



Press information:

What: World Bodypainting Festival®, ASIA
Where: Daegu, South Korea
When: August 25th – 31st, 2008
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The Asian Awards for Body and Facepainting Artists

The art of bodypainting is exploding all around the globe.

An art form where ballet meets Monet.

Where drama meets Dali.

Bodypainting is a modern art form springing from ancient roots that brings together painters, performers, photographers and creative people from every walk of life.

The World Bodypainting Festival® – connecting cultures

Now the World Bodypainting Festival® in Seeboden, Austria, is connecting cultures and expanding to create a second event in the second largest stadium in Asia, in Daegu, South Korea. The Festival week is from August 25th-31st, 2008.

The World Bodypainting Festival® with the World Championships has been held for over a decade in the small town of Seeboden in Austria, with artists travelling from 40 nations each year to show their art, compete and to spread knowledge and understanding for the art of bodypainting. The Festival has become the centre of the bodypainting world and has encouraged the growth of this amazing art form by supporting and celebrating these artists.

The Festival is expanding to meet the demands of the ever growing industry and, with a vibrant and dedicated team in South Korea will host a second event. The World Bodypainting Festival, Asia, with the Asian Awards will be held in '**Colorful Daegu**' from the 25th to the 31st August 2008 for the first time and connect the rapidly growing Asian bodypainting industry to its partners all around the world. The festival will follow the successful structure of the World Bodypainting Festival Austria with a week of workshops and side events ending in three main days of competition, entertainment and awards. The competition is open to artists from all around the world.

Daegu is a vibrant city of 3,5 million people with a pumping fashion industry that showcases an interesting mix of Asian and Western styles of fashion. Along with the fashion industry, Daegu is also host to a massive make-up industry with thousands of make-up students training throughout the many advanced make-up schools, colleges and universities.

With the advertising slogan of 'Colorful Daegu' and the expanding interest in western styles of body art, this fashion run city is truly a dream location for an event that had to be held. The mixing styles of Asian and Western art during the festival week will surely promote new directions for body art, opportunities for companies to reach new markets and an exciting learning experience for everyone involved.

The Festival Week: 25 – 31 August 2008

The festival week **begins with workshop** classes organized by the **Festival-Academy** teaching bodypainting, special effects, facepainting, photography, make-up and airbrush. A full demonstration program showing the art of special effects make up will be presented from the first days from 25th – 28th August. The Festival-ACADEMY will hold all programs in the Daegu Health College (Taejeon-Dong, Buk-Gu, Daegu).

The evenings are full of socialising as well as a major highlight on Wednesday 27th August with the '**BodyCircus** ®', a costumed fantasy ball in the magical event hall of the **Hotel Inter-Burgo**. Guests will be arriving in costumes ranging from Bodypainting, body decoration and masks, to extreme make-up and fantasy fashion. International DJ's, shows, costume prizes and entertainment all night will guarantee a magic night in Colorful Daegu. The 'BodyCircus' promises to be an **evening of magic**, of pushing boundaries and of letting imagination run free.

The three final main days are from 29 - 31 August, hosting the Asian Awards as well as semi professional categories.

Artists paint daily from 11.00 am in the World Cup Stadium of Daegu which is the second biggest stadium in Asia with nearly 66.000 Seats. The living artworks are then presented on stage with **spectacular shows**, sometimes including the most amazing special effects. This is an **outdoor event** set in the middle of a vibrant city in the centre point of development and culture in Asia.

The festival is open to everybody. A **family program** with facepainting kids entertainment and family friendly prizes is also to be enjoyed. Visitors enter the festival grounds and enjoy the atmosphere of live music, international show acts, Asian cuisine and living art.

The audience can view the bodyart, music and shows live and broadcasted over the festival TV streaming the whole day from the festival grounds. A **trade show area** is also available onsite where visitors and artists can buy anything related to Bodypainting and make-up art from all of the major companies in the Bodypainting industry as well as some interesting new growing companies.

For the **Asian Awards in 2008** themes are given. The **2 themes** will be "**Myths and Fairy Tales**" on the first and second main day and "**Future World**" on the final day.

Several hours of extreme concentration are required from the artists, as well as a lot of patience from the models! In the late afternoon, the painted bodies will be **presented to the audience** and to the judges. During the presentation, **spectacular shows will astonish the visitors!**

Because of the time the artists need during the day, the daily program for the **main days** will be enlivened by a variety of show events, colour-performance, multimedia-shows, drum-sessions, fantasy fashion-shows, styling-shows, music, DJ's, demonstration program and lots more.

The festival week finishes off with an explosive awards ceremony on Sunday night for the new Asian Champions.

The "Asian Bodypainting Photo Award"

The festival offers photographers the best opportunity to really go wild for once, because nowhere else can provide the combination of so much living canvas and such unique settings, and all in front of the camera.

The models can only be "captured" once, before the works of art ultimately fade away. There is a restricted photo contest area, reserved for participants in the contest. Here the most fantastic photos are taken and can be sent to us after the festival.

An international photo jury judges the best works in the categories "photo print" and "digital art".

▶ **All updated information available online www.bodypainting-festival.com**

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