

Sew What? Inc. Provided Stage Drapery for Grammy Winner, Sam Smith's In the Lonely Hour Tour

Stage drapery manufacturer, Sew What? Inc. recently completed work with Grammy Winner Sam Smith and his team on stage drapery for Smith's tour.

RANCHO DOMINGUEZ, CA, USA, February 18, 2015 /EINPresswire.com/ -- It has been a meteoric rise to the top for British singer and four Grammy winner, Sam Smith. The pop singer began his first arena headlining tour in North America in 2014. By year's end, Smith found himself nominated for six coveted Grammy Awards, including Best New Artist, Record of the Year, Song of the Year and Best Pop Vocal Album. He ended up taking home all four of the mentioned Grammys.



Sam Smith's Drapery Set - Photo credit: (c) 2015 Todd Kaplan

So few would disagree that British singer and songwriter Sam Smith is the current number one tour this season. Los Angeles area stage drapery manufacturer, Sew What? Inc. is also happy to have a small part in it, having recently worked with Smith's team on their stage drapery used already for his In the Lonely Hour North American tour.

In addition, Sew What? Inc. has something of a reputation as well. Megan Duckett, principal at Sew What? reported, "Sew What? was first contacted by Creative Director, Will Potts, as we have a good reputation in the industry and most designers are aware of who we are."

The drapery manufacturer worked on a stage set that was an original design by Will Potts. "Sew What have serviced my design very well, and even performed a top quality and efficient service extending overseas for pre production which was in the UK. Shane has advised me with upmost care and I have to say that the results have been terrific. Thanks Sew What!"

Most would agree that it's a dramatic show opener-- employing a double drop Kabuki with a [digitally printed scrim](#) that is heavy on the WOW factor. As the show opens, the two white digitally printed faces first stare at each other, before the sharkstooth scrim suddenly turns from opaque to transparent, revealing Smith behind it. A kabuki is next engineered to release the scrim using a [rental solenoid system](#), like the ones Sew What?'s sister company, Rent What? Inc.

provides. The crowd screams as the kabuki drops the scrim to the ground and the band and Smith begins. A final stage piece finishes the set, created using a classy upstage arched header with a white cyclorama behind.

The seamless sharktooth scrim is fashioned in a grand format, that's 37 feet high and 63 feet wide. As most concert venues for the tour are in large arenas, everything was in large scale to accommodate the set's massive size. Working on this type of scale is what Sew What? is known for, and does very well.

During his U.S. and Canadian tour, Smith performed in large concert venues across major cities such as Chicago, Boston, Nashville, Detroit, New York City and Los Angeles. Two concerts were held at The LA Forum in January in one leg of Smith's North American Tour. The 'Stay With Me' star's hectic pace will continue, as he will be hitting the road in March 2015, heading across the UK and Europe before returning again to the US.

Sew What? reports a busy manufacturing season as well. January saw them gearing up for production on a number of band draperies, as they look to the spring and summer concert tours, among a good deal of other projects.

For more information about Sam Smith and his upcoming tour dates, visit Smith's [official website](#).

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 Sting, Elton John, 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.

About Rent What? Inc.

Committed to providing an ultimate experience in drapery rental products and customer service, Rent What? Inc. is proud to be woman owned and operated. The firm, located in Rancho Dominguez, CA, has set the stage for artists including Beyonce, R Kelly, Nickelback and Demi Lovato. 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) 639-7000 or visit www.rentwhatinc.com.

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