

Paintscaping Creates Projection for Cardi B's Controversial Limo Scene with Offset

Rap Superstar latest to use powerful tool

LOS ANGELES, CALIFORNIA, UNITED STATES, April 5, 2018
/EINPresswire.com/ -- LOS ANGELES, APRIL 05, 2018

It may be the most watched scene in [Cardi B](#)'s stunning new music video "Bartier Cardi." In the video, the rap superstar gets quite intimate with her fiancé Offset, in the back of a limo. That, only days after some alleged cheating by the Migos member.



Cardi B and Offset

Just another day at the office for projection mapping company [PaintScaping](#), who handled all the rear screen projection.

"It's a throwback to the technique used in the 50s," notes Philippe Bergeron, CEO of PaintScaping, "it's much better than post. It's visceral. It's real. It's great for the talent."

“

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Philippe Bergeron

PaintScaping is no stranger to high-profile music videos. They've created the elaborate projection mapping for "This Is What You Came For," by Calvin Harris ft. Rihanna. At almost 2 billion views, it is one of the most viewed mappings in history.

The clip, featuring Rihanna in a cube projected on all faces, was helmed by superstar director Emil Nava. "Projection is an amazing tool for music videos. We can use it to build more elaborate narratives, and it also gives the artist something to react to in the moment," notes Nava, who has directed many

A-listers, including Ed Sheeran and Jennifer Lopez.

Strategically located in LA, ground zero for many music video shoots, PaintScaping and Bergeron are quickly becoming the premiere company for high-end projection mapping. Music heavyweights Eminem, Kelahni, John Legend, Rod Stewart, Queen Latifah, VH1, MTV, and Katy Perry, have all benefited from Bergeron's knowledge, whose background includes acting (Sopranos, Iron Man 2, Entourage) and CG.

Alex Pacion, the NY-based production designer behind many of these iconic music videos, notes: "Philippe is a master, and nothing scares him."

But there's also another aspect to projection that makes it extremely attractive to production companies. It's efficient.

"More and more, recording artists today like Cardi B are required to come out with videos very quickly after a song is released. Projection is the perfect solution to cut the long process of CG post-production," continues Bergeron.

Bergeron's work with musical talent is not limited to videos. He's mapped the closing scene of "Breaking Through," a film by executive producer and nine-time Grammy Award winner John Legend.



And Bergeron consulted on Katy Perry's latest perfume ad, "Indi," featuring projection on faces.

"Cardi B may be the newest artist to use projection, but she certainly won't be the last. This technology is here to stay," concludes Bergeron.

To see more of PaintScaping 3D Projection Design projects, visit <http://paintscaping.com>.

About Philippe Bergeron

Philippe Bergeron is founder and CEO of PaintScaping, a global leader in 3D projection mapping. PaintScaping has done mapping in the USA, Mexico, Canada, France, Ireland, and South Africa. Bergeron, a native of Montreal with a B.S. and M.S. degree in computer science from the University of Montreal, remains a 3D mapping innovator and invited presenter for numerous industry events.

About PaintScaping

PaintScaping is the industry leader in 3D mapping. Founded in 2009 by Philippe Bergeron, the Los Angeles-based company has produced unique 3D mapping shows across the U.S. including Orlando, Los Angeles, Las Vegas, New York and Chicago, and many places around the world. Among its many clients are MGM Resorts, Ritz-Carlton, Sony Pictures, Westin Hotels, Caruso Affiliated, and Cirque du Soleil.

Philippe Bergeron is available for interviews.
Video and photos are also available on request.

Media Contact:

[Isabel Dréan]: +310 988 9763 or marketing@paintscaping.com

isabel drean

Little Connoisseurs

3109889763

email us here

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