wbf
world.bodypainting.festival

WBF Finland 2025

World Award:
Creative Make-up
& the Nordic Awards

18 & 19 of October 2025
in Helsinki at the “I Love Me” fair

THE WBF FINLAND MAIN SPONSORS

Pro MAKER Academy
REBELICIOUS
PROFESSIONAL MAKE-UP ARTISTS OF FINLAND
LH cosmetics
THE LAST DROP BAR & KITCHEN

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Artist Jasmiina Walters | Photographer Tobias Spranger

About

Welcome to the WBF Finland 2025 – with the World Championships in Creative Make-Up!

On **October 19, 2025,** Helsinki will host a spectacular showdown of artistry and imagination as the **World Bodypainting Festival's Creative Make-Up World Championship** takes centre stage. Along the thrilling world champion category, we provide also the **Nordic Awards in various bodypainting and facepainting categories** from **October 18–19** within the **beauty fair I Love Me**, Northern Europe's largest beauty, fashion, wellness & health expo, held at the Helsinki Expo and Convention Centre.

I Love Me is more than a trade show— it's a vibrant celebration of self-care, personal style, and wellness.

Set against this dynamic backdrop, the **Creative Make-Up World Championship** transforms the fair into an electrifying artistic arena. Talented make-up artists from around the globe will compete live, showcasing their techniques, striking designs, and bold expressions of creativity. The audience can watch every brushstroke and detail as the artists create for the world title.

Join us at Messukeskus Fair Grounds to experience the fusion of beauty, wellness, and world-class creative craftsmanship at the **WBF Finland 2025!**

HOTEL INFORMATION:

Hotel **Lilla Roberts** is Helsinki's most stylish **boutique hotel,** where **1920s glamour,** Art Deco elegance, collaboration with Finnish fashion brands and urban relaxation blend seamlessly in a historic building with a heartfelt service. Step inside and let the atmosphere surprise you – **You Are Invited!**

SPECIAL PRICE for ARTIST TEAMS:
Booking period: 16.8.-25.10.2025
Stay period: 13.10.-26.10.2025

https://www.lillaroberts.com/en/
-20% Special offer
with **Promo Code**: BODYART

OCTOBER 18TH
NORDIC AWARDS: **FASHION EDITORIAL MAKE-UP** AND **BODYPAINTING**

TIMELINE

from 8:00	Registration and welcoming
09:00 - 14:00	Nordic Award: Bodypainting
11:00 - 12:00	Nordic Award: Fashion Editorial Make-up
12:00 - 14:00	Jury & Photoshooting Fashion Editorial Make-up
14:00 - 16:00	Jury & Photoshooting Bodypainting
16:30 - 18:00	Presentation & Awarding of the Nordic Awards

Address: Messukeskus, PL 21,
Messuaukio 1,
00521 Helsinki, FINLAND

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OCTOBER 19TH
WORLD AWARD: CREATIVE MAKE-UP
NORDIC AWARD: FACEPAINTING

TIMELINE

from 8:00	Registration and welcoming
09:00 - 12:00	Nordic Award: Facepainting
12:00 - 14:00	Jury & Photoshooting Facepainting
13:00 - 15:00	World Award: Creative Make-up
15:00 - 17:00	Jury & Photoshooting Creative Make-up
17:00 - 18:00	Presentation & Awarding **World Championship** and Nordic Award

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Messuaukio 1,
00521 Helsinki, FINLAND

"LET YOUR CREATIVITY SHINE, YOUR PASSION INSPIRE, AND YOUR ART SPEAK LOUDER THAN WORDS. THIS IS YOUR MOMENT TO LEAVE A MASTERPIECE IN THE HEARTS OF MANY."

