Sponge and Bodypainting Open Techniques.

The next live World Championship will take place on **January 31, 2027, in Águilas, Spain**, during the famous Carnaval de Águilas. The competition will focus on *Bodypainting & Show*, combining artistic bodypainting with live performance under the theme *Rhythm of Enchanted Forest*.

**WBF Italy 2027** is also confirmed for **July 2–3, 2027**, bringing the **World Championships in Camouflage and Facepainting** to the historic town centre of **Vipiteno (Sterzing) in South Tyrol, Italy**. Artists from around the world will compete in two fascinating disciplines, turning the picturesque streets of the Alpine town into an open-air stage for body art and creativity.

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# Further Information & Media Resources

## Official Results – WBF Finland 2026

https://bodypainting-festival.com/en/archive/winners-finland-26

## Official Photo Galleries

https://bodypainting.rocks

## World Bodypainting Festival

https://bodypainting-festival.com


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