

Sew What? Inc. Provides Digitally Produced Opening Show Drape for Kenny Chesney 2016 Tour

Stage Drapery Manufacturer, Sew What? Inc. has produced the opening show drape for the Kenny Chesney, Spread the Love Tour.

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

Sew What? Inc. is excited to have a small part in the Spread the Love Tour. Chesney's tour kicked off April 23 and his Noise album is due out 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. Themes are expertly executed across all mediums – album art, merchandise, festival set, and stage designs.

“

We built all the elements with longevity in mind and to keep performing, no matter how grueling the show schedule is.”

Megan Duckett

Stage designs are matched to the theme using [digitally produced printed drapery](#). [Wide format digital printing](#) presents 'picture perfect' images on textiles useful for nearly all venues. Seamless images up to 16' wide can be produced on a variety of indoor and outdoor fabrics.

Sew What?'s Flickr gallery showcases prior designs. 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 stage drape's dimensions were 43 feet high by almost 75 feet wide. A polyester poplin substrate was used for great color reactivity and durability. It is hamper friendly and tour



Digital printed stage drape for Spread the Love Tour of Kenny Chesney.

ready.

Megan Duckett, owner of Sew What? Inc. and sister company, Rent What? Inc. say, "We built all the elements with longevity in mind and to keep performing, no matter how grueling the show schedule is."

Sew What?'s video of the varied processes involved in the creation of the custom lift drape is [here](#).

About Sew What? Inc.

Sew What? Inc., located in Rancho Dominguez, California, is a stage drapery manufacturer known for its dramatic 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. For information, contact Sew What? Inc. at (310) 639-6000, or email inquiries@sewwhatinc.com.

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Lynda Vaughn
Sew What? Inc.
310-639-6000
[email us here](#)

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