

2016

THE SEVENTH

LIVING ART AMERICA[®]

THE NORTH AMERICAN BODYPAINTING CHAMPIONSHIP



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AN INTRODUCTION

Living Art America was conceived and created by artists to provide a platform to promote and encourage fine art bodypainting in North America and beyond. This ancient art form is experiencing an enormous resurgence globally in advertising, television, feature films, galleries and museums. The transient and ephemeral nature of the art is enjoyed both in the moment and captured then shared instantly on a viral scale.

As North America's premier producers of live fine art bodypainting competitions, exhibitions and events, we reach a diverse group of art patrons and the culturally curious.

The North American Bodypainting Championship features a series of regional events through the year that lead to the finals. The competition is open to all and artists from around the world apply to compete in the Championship event in both professional and emerging categories. Emerging category winners from the regional competitions automatically earn a spot in the finals.

Judged by an international group of recognized professionals, competitors create magnificent works of art that are admired by thousands of fans, patrons and followed by mainstream media. Using established social media and innovative promotions Living Art America has begun to extend its influence into the community of artists, collectors, curators and photographers.

Living Art America continues to support The Chelko Foundation's mission to empower women globally through art education and partnership by donating a portion of the proceeds from this unique event to the Chelko Scholarship for Women in the Arts.

Expanding from its original one day event to a three days, there are numerous ways outlined within to create significant impressions for your brand.

We invite you to explore the following pages and make art with us...



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WHEN **Bodypainting Film Festival** Carolina Theatre, Greensboro NC, September 21, 2016
Private Sponsor Party - Kick-off Event Revolution Mill, Greensboro NC, September 23, 2016
The North American Bodypainting Championship Greensboro Coliseum, September 24, 2016
Charity Awards Gala, UV Bodypainting, Showcase of Champions, Paint Jam Bodypainting Exhibition
Millennium Center, Winston-Salem NC, September 25, 2016

WHAT Living Art America presents the largest and most prestigious fine art bodypainting event in the Western Hemisphere... featuring 5 days of art exhibitions, gallery events, special performances, classes taught by leading professionals and the officially sanctioned, **North American Bodypainting Championship** competition! Artists travel from all over the globe and across the USA to compete for top honors and prizes! An amazing spectacle celebrating one of the worlds oldest art forms! The opening event this year is the Bodypainting Film Festival (the first in the world), followed by The Bodypainting Fashion show featuring Couture by Kim Leeftink of the Netherlands, culminating in The North American Bodypainting Championship!

WHO Artists from across the world are invited to participate in this unique exhibition and competition. Last year artists came from five continents and twenty countries, including current and former World Champions, as well as Skin Wars contestants and talented regional artists. Patrons experience a one-of-a-kind fine art medium, in and for the moment. Attendees ranged in age from 20 to 85. From the art aficionado to the casual viewer, the audience leaves the event with both a new-found appreciation of the art form and a desire for more.

COMPETITION DETAILS

Artists compete in two divisions ("Emerging Artist" and "Professional") creating their best work to offer before a panel of internationally recognized professional judges for evaluation. After jury presentation, the artists and model teams prepare for the evening's show, where each model is given command of the stage to make their one-minute presentation the most spectacular. The audience will have the opportunity to vote for their own top pick. The competition will conclude in an awards ceremony, honoring the top placements and audience picks. Winners will receive shares of a purse totaling over \$15,000 in cash and prizes!

JUDGES

Alex Berendregt (Austria) - Founder and organizer of the World Bodypainting Festival
Craig Tracy (USA) - SKIN WARS judge, owner of the world's first bodypainting gallery
Scott Fray (USA) - The only artist to win all five World Awards, achieved in only four years
Johannes Stotter (Italy) - Creator of the most world's most viral bodypainting art
Genevieve Houle (Canada) - Creator of the Mehron Paradise paint brand.



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POINTS TO REMEMBER

There is no bigger, better event in New York, Los Angeles or San Francisco. Living Art America is second only to The World Bodypainting Festival in global prominence and prestige.

Living Art America is the ONLY World Bodypainting Association Sanctioned event in the USA.

Bodypainting as an artistic movement is appreciated all over the world. There are wildly popular festivals and competitions in many countries in Europe, Asia, Australia and South America.

Living Art America attracts the very highest artistic talent from around the globe as competitors, who will produce stunningly beautiful, fine-art creations of living art for our audiences to enjoy.

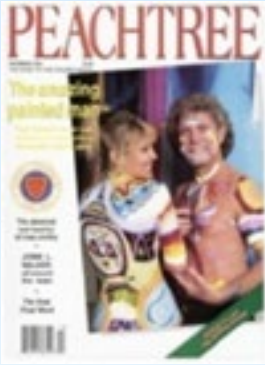
Both of the champions for the last two seasons of the Reality TV show SKIN WARS, and about 40% of their artist competitors were "discovered" directly at Living Art America.

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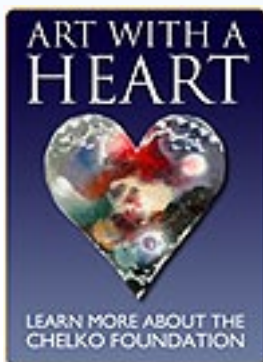
**THE CHELKO FOUNDATION**

The Chelko Foundation originally created "Bodies as Works of Art" as a fundraiser for its scholarship fund and continues to benefit from the proceeds of this event. It was officially established in 2005 to commemorate the life of artist Paul Chelko's wife, Debbie. Paul had a vision for a world where women are free and no longer have to suffer so he set out to make a difference for women all over the world through empowerment.

After obtaining its non-profit 501(c)3 status in 2007, The Chelko Foundation was born into reality and no longer just a dream for Paul. His ideas for the Foundation, before his death were far reaching and will continue under the guidance of a select group of people hand picked by Paul.

"There are opportunities with the foundation for women to become empowered... to move beyond their present creative positions and create who they are individually and collectively as a more powerful and more effective voice in the world one that ends gender discrimination and creates the possibility of a future free from bias." Focused on ending gender discrimination as Paul states; "Until women are free, no one is free."

The Chelko Foundation believes in maintaining an active global presence and as such, we have endeavored to host events which raise awareness and money for select causes. We also provide Humanitarian grants and scholarships to deserving recipients.

**CHELKO MISSION**

VISION: The Chelko Foundation envisions a world free of gender bias.

MISSION: The Chelko Foundation seeks to empower women through art, education and partnership by awarding scholarships in the arts and presenting special humanitarian grants.

METHOD: The Chelko Foundation funds its activities through a combination of public and private donations, the sale of its art collection and special events.

