



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

Sew What? Inc. Goes Where No Other Vendor Would Go Before: Merle Travis Music Center



The new Merle Travis Music Center under construction

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Rancho Dominguez, CA – Before coming to Sew What? Inc., the developers of the new Merle Travis Music Center in Powderly, Kentucky were told “it can’t be done” by numerous other theatrical drapery vendors. What they were looking for were drapes that would raise up elegantly from the stage floor – a style referred to as an Austrian Drape. But because of the building’s slanted roofline and limited ceiling space, they were told that there wouldn’t be enough “fly space” at the top to create this effect.

Sew What? designers accepted the challenge and, working with curtain track manufacturer ADC, devised a completely customized drapery system for the new theater. The system, adapted from a mechanism used for gym dividers, allows the curtains to lift into an usually limited space overhead. In addition, curtains were created as wings to the left and right of the stage to allow performers to wait offstage, hidden from the audience.

“This was a wonderful opportunity for us to do something totally inventive,” said Sew What? Inc. president Megan Duckett. “When we were told that others said ‘no way,’ that was all we needed to hear. We’re so used to doing big stages and major national tours that we found it refreshing to apply our creative thinking to a small regional theater where the challenges are completely different.”

The theater, which is the new home to the National Thumbpickers Hall of Fame, was designed by Violette Architecture / Interior Design, Clarksville, TN. According to principal Gary Violette, “There was a gasp from the audience when the curtain went up the first time. After seeing only one performance, I’m convinced it was the only way it could have been done.”

About Sew What? Inc.

Sew What? Inc. has created theatrical drapes for many of the biggest touring performers, including Sting, Madonna, Rod Stewart, Fleetwood Mac, Stevie Nicks, Cyndi Lauper and Kid Rock, and was recently featured on the iconic 1,000 cover of Rolling Stone Magazine.

Sew What? has received numerous awards for innovation and commitment to customer service, 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. It is listed among the Inc. 5000 companies. For information, contact Sew What? Inc. at (310) 639-6000, or visit www.sewwhatinc.com.

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