



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



SEW WHAT? KABUKI DROP UNVEILS NEW BMW CONCEPTS AT THE 2011 LOS ANGELES AUTO SHOW

FOR IMMEDIATE RELEASE

January 4, 2012

Contact: Chris Sandberg (562) 799-1555

Rancho Dominguez, CA -- With the automotive industry's elite in attendance at the 2011 Los Angeles Auto Show, [drapery manufacturer](#) Sew What? Inc. played an important role in the unveiling of two new BMW concept cars. This year's show was held at the Los Angeles Convention Center from November 18th – 27th.

The two new cars symbolize the manufacturer's efforts to go green in style. The BMW i3 is an all-electric vehicle, and the i8 is a hybrid model. Prior to the grand unveiling at the Auto Show, both cars were hidden behind sheer white [poly silk drapes](#) custom-made by Sew What? for the event. At the magic moment, the silk curtains dropped to the floor via a **Kabuki drop system**, to display the new BMW models.

The Kabuki curtains provided the perfect dramatic "coming out" for BMW's new car models, according to Sew What? Inc. customer support specialist Kimberly Lee, who managed the project. "We've done plenty of [Kabuki curtains for rock and roll tours](#) and high-end special events," Ms. Lee commented. "This was such a natural way to stage this particular presentation. The poly silk drape has a wonderful translucent quality that hides what's behind but allows light to pass through, and it softly billows as it drops to the floor. It perfectly matches BMW's image of quality and style."

Kabuki curtains are held in place by a solenoid-powered support system. The curtains are dropped from the top of the support when triggered via an electronic signal sent to the solenoids. Sew What? can provide the curtains and solenoid drop system custom built from the ground-up to their customer's specifications, or, as in the case of the 2011 Los Angeles Auto Show, fabricate curtains to work with the customer's pre-existing Kabuki system. Sew What? Inc.'s sister company, Rent What? Inc. offers the additional option of [Kabuki drop rentals](#) for special events.

"We love assignments like this," added Ms. Lee. "It gives us a chance to show off our custom drapery manufacturing capabilities to new audiences and new markets."

The BMW event was produced by Show Group Production Services, who has utilized curtains and other custom-fabricated soft goods made by Sew What? many times in the past.

About Sew What? Inc.

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 1000th cover of *Rolling Stone*. For information, contact Sew What, Inc. at (310) 639-6000, or inquiries@sewwhatinc.com.