PRIZES

World Award: Cretiave Make-up

1 Place World Award Trophy + € 1.000 in cash + Product Prize
2 Place World Award Trophy + € 700 in cash + Product Prize
3 Place World Award Trophy + € 300 in cash + Product Prize

Nordic Awards

1 Place Nordic Award Trophy + Product Prize
2 Place Nordic Award Trophy + Product Prize
3 Place Nordic Award Trophy + Product Prize

All categories will be awarded with participation certificate

THEMES

World Award: Creative Make-up

Rebel Fashion Circus

Step into a world where fashion rebels run the circus. This theme is all about fearless self-expression, chaos with style, and breaking boundaries. Think punk meets haute couture, wild characters, bold colors, unexpected textures, and dramatic contrasts. Let your imagination run wild – this is where fashion and rebellion collide under the big top.

Nordic Award: Bodypainting

World of Illusions

Nothing is as it seems in the World of Illusions. This theme challenges you to play with perception, trick the eye, and blur the line between reality and fantasy. Explore optical illusions, surreal imagery, hidden messages, and dreamlike scenes – all through the art of bodypainting. Amaze the viewer with technique and storytelling that defies logic.

Nordic Award: Facepainting

Darkest Fears

Bring fear to life through the canvas of the face. Explore psychological horror, folklore creatures, nightmares, and personal phobias. The goal is not just to shock, but to tap into deep emotions and visual storytelling. Use shadow, contrast, detail, and emotion to create a face that shows what hides in the darkest corners of the mind.

Nordic Award: Fashion Editorial Make-up

Savage Beauty

Think powerful, fierce, nature-inspired or primal looks that still hold strong editorial impact. Wild elegance meets fashion-forward creativity. Whether your muse is a warrior queen, jungle spirit, or avant-garde goddess, the result should be striking, stylish, and worthy of a fashion magazine cover.

REGISTRATION

Artist Grace Castillejos Iglesias | Photographer Dmitri Moisseev

Registrations
should be done via the **online form only**!
bodypainting-festival.com

deadline for sending the application form
October 5th, 2025

Portfolio photos must be attached
without it we cannot proceed with your registration.

Registration fee is € 50 per category

To ensure your spot, payment should be made **within 7 days** after the confirmation letter was sent.

Complete your registration
AFTER you got your ID via the **ONLINE SHOP**

GENERAL GUIDELINES:

- Only 1 model may participate.
- Assistant Rule: In bodypainting categories, the artist may work with 1 assistant. Every artist should be aware of the role of an assistant in the competition. Only the registered artist (1 person) is listed in the results.
- An Assistant will not be awarded or get a certificate of the place the participating artist is getting. Of course, the assistant gets all the care and access to competition-related areas.
- Note: **Models may not paint** themselves as this is counted as a second assistant! No more assistants than one is allowed for hairstyling etc.
- Only bodypainting and make-up colors are to be used for any painting on the body. We ask you to please think of the **safety of your model** – let your model drink and eat, visit the bathroom at any time during the competition.
- **Any brand** of product may be used.
- All supplies have to be **provided by participants** themselves.
- It is **allowed to prepare hair**, use imitation of bold head or clay **prior to the competition**.
- **Please note:** No using of any color, basis before the official start.
- Every place will be prepared with a table, chair and electrisity plug.
- The model must be at least **18 years old.**
- The models must agree, by signing a form before the start of the competition, that the photos and video-films made may be further used.
- The artist must also agree by signing a form before the start of the competition, that the photos and video-films made may be further used.
- The **genitals and nipples** of the model **must be covered**; you are allowed to use all kinds of special covers with various materials and silicones.

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WORLD AWARD: CREATIVE MAKE-UP

The aim of this category is to create a creative look that harmonizes with current TRENDS in make-up, fashion and photography, together with a given theme. It is important to pay enough attention to the technique, perfection, cleanness and the overall quality of the make-up.

Time: 2 hours

- The participant must work alone.
- The face and neck may be worked on and will be judged.
- Make-up base or false eyelashes are not allowed to be applied before to the start of the competition.
- It is allowed to prepare hair, imitation of the bold head, hands and nails before the competition.
- It's important to consider that the costume or clothing fits your make-up.

