

FROM ORDINARY TO EXTRAORDINARY: PICTURE CARS LOUISIANA

STORY BY HALEY SUMMERS

Mike Schlumbrecht, owner and operator of Picture Cars Louisiana, has worked on cars for nearly 30 years. The last decade, however, has allowed him a significant amount of professional growth, thanks to the state's ever-expanding film industry.

"I used to build street riders when, a few years ago, I was asked to build a car for a Ray Charles movie. He ended up renting several cars from me, and from that point on, everything grew," says Schlumbrecht. "Every time a production needed a car, they called me. The last few years have allowed my business to increase in a way that I didn't think about until so many people began filming here."

Schlumbrecht has built cars for large productions like *Paper Boy*, *Bonnie and Clyde* and *Selfless*. He's currently working on a

production called *Zoo* and hopes to continue to work for large films in the future.

"Most people don't think about the smaller aspects of film production," says Schlumbrecht. "What I do is work on what seems like a minor part of most films, but in reality it takes a lot of time, money and work. I love taking a very basic car and turning it into something really special. To see a very plain automobile become something extraordinary is a good feeling. The before and after is definitely my favorite part of the process."

Picture Cars has become the leading "on camera" vehicle service in Louisiana. Their specialty is the fabrication of chassis bodies, parts and interiors. They also build cars for commercials, and focus on custom art and design work and vinyl creation and application. They boast that they can take any project from creation to installation with any size vehicle graphics. *LFV*

For more information, visit www.picturecarsoflouisiana.com.