



# Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Sept. 2007

## PHOENIX FLOAT SPONSORS 2007 - 2008

### ALHAMBRA

*Happy Chinese New Year*

### AMERICAN HONDA

*Passport to the Future*

### 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*

## The 'Art' of Float Building — It's the Color of Things to Come

On Jan. 1, the flower-covered floats of the Rose Parade will be center stage for the international celebration.

During the preceding months, it's the behind-the-scenes work by a small cadre of creative workers at Phoenix Decorating Co. that puts the "art" in the art of float building.

A crew of artisans works under the guidance of Art Director Cynthia McMinimy. With countless brushes, more than 700 gallons of paint, and thousands of hours of back-breaking (and arm-stretching) labor, they provide the colorful pattern for decorating the 27 floral units the Phoenix family of sponsors will present to 2008 Tournament of Roses viewers.

Every visible square inch of the floats must be covered with organic material — which means that the art department must paint every visible square inch to represent the color of the decorations to be used.

In many cases, Cynthia explains, that's fairly straight forward. Ships' hulls, roadways, even a gigantic shoe, can be approached with "broad strokes." However, there are nooks and crannies that also must be addressed, and that means a trained eye and a very small brush.

The specific configuration of many floats also presents unique challenges. Any entry that extends more than 17 feet in height has to fold to tuck under a freeway underpass near the end of the parade route. The **Donate Life** float features a flight of four sculpted hot air balloons that will soar to 30 feet. To fold down the balloons 'break' apart. "When we paint them, the balloons are in pieces," she explains, "but the painted designs have to match perfectly

when they get outside the construction facility and take on parade-ready launch stature."

Size offers a different set of challenges, Cynthia adds. "The **Trader Joe's** and **Western Asset** floats are really long," she notes, "which means lots of square footage to cover — and lots of small work to provide the detailing."

**Farmers Insurance** features a 55-foot tall Native American, which because of the restric-

tions of the construction building, means the art department has to paint the statuesque chieftain while he's prone and face down.

**American Honda** will offer parade viewers a spectacular show, but also offers a test of ingenuity. To achieve the float's eye-catching special effects requires initially hiding some elements within the structure,

"that requires we get inside the float to paint all the folds," she explains.

And what's the art department's most used color? Surprisingly, it's not "rose red." "It's 'forest green.' We use that on the 'decks' at the base of the float," Cynthia says. "That's followed in order by 'zinnia yellow' and white."

Then, of course, there's 'foxy pink,' 'velvet plum,' 'purple people eater,' 'Persian carpet,' 'caramel crisp,' 'green goddess,' 'peanut shell,' 'flag blue,' 'gold fish,' 'starglow,' and 'grey flannel,' to name but a few others.

Whatever the hue they utilize, it's the members of the art department that set the color of things to come for Rose