- The jury judges:
  - Base & blending 1 – 10 points
  - Color decision & color complexity 1 – 10 points
  - Quality & Technique 1 – 10 points
  - Theme, creativity & overall look 1 – 10 points

The following is a list of **THINGS ALLOWED** in this category:

- False eyelashes, nails, eye lenses
- Glitter, Crystals, Feathers
- Wigs, imitation of the bold head
- Decoration accessories on the head and shoulders
- All decorations on a glue base should take no more than 20% of the face.

The following is a list of things **NOT ALLOWED** in this category:

- To use any prosthetics or latex-based items
- Masks, mask pieces or other special effects.
- Glasses
- Airbrush and stencils
- Any material that obscures more than 20% of the face

For drawings and illustrations on the face, there is a special category "Facepainting"

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NORDIC AWARD: BODYPATININTG

This category focuses on the artistic painting techniques both brush and sponge, as well as airbrush. Artists are also welcome to combine both methods to create more complex and detailed designs.

Time: 5 hours (The Assistant is ALLOWED to work at all time)

The following is a list of **THINGS ALLOWED** in this category:

- Any kind of **headpiece is allowed**
- Shoes or boots not highter than the knee
- Model can have props in hands
- A **bold head is allowed** to glue **before** the competition, if needed
- Stencils
- Stones and glitter or a glue base

The following is a list of things **NOT ALLOWED** in this category:

- Blue print or tattoo paper
- SFX, masks and costumes

The jury judges:

Quality, technique of painting	1 – 12 points
Color descition	1 – 12 points
Composition of the work and use of bodyshape	1 – 9 points
Interpretation of the theme, idea and originality	1 – 9 points

Artist Houyam Hajlaoui | Photographer Gunther Weirum

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NORDIC AWARD: FACEPAINTING

This category represents skills of the artist in fitting a painting of story on a model's face.

Time: 3 hours

- An assistant is NOT allowed.
- Only one model may be painted.
- The face, neck and décolletage may be painted and will be judged only.
- All work outside these areas are not going to be judged.
- It is allowed to work on hair, do an imitation of bald head, nails, painted hands before the competition.

The jury judges:

Quality and technique of painting	1 – 10 points
Color descition	1 – 10 points
Composition of the work and use of face shape	1 – 10 points
Interpretation of the theme, idea and originality	1 – 10 points

The following is a list of **THINGS ALLOWED** in this category:

- Fake eyelashes, nails, eye lenses
- Wigs, imitations of bald heads
- Glitter in loose form or spray on form
- Decoration accessories on the head and shoulders

Here are a few specifications of things **NOT ALLOWED** in this category:

- Masks, mask pieces or other SFX.
- Pieces that are glued to the face.
- Airbrush technique

Artist Claudia Kraemer

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NORDIC AWARD: FASHION EDITORIAL MAKE-UP

Create a storytelling look that works beautifully for a cover shooting. Your makeup, outfit, hair or headpiece should all match and support one idea. The whole look should feel complete and well thought-out.

Time: 1 hour

- Your look must follow the given theme.
- You can be bold and creative – it's okay to break traditional beauty makeup rules.
- However, if your makeup is very extreme or artistic, it may be better suited for the Creative Makeup category.
- Get inspired by: Fashion shows, Met Gala, Red carpet events, Editorial photoshoots

The jury judges:

Base, Cleanliness of make-up	1 – 10 points
Technique	1 – 10 points
Use of color	1 – 10 points
Theme & Overall look	1 – 10 points

Can be prepared before the comeptition start:

- Hair
- Costume or outfit
- Nails
- Wigs, headpieces, hair accessories

The following is a list of **THINGS ALLOWED** in this category:

- False eyelashes
- Eye contacts
- Glued-on items (like rhinestones, glitter, decorations)
- Wigs, headpieces, hair accessories

Here are a few specifications of things **NOT ALLOWED** in this category:

- No makeup application is allowed before the competition starts.
- Prosthetics or SFX makeup
- Mask pieces
- Glass or sharp items
- Any product that is not safe for the skin

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PRODUCTSPONSORS & SUPPORTERS

Ben Nye

mehron MAKEUP

LW LINDA WICKMANN

GOOD LUCK & WE SEE YOU IN HELSINKI, FINLAND!

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