



Photos above
courtesy Drape Kings

Revealing collaborations

Drape Kings works with Madame Tussauds NY

Event title: Will the real Jimmy Fallon please STAND-UP??!

When and where: March 2015 at Madame Tussauds flagship location in New York City's Times Square.

Background: Drape Kings began its production partnership with Madame Tussauds NY in 2013 with a record-breaking four-figure Whitney Houston Kabuki reveal. The company has since collaborated with Madame Tussauds NY on many other reveals, including Sophia Vergara, Pharrell Williams, Jon Hamm, Abba and Ed Sheeran.

Timeline: "After weeks of planning for this historic five-figure reveal, the largest in Madam Tussauds' history, we were unable to get an exact show date due to Jimmy Fallon's ever changing schedule. This meant the crew and equipment were on stand-by for multiple dates and finally got the green light days before the event. Also, because the venue is a public space, setup, rehearsal and strike all had to be coordinated within the bounds of a public space in Times Square. Finally, every production detail was reviewed by Mr. Fallon's team, down to how the wires were taped to avoid any embarrassing moments. All the planning and hard work paid off with a successful reveal and a happy customer and this is what the market requires we do, every day," said Kevin Goodrich, chief operating officer, Drape Kings.

Other companies involved: Wizard Studios NY.

Major items that were used and products that were bought specifically for the event: For the Jimmy Fallon figure reveal Drape Kings utilized the following rental products:

- Chabuki Brand Kabuki release system
- Encore & Superval event drape
- Custom step-and-repeat framed banners
- Classic chrome and post stanchions
- Staging/press platforms covered with event carpet
- Full sound reinforcement and theatrical lighting

Challenges and solutions: "Working in an active attraction such as Madame Tussauds Times Square allows limited time for load in, setup and rehearsal. Furthermore, once the event is over, it's back to business as soon as possible,

making the load out equally critical. This all has to happen in a location that does not lend itself to delivery trucks or even parking. The solutions we provide start with our years of experience working in one of the nation's toughest environments. Our transport-friendly equipment is designed for tight and time sensitive productions and our exceptional stage hands are the best in the business. Knowledgeable and trusted stage hands know how to get in and out as quickly and efficiently as possible, all while giving the client everything they need for the production to be a great experience every time," said Dru Whitacre, president, Drape Kings.

What went well and why: "The success of this event hinged on our expertise combined with our specialized rental products. Once we had a full understanding of the design, budget and overall client needs and concerns, we went into high gear to make it a flawless production," said Vinny Salvetti, lead crew chief, Drape Kings. "Confident in our expertise and attention to detail, Madame Tussauds leaves the complete event staging to us so they may focus on the event's non-production aspects. On show day, we began setup at 8 a.m., set the stage, lighting, step-and-repeat, drape, kabuki, sound and did two rehearsals by 10 a.m. After a 'pitch perfect reveal' we struck the gear and were out by 1 p.m."

"Drape Kings has been our event production 'go-to' for several years and have proven time and time again why they are the leaders in the industry in New York City," said Blaine McCurry, communications manager, Madame Tussauds. "We'll be using them for many years to come."

Why rental is important for events like these: "The versatility of our inventory, combined with our more than 30 years of event staging experience are key reasons why renting from Drape Kings is the most economical and efficient way to reveal Madame Tussauds' celebrated wax figures," Whitacre said. "In addition, our professional staging technicians are specifically trained for these events from setup to strike, and remain on-call throughout to troubleshoot any last-minute changes up to the moment the press arrives." **RM**