



Sew What? Inc. It's not a question. It's the answer.™



## FOR IMMEDIATE RELEASE

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Journey concert tour designer Kevin Christopher and tour manager Rob Kern approached [Rent What? Inc.](#), with a unique mixed media stage backdrop concept and a challenge: "We are going to do a lot of shows and want to 'wow' the audience every night. The stage backdrop needs to suit the band's energy and live up to the wear and tear of a multi-city concert tour."

Heralded as one of the best American rock bands in history, Journey formed in 1973 in San Francisco with former members of Santana. Journey has sold more than 47 million albums in the United States, making them the 28th best selling band ever.

Seeing this as a perfect opportunity to showcase their "tour ready" drape rentals and custom stage backdrop packages, Rent What? partners Marce Forrester and Megan Duckett rose to the challenge. Marce Forrester attributes the company's "extreme service" as being one reason why the startup [Drape Rental Company](#) has taken the tour and event industry by storm. "With every transaction we ask ourselves - how could we make this easier for the end user? If we were on tour with the gear - what would our expectations be and how can we exceed them?"

## RENT WHAT? INC., PROVIDES A CUSTOMIZED STAGE BACKDROP RENTAL PACKAGE FOR LEGENDARY AMERICAN ROCK BAND JOURNEY.

"Our focus immediately turned to the [Specialty Drape Industrial Texture Series](#)" noted Duckett, "the durability of the product line and the dramatic effects that can be achieved with the mesh backdrop elements, fit the bill perfectly."

After the support act performs, a mid stage black [kabuki backdrop](#) is released by a series of solenoids, revealing the pre-set scene created just for Journey. The dramatic and flexible stage backdrop is achieved by utilizing a series of 6 crushed mesh drapery elements from Rent What?'s Industrial Texture Series. As the band travels from indoor venues with lower trims to outdoor venues with wider stages and higher trims, the 6 leg arrangement gives them the ability to close down the stage when needed.

Lighting designer Kevin Christopher used the silver crushed backdrop as a painter's palette, changing the scene dramatically with the use of LED floor and truss lighting. The crushed mesh drapery maintains a reflective quality, and gives just enough shine and lots of drama when saturated with color.

Rent What? Inc., is proud to have supplied such key elements of Journey's 2009 concert production. Being selected to provide backdrop product for one of the greatest American rock bands in history is no small challenge. "The management's confidence in our rental stage drapes and concert services was very flattering," stated Megan Duckett. "Our focus is on making it right and making it affordable. We are prepared to go to most any lengths to find that perfect formula."



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- A woman owned and operated business, Rent What? Inc is best known for an innovative approach to [rental and production of concert tour drapes](#) and has recently set the stage for artists including Beyonce, Nickelback and Demi Lovato. Rental contracts offer no cost travel hampers and pre-certified NYC certified draperies. Along with their large inventory of Inherently Flame Retardant stage drapes, traveler tracks and portable dressing rooms, they recommend an "Optional Damage Waiver" to help productions avoid any potential bill-backs on damages.

For more information, please visit - [rentwhatinc.com](http://rentwhatinc.com)