

Sew What? Inc. Provides Stage Drapes for the 2016 Hermosa Beach Sunset Beach Free Concert Series

Sew What? Inc. produced the backdrop and various staging elements used at this year's Hermosa Beach Sunset Beach Concert Series in southern California.

RANCHO DOMINGUEZ, CA, USA, August 24, 2016

/EINPresswire.com/ -- Arguably one of the best selections of musical acts in California's free concerts this summer is the Hermosa Beach Sunset Beach Concert Series. Now in its seventh year, Saint Rocke and the City of Hermosa Beach have even expanded their Sunday concert series activities this summer, adding a free movie night every Saturday in August.

Stage Drapery manufacturer, [Sew What? Inc.](#) and its sister company, Rent What? Inc. also expanded their involvement in the event, crafting the new projection screen along with the regular staging elements for the Hermosa Beach Sunset Beach concerts.

For movie nights, Sew What? crafted a new full size projection scaled cloth screen. The screen is suspended by motorized trusses which are raised into position at the front edge of the stage – perfect for large scale front projection of classic and cult movies.



Hermosa Beach Sunset Beach Concert Series

“

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Megan Duckett

Since breezy nights can be a problem at the coast, rigorous materials testing was completed for the projection screen's fabric. A preferred polyester knit product was selected for its stretch, moisture resistance and brilliance in accepting the projected imagery. Durable finishes including webbing and grommets that allow for a quick and safe attachment of the screen to the supplied structure for Saturday night viewing, and then easy take-down for storage till the following week.

As in the past, Sew What?'s stage drape designs were featured at this year's concerts. The backdrop produced showcases the major sponsor's logo - Subaru Pacific. It is flanked by royal blue encore stage drapes from Rent What?'s rental inventory. The backdrop's inherently flame retardant polyester knit fabric is brilliant in color and durability and offers just the right amount of color to the stage.

Hanging from the truss grid of the stage are two of Rent What's SWANKY COLLECTION cloth and aluminum chandeliers. Blowing in the ocean breeze, they lend the stage a whimsical feel and give the audience a full outdoor daytime look that does not require concert lighting.

Since the outdoor festival event has to stand beachside for a full month – an additional go-to textile

selected for the panels on the event stage are vinyl coated print mesh. The fabric offers durability and great color representation – as well as some blow thru capability, should the winds pick up. Multiple printed pieces are laced into place within the stage's trussing structure, giving a seamless presentation and proscenium look to the festival stage.

Sew What? further added to the showcase's look in utilizing their in-house digital printing services. They supplied close to 1,000 square feet of printed products, including adding sponsor logos that emblazon the speaker stacks.

Megan Duckett, owner of Sew What? says, "It's been great seeing all the concert goers and local businesses that participate in this exciting and enjoyable community venture. We're very happy to play a part here as well."

Other event supporters include:

Staging and AV / technical support provided by Scott Ramsey of Broadcast Support Services
<http://www.broadcastsupport.com/> Broadcast Support, Inc.
2539-F W. 237th Street
Torrance, CA 90505
Tel: 310-373-2578

Event producer and sponsor Allen Sanford of Saint Rocke Productions. The Saint Rocke group is an entertainment powerhouse in the South Bay – and we applaud their relentless efforts to support local music, family entertainment, and for being a part of bringing these no cost and low cost family accessible events to the community. <http://www.sainrocke.com/>

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.

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.

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