



# Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Aug. 2007

## PHOENIX FLOAT SPONSORS 2007 - 2008

### AFRICA

*Festivals of Africa*

### AHEPA

*TBD*

### ALHAMBRA

*Happy Chinese New Year*

### AMERICAN HONDA

*TBD*

### ANAHEIM

*The World's Celebration Destination*

### BAYER ADVANCED GARDEN

*Salute to the Rose Parade*

### DONATE LIFE

*Life Takes Flight*

### FARMERS INSURANCE

*Celebrating Our Rich Heritage*

### GLENDALE

*Bon Voyage*

### JPL/CALTECH

*50 Years of Space Exploration*

### KIWANIS

*Serving Children World Wide*

### LIFESOURCE WATER

*Celebrate Clean Water*

### LIONS CLUB

*Lion's Day With the United Nations*

### LONG BEACH

*Passport to the Pacific*

### LUTHERAN HOUR

*Joy to the World*

### ODD FELLOWS & REBEKAHS

*Special Delivery*

### PORT OF LOS ANGELES

*The Place Where the World Comes Together*

### RONALD McDONALD HOUSE CHARITIES

*We Celebrate Family*

### ST. LOUIS

*The Lewis & Clark Expedition*

### TRADER JOE'S

*Getting There is All the Fun*

### WESTERN ASSET

*The Circus Comes to Town*

## Ins and Outs, Ups and Downs of Building Toward the World's Greatest Celebration

"Everything's Coming Up Roses" is a phrase often heard in relation to the Rose Parade. This year it's a specific challenge for the builders at Phoenix Decorating Company.

Honoring the parade theme, "Passport to the World's Celebrations," **Bayer Advanced** has chosen to present "A Salute to the Rose Parade." The focus of this salute will be a gigantic sculpted rose which will come from bud to full, brilliant red flower.

The challenge to builders isn't creating a huge rose, according to construction supervisor Sean McMinimy, but rather how to make it continually bloom along the parade route – a Rose Parade first.

Following many hours of discussion of hydraulic applications and near-origami unfolding possibilities, it was decided to let nature

take its course, and allow gravity to open the flower as it rises from its bed. "The flower bud will move up out of a 'sleeve,' and as it goes up the petals will naturally unfold," McMinimy explains. Upon opening, the parade's largest rose will become the center of an eye-catching pyrotechnic display, which is yet another construction and staging challenge for the talented builders that make up the Phoenix team.

This is by no means the only challenge that the team faces. The hot air balloons depicted on the **Donate Life** float must appear to move upward

as "Life Takes Flight." But in fact the challenge is to get them to come down from their 30-foot height to 17 feet to glide under a freeway underpass near the end of the parade route. "The leverages involved in 'splitting' the balloons, quickly lowering them, and then having them soar again just as quickly after the underpass is incredibly complicated," McMinimy notes.

**LifeSource Water** presents its own set of construction challenges.

Naturally enough, the float features "live" water. That's not good enough for the Phoenix team. "The float sponsor is dedicated to providing pure water – so we think the water on the float has to reflect that," McMinimy states. The only way to ensure that's the case, is to install a LifeSource Water system on the float, purifying every drop of water that will cascade

on the water-oriented float, as it floats down the parade route.

The 160-foot-long **Western Asset** train, representing the celebration when "The Circus Comes to Town," presents yet another set of challenges, not the least of which is making sure that the train properly "tracks" as it negotiates the demanding 105-degree corner at Orange Grove and Colorado boulevards.

And how do you make an 80-foot-long auto/train cruise at an altitude of 35-feet? For **Trader Joe's** "Getting There is ALL the Fun," the answer is "very carefully" (and with huge hydraulics)!



*In a salute to the Rose Parade, Bayer Advanced will present a rose which will bloom from bud to full blossom as depicted in side- and top-view construction sketches above and below – and then entertain parade viewers with a spectacular pyrotechnics display.*



## FLOAT TEST PHOTO OPS

Saturdays Aug. 18 & Sept. 15

Tests are from  
7 to 8 a.m.

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*Note: The July "Media Update" incorrectly identified the airport on the Glendale float – the entry depicts the Glendale Grand Central Air Terminal.*



Tyler, Phoenix Decorating Co.'s popular mascot and the constant companion of company founder Bill Lofthouse, has passed away at the age of 14.