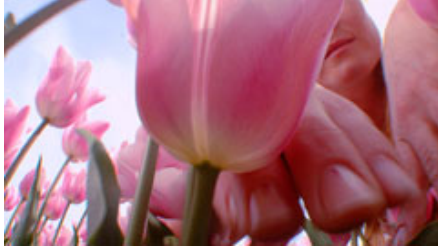




Sew What? Inc. It's not a question. It's the answer.™



## **SEW WHAT? INC. TAKES PART IN A BOLD NEW INSTALLATION AT THE MUSEUM OF MODERN ART.**

### **FOR IMMEDIATE RELEASE**

**December 8, 2008**

**Contact: Chris Sandberg (562) 799-1555**

Rancho Dominguez, CA – Sew What? Inc's custom-sewn theatrical draperies have graced the stages of Madonna, Kid Rock, Rod Stewart and many other musical icons. Now, they bring a new dimension to the art world with the opening of a new exhibit at the Museum of Modern Art (MoMA) in New York.

In the new installation entitled "Pour Your Body Out" created by internationally acclaimed multimedia artist Pippiloti Rist, a lush, immersive landscape is shaped by images, sound, and sculptural elements. Included in the installation are layers of bright pink satin creating a gentle organic form in contrast to monumental twenty-five-foot-high moving images and a sculptural seating island designed by the artist.

Sew What? was contracted for the project by MoMA's exhibition production manager, David Hollely. According to Gerilyn Gregory, senior sales executive for Sew What?, the entire effort took nearly four months to design, fabricate and install.

"This was a fascinating, massive project, and it allowed us to be part of the vision of an extraordinary artist," said Gregory. "To be

included at MoMA is like appearing at Carnegie Hall, it symbolizes a pinnacle moment."

The exhibit, which opened November 19, runs through February 2, 2009.

Sew What? Inc., located in Rancho Dominguez, CA, is well-known for its dramatic theatrical drapes and fabrics used in major rock concerts, top fashion shows and other artistic staged venues. The company has received numerous awards for innovation, including the *Dell/NFIB Small Business Excellence Award* as well as *PC Magazine's SMB 20 Award* for technological innovation for small and medium-sized businesses, and was featured on the 1000<sup>th</sup> cover of *Rolling Stone*. For information, contact Sew What, Inc. at (310) 639-6000, or [webinquiries@sewwhatinc.com](mailto:webinquiries@sewwhatinc.com).

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