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# FILIPPOiOCO

## An Interview With An Icon

By Jenna Stirland

Icon, inspiration, role model. Just a few of the words that have been used to describe international fine artist and bodypainter Filippo ioco. His exceptional artwork and bodypainting, covering an extensive range of concepts and styles, have seen him become one of the most influential artists of all time.

His bodypainting work has been embraced by the media and advertising world and can be found in magazines, advertising campaigns, television shows and music videos. Most recently Filippo has been dedicating his time and talents to the PINK events that he runs around the world to help raise awareness and funds for Breast Cancer Research.

In September 2014, in a modern glass exhibition space overlooking Camden Town, London, Filippo introduced his first ever PINK London event in association with The Pink Ribbon Foundation to a sold out venue. There was a buzz of excitement and artistic flair throughout the evening which saw Filippo's first ever bodypainting and live art exhibition come to life. We caught up with Filippo at the event to discover his journey as an artist, what bodypainting means to him and how his passion for charity work came about.

**“In my twenties I met an infant that was HIV positive.** One day, I thought, I can help. I have a gift that can make money for charities, organizations and research. So that’s when I started donating my art and my bodypainting designs. The PINK events are my way of showing my support and help to combat breast cancer.”

**“Kryolan has always supported me.** Most recently with PINK Austria, PINK Berlin & PINK London. This benefit in London is the first time I have combined my fine art and bodypainting, so I’m really happy that Kryolan and its London artists have been able to experience this with me.”

**“There are two defining moments in my career.** Putting on my first runway show with bodypainting was an amazing moment for me as was an Aids Benefit runway show in Puerto Rico that I organized to raise money for children who are HIV positive. It was the most stressful project I have ever worked on, I organized everything myself, from the PR and the sponsors, to the event planning and guest list - but it was so rewarding. I will never forget how that event made me feel.”

**“Painting was my only way of communicating until around the age of 10.**

I started painting because somebody put a canvas and materials in front of me and told me to start painting. My parents brought me to the United States when I was two and I couldn’t speak a word of English. Painting was a way in which I could express myself and this developed throughout my career in to bodypainting.”

**“I fell in to bodypainting.** One day, I thought to myself, how can I make people stay longer at my exhibitions, how can I really impact people’s minds. One day it just dawned on me to paint bodies. After that my bodypainting skyrocketed and pushed my fine art aside.”

**“My work is all about color.** Color is such an important aspect of our lives and so many people walk around in a monochrome world. I hope my work encourages people to open up their eyes and see the color and beauty that surrounds them.”





**“I’ve been bodypainting for 26 years. It’s so much more popular now than ever before & has changed so much over my career. When I first started it was seen as more of a taboo, but as the years have gone by bodypainting has become a respected art form.”**

**“I couldn’t live without Aquacolor in my kit. I was introduced to Kryolan at the beginning of my bodypainting career almost two decades ago and I’ve used the products ever since. It’s just so easy to work with.”**

**“Bodypainting has helped people to see nudity in a differed way. I like to see people’s expressions when they see my work. I feel like my bodypainting gives people the opportunity to open their minds.”**

**“Bodypainting is a journey. When I start painting I am so excited and happy and then I seem to arrive at a barrier that blocks my creativity. All of a sudden I get over the hump and I am so**

**excited and feel like... wow I have created a masterpiece.”**

**“I’ve had models wearing Kryolan make-up for over 14 hours. What I love about Kryolan is the creamy consistency and smell of the paint. I love how it dries & how it lasts. It just doesn’t crack, peel or fade which for me is essential.”**

**“I truly believe that technique comes from within. The advice that I give to anyone starting out in bodypainting is to search within yourself to discover your personal technique and figure out who you are as an artist. Your technique needs to be personal so you can put your own style and passion in to your designs.”**

**“I’m not big headed, but I look up to myself. I have worked so hard throughout my career and everything that I have I invest back in to my artwork and my bodypainting, which I think is the key to success. I’m just a vehicle to produce art that is going to live on after me.” ■**