wildbytes

PRESS RELEASE

FIRST-EVER LIVE FACE PROJECTION MAPPING SHOW WITH CELEBRITY TATTOO ARTIST KAT VON D.

Digital makeup, visual effects, real-time face tracking and string music in an unprecedented live audiovisual experience.

MADRID, Oct. 29, 2015. Wildbytes introduces the first-ever face projection mapping performance showcased at a live event, with real-time face tracking on stage. Projected visual effects and digital makeup transformed the face of the tattoo artist Kat Von D before a crowded audience.

Presented by Sephora Spain for the launch of the makeup line Kat Von D Beauty, Wildbytes developed a blend of digital innovation and physical performance.

A visually striking journey that immerses us in the process of artistic creation: from the essence and materiality of the drawing line to the lush of color and pigment, the power of geometry, the transcendence of a spark, the delicate beauty of butterflies or the timelessness of gold.

A bespoke musical composition by Alicia Reyes was played live by a string quartet. The score was synchronized with the video mapping, providing a rich and custom sound landscape that resonated with the visual imagery.

What is Live Face Mapping? The world has seen many architectural projection mapping shows, and even some human face projection mapping videos. But a real-time projection mapping over a human breathing face, seen live, before your eyes, is a completely different experience. The projector renders a 3D model of the performer on stage, and using a 5-camera head tracking system, it follows the face movements of the performer in real-time, at 240 frames per second. This creates a second layer of ever-evolving visual effects that are overlaid on top of the skin, augmenting it in real-time.

VIDEOS, GIFS and IMAGES at
http://wildbytes.cc/press/2015/live-face-mapping.html

A Tech Close up (Tech outcomes for curious masterminds)

The digital performance took over 4 months to be achieved, with over 3500 hours of visual effects render time. One factor that took a significant amount of time was the pure physical experimentation required to achieve interesting results. Face mapping with real-time tracking is a new technique, and as such extensive testing was required to find out what visual effects looked best. Beyond the 3D content creation, it involved the 3D scanning (using 2 techniques called Structured Light, and Photogrammetry) and the 3D printing of Kat Von D's face, neck and torso.

/////////

About Wildbytes

Wildbytes is an interactive experiential agency that crafts immersive experiences through cutting-edge technology and visual effects. They are based in New York, Madrid and Barcelona.

For more details on this project or to schedule an interview with any Wildbytes member, please contact Julio Obelleiro at julio@wildbytes.cc.

About Kat Von D

Kat Von D is an American tattoo artist, model, musician, and television personality. She is best known for her work as a tattoo artist on the TLC reality television show LA Ink, which premiered August 7, 2007, in the United States and ran for four seasons.

In 2008, she began her own makeup line with Sephora: Kat Von D Beauty. It has since gained the largest following on social media of any beauty brand.

Kat Von D has more than 15 million followers on social media networks.

More info on Kat Von D: https://en.wikipedia.org/wiki/Kat_Von_D
More info on Kat Von D Beauty: http://katvondbeauty.com/about

About Sephora

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. Sephora's unique, open-sell environment features an ever-increasing amount of classic and emerging brands across a broad range of product categories including skincare, color, fragrance, body, smilecare, and haircare, in addition to Sephora's own private label.

Owned by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group, Sephora is highly regarded as a beauty trailblazer, operating approximately 1,900 stores in 29 countries worldwide, with an expanding base of over 360 stores across North America.