



### FOR IMMEDIATE RELEASE

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Rancho Dominguez, CA -- Performances in shadow have been around for millennia, featuring puppets, dancers or actors magically silhouetted against translucent curtains. The tradition continues today, watched by millions on television in popular runway fashion shows, as well as in mainstream theatrical productions, even in adult entertainment venues. [Theatrical drapery rental](#) supplier Rent What? Inc. has taken this unique art form and made it easy to stage special effects like silhouette lighting with its new Pop-Up! Shadow Box.

Essentially, the company adapted its hugely successful portable Pop-Up! Dressing Room, giving it additional height and fitting it with a translucent panel that can be backlit for dramatic shadow effects on stage. The unit also includes the light fixture that makes the special effects system completely self-contained.

"We had a request by a client for a portable shadow box," said Rent What? partner Megan Duckett. "When we thought about it, and after some R&D, we found that this would be the perfect solution. We see hundreds of exciting stage and lighting applications, from fashion shows to parties to special events."

Because it is an adaptation of Rent What's [portable dressing room](#), the shadow box

## RENT WHAT? CASTS AN EXCITING SHADOW ON STAGE FOR SILHOUETTE SPECIAL EFFECTS

features a drop-over privacy panel so that it can still double as a dressing room if needed.

Limited only by the show designer and stage lighting professional's imagination, the shadow box can be employed in countless ways, including as a portable screen for rear-projection video or light show.

"So many of our products begin as an idea suggested by our clients, and we take the ball and run with it," added Ms. Duckett. "We serve a creative industry, and we're all about providing the tools to help our clients expand their capabilities. It goes hand-in-hand with our business philosophy of being of 'extreme service.'"

Rent What? expects the new portable Pop-Up! Shadow Box to be a very successful addition to its inventory of rental drapes, backdrops, [LED drape lighting packages](#) and other staging supplies for rent.

### About Rent What? Inc.

Committed to providing an ultimate experience in both drapery rental products and customer service, Rent What? Inc. is proud to be woman owned and operated. The firm, located in Rancho Dominguez, CA, has set the stage for artists including Beyonce, R Kelly, Nickelback and Demi Lovato. 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) 639-7000 or visit [www.rentwhatinc.com](http://www.rentwhatinc.com).

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**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. Visit their online drapery portfolio for a sample of custom stage draperies, theatrical curtains and fabric treatments they have produced. 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 [inquiries@sewwhatinc.com](mailto:inquiries@sewwhatinc.com).

