



Rose Parade Media Update from Phoenix Decorating

Rose Parade Float Builder of Choice

August 2009

PHOENIX FLOAT SPONSORS 2009 - 2010

ALHAMBRA

On Track in 2010

AMERICAN HONDA

Ship of Dreams

ANAHEIM

TBD

ANHEUSER-BUSCH

TBD

BAYER ADVANCED GARDEN

We Are the Champions

BOY SCOUTS OF AMERICA

*Celebrating the Adventure
Continuing the Dream*

DONATE LIFE

New Life Rises

FARMERS INSURANCE

TBD

GLENDALE

America's Pride

KIWANIS

Above the Rest

LIONS CLUB

Decades of Service

LOS ANGELES

*Celebrate the Arts in
Los Angeles*

LUTHERAN HOUR

The Ten Commandments

ODD FELLOWS and REBEKAHS

Family First

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ROTARY ROSE PARADE FLOAT COMMITTEE

Service Above the Rest

TRADER JOE'S

Flying Machines

'2010: A Cut Above the Rest'

Sparks Fly as Parade Floats Take Shape

March 1, 2009 – The Phoenix Decorating team is prepared to start construction on the company's floats for the 2010 Tournament of Roses – focused on creating a show that meets the parade theme of "A Cut Above the Rest."

The two-month-long process of "deconstructing" the floats from the just-ended parade is drawing to a close, and the process of constructing the company's 18 entries for the celebration that's nearly a year away is gearing up.

Floats can take as little as three weeks and as much as 14 weeks or more to build – but they all need to be completed by the end of November to allow the proper time for decoration. That means that during the nine-month construction span the crew, working on several entries concurrently, completes a float every two weeks on average.

"Each float is different," explains Construction Foreman **Sean McMinimy**. "With every one we have to figure out how to create a massive mobile structure that's true to the artistic idea of the client and our designers."

He and his crew of artisan welders, hydraulics specialists, animators and mechanics also have to determine how to incorporate a wide variety of materials to support what begins as an ephemeral vision and can eventually grow to a 40,000- pound floral reality.

Float heights equivalent to a five-story building, lengths that can run as much as half a football field, complex computer-operated animation systems on a par with the finest amusement park attractions, and sound systems that would rock the largest concert venue are a part of a typical year's float-building criteria for Sean and the Phoenix team.

Additionally, when the floats roll down the parade route they must meet the exacting standards of quality, performance, reliability and safety required by the Tournament of Roses – and Phoenix Decorating Co.

"Overheight floats are generally the most difficult," Sean notes. Whether it's a 60- or 20-foot tall float, it has to "fold down" to become a 16.5-foot float to slide beneath the freeway underpass near the end of the parade route. "We need to find

'clean' places to 'break' the structure, places that fit into the natural design lines, so it can fold down," Sean says. Often it's not one element but several that need to fold. "That means we have to make sure that they don't hit each other, don't hit the decoration, and don't hit the riders."

Trader Joe's "Flying Machines" is one of this year's floats with a design that requires special construction attention, since some of its high soaring elements will need to "dip" and another has to lower in the fashion of an elevator at the top floor heading for ground level.

American Honda's "Ship of Dreams," a nearly full sized, multi-masted tall ship, has launched its own challenges for his crew, according to Sean. "The weight and area of the 'sails' call for heavy duty masts to support them while they're going down the street at full height, and then they all have to fit together when it's time to lower them."

A functioning "zip line" on the **Boy Scouts of America** entry is a new element for this year's parade – an element requiring the team to determine tension, stress, moving weight load and more.

Creating places for riders on the floats – and more importantly the ability to get them off in an emergency – is

yet another item to be addressed by the construction team. Think about the youngsters on the mountain bikes high above the ground on the Boy Scouts float, or the 24 riders on the **Donate Life** float, or the 16 riders inside the **City of Alhambra's** elevated "Red Car" trolley, or the special needs riders whose wheel chairs are tucked securely inside a float within a moment's reach – then think about all the ladders, staircases, banisters and other nearly hidden (and clearly available) ways constructed especially to help riders exit safely.

"People don't realize what's involved, all the details. It's more than flowers," Sean comments.

January 1, 2010 – After nearly a year's work the Phoenix Decorating team is now prepared to send the company's floats into the 2010 Tournament of Roses Parade – still focused on a show that's "A Cut Above the Rest."



Welding sparks create a cascade as float construction moves forward.

**FLOAT
TEST
PHOTO OPS**

**Saturdays
Aug. 15 &
Sept. 19**

Tests are from
7 to 8 a.m.
835 S. Raymond Ave.,
Pasadena, CA

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