



# PAINTSCAPING

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**-- FOR IMMEDIATE RELEASE --**

## **TWO RODEO DRIVE TO GET MAGICAL HOLIDAY FACELIFT** *L.A.'s PaintScaping transforming landmark location with 3D mapping light show*

LOS ANGELES (Dec. 2, 2015) – Facelifts are nothing new in Beverly Hills, but visitors will soon be amazed with the transformation they see at the landmark corner of Rodeo Drive and Dayton Way.

Los Angeles-based [PaintScaping](#) and director Philippe Bergeron has been commissioned to create a holiday 3D light show for [Two Rodeo Drive](#), the crown jewel in the bright, glittering heart of Beverly Hills' world-renowned designer shopping district. Approximately four minutes in length and set to soaring, theatrical music, the show incorporates PaintScaping's signature 3D projection mapping wizardry, which will magically transform the iconic corner building at Two Rodeo Drive into a winter wonderland.

The holiday show will premiere Saturday, Dec. 12, at 5:45 p.m. The show runs five times nightly through Dec. 23, beginning each evening at 5:45 p.m. and then each half hour following with the grand finale at 7:45 p.m.

PaintScaping is an industry pioneer in 3D mapping, using walls instead of screens for a canvas and precisely aligning dazzling light and animation with a building's architectural features to blend real and virtual worlds. The Two Rodeo Drive show will feature a variety of magical characters and holiday touches including an ice castle, a virtual snowfall, a Victorian family celebrating the holidays, and of course, an appearance by Santa.

"It's one of the most elaborate narratives we've ever done, with characters bringing the landmark corner to life," said PaintScaping CEO and actor, Philippe Bergeron. "In addition, the grand finale each evening will have a little something extra, so we hope everyone will stay a little longer to watch."

The show is one of seven PaintScaping holiday shows running that same evening in seven cities across the U.S., a first for the company which has produced unique 3D mappings all over the world for clients including MGM Resorts International, Cirque du Soleil, Sony Pictures, Ritz-Carlton, Westin Hotels, Blue Man Group, Los Angeles Kings and Eminem.

The Two Rodeo Drive show is the most elaborate 3D light show ever in Beverly Hills, a challenge welcomed by the PaintScaping team. The sheer firepower of the projection will be a sight to



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behold with four Barco projectors, 30,000 lumens each, illuminating and transforming the view of one of the most photographed corners in the world. Wagner Media from Las Vegas, a pioneer in the use of projectors, will provide most of the hardware.

“As the premiere destination in luxury we are always looking for new and innovative ways to entertain our clientele, and the PaintScaping light show is the type of high-end art and magic our guests have come to expect,” said Bill Wiley, Two Rodeo Drive director for CBRE. “We started kicking around the idea with Philippe two years ago and are excited to see it now coming to fruition.”

“As the home to diverse designer luxury brands such as Versace, Lanvin, Tiffany & Co. and Jimmy Choo, we say that Two Rodeo Drive is always in a state of transformation in the figurative sense,” said Sam Kim, marketing manager for Two Rodeo Drive. “Now it will seem to literally be transformed, if only temporarily, each and every evening.”

As an innovator in 3D mapping and invited presenter for numerous industry events, Bergeron continues to spark interest in this emerging art form. As an actor, Bergeron has appeared in numerous films and television shows such as Iron Man 2, Mad Men, Rush Hour 3, Godzilla, Entourage, E.R., Contact, and guest starred in the season premiere of The Sopranos final season. He’s worked with many stars including Nicolas Cage, Robert Downey Jr., Jodie Foster, Jamie Foxx, James Gandolfini, and Bradley Cooper.

For more information about PaintScaping, including photos and videos, please visit [paintscaping.com](http://paintscaping.com), follow us on Facebook, or @paintscaping on Twitter.

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**EDITOR’S NOTE:** PaintScaping will begin setting up for the holiday show at Two Rodeo Drive on Dec. 8.

## **ABOUT PAINTSCAPING**

PaintScaping is the lighting industry leader in 3D mapping. Founded in 2009 by Philippe Bergeron, the Los Angeles-based PaintScaping 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. 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. For more information, photos and videos about PaintScaping, please visit [paintscaping.com](http://paintscaping.com), follow us on Facebook, or @paintscaping on Twitter.

## **ABOUT TWO RODEO DRIVE**

Two Rodeo Drive is home to 30 iconic luxury and fashion boutiques in Beverly Hills’ world-renowned shopping district including Tiffany & Co., Jimmy Choo, Lladró, Versace, Lanvin, Porsche Design, Brunello Cucinelli, Stefano Ricci, Breguet, Richard Mille, Persol and more. Newly remodeled boutiques include Tiffany & Co. and Lalique. Two Rodeo Drive’s latest additions include Audemars Piguet, Serapian and Philipp Plein. Two Rodeo Drive is located at the corner of Rodeo Drive and Wilshire Boulevard. For more information, visit [2rodeo.com](http://2rodeo.com), follow us on Facebook, or @tworodeodr on Twitter.