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## **SEW WHAT? INC. PROVIDES DIGITALLY PRODUCED OPENING SHOW DRAPE FOR KENNY CHESNEY 2016 TOUR**

***STAGE DRAPERY MANUFACTURER, SEW WHAT? INC. IS EXCITED TO HAVE PRODUCED  
THE OPENING SHOW DRAPE FOR THE KENNY CHESNEY, SPREAD THE LOVE TOUR.***

**Rancho Dominguez, CA  
May 2, 2016**

Rancho Dominguez, CA -- Stage drapery manufacturer, Sew What? Inc. has produced another unique opening show drape for this year's Kenny Chesney tour.

Sew What? Inc., located in Rancho Dominguez, California, is excited to have played a small part in the 2016 Spread the Love Tour. Chesney's tour kicked off April 23 in Auburn, Alabama and his Noise album is due out early this summer. Many believe the country artist, singer and songwriter is poised to hit a new mark with his lyrics and music.

Chesney's shows also hit the mark in terms of tour design. Unique drapery and surrounds are fully designed and branded with each tour. No two designs have been alike, and each theme is expertly executed across all mediums – album art, merchandise, festival set, and stage designs. The stage designs are expertly matched to each theme using [digitally produced printed drapery](#).

Digital printing is the process of transferring high resolution graphics onto soft drapeable textiles. [Wide format digital printing](#) gives the opportunity to present "picture perfect" images to nearly any audience and venue. Seamless images up to 16' wide can be produced and a variety of fabrics, both indoor and outdoor, are available.

Sew What?'s Flickr gallery shows some of the prior main stage lift drape designs that were printed and sewn for prior Chesney tours: <https://www.flickr.com/photos/rentwhatinc/galleries/72157632588826030/>

This year's Backdrop Artwork Concept and Design was created by Kenny Chesney and the creative team at Richards and Southern, Inc. Production Designer was Mike Swinford and Production Manager was Ed Wannebo.

The custom digital printed stage drape's overall dimensions are impressive -- at 43 feet high by almost 75 feet wide. The printed show drapery's creation utilizes the latest in direct print technology, and is printed onto a polyester poplin substrate for great color reactivity and durability. It is a hamper friendly and tour ready product.

Megan Duckett, owner of Sew What? Inc. and sister company, Rent What? Inc. says, "We built all the elements with longevity in mind, as it's a drapery product that will keep performing, no matter how grueling the show schedule is."



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The unique digitally printed drapery also employs the use of a flexible lift system. The large stage drape has invisible lift lines sewn onto the back of the drape. Each of the 20 lift lines on the arena drape run the full height of the drape. Stainless steel rings in turn encapsulate the lifting lines that are a part of the motorized motion control system by Show Group Production Services. The lift system raises and lowers the graphic drape across the full width of the stage to reveal the band's performance area.

A Sew What? video showcasing the many and varied processes involved in the creation of Chesney's massive custom lift drape can be viewed here: <https://www.youtube.com/watch?v=4ZiNb5UpZ0U>  
Photo Credit(s) for Press Release: Tom Underhill

### **About Sew What? Inc.**

Sew What? Inc., located in Rancho Dominguez, California, is a well-known stage and theatrical drapery manufacturer known for its dramatic theatrical drapes and fabrics used in major rock concerts, top fashion shows and other artistic staged venues. Their drapes have dressed the stages of Miley Cyrus, Carrie Underwood, Madonna, and Rod Stewart to name a few. The company has received numerous awards for innovation, including the Dell/NFIB Small Business Excellence Award, and was featured on the 1000th cover of Rolling Stone. For information, contact Sew What? Inc. at (310) 639-6000, or email [inquiries@sewwhatinc.com](mailto:inquiries@sewwhatinc.com).

### **About Rent What? Inc.**

Rent What? Inc. is committed to providing an ultimate experience in drapery rental products and customer service. The firm, located in Rancho Dominguez, CA, has set the stage for artists including Janet Jackson, Foo Fighters, Nickelback and John Legend. In addition to its large inventory of Inherently Flame Retardant stage drapes, traveler tracks and portable dressing rooms, the company is widely regarded for its basic pricing schedules, innovative damage waiver policy and fast and friendly service. For information, contact Rent What? Inc. at (310) 639-6000 or visit [www.rentwhatinc.com](http://www.rentwhatinc.com).

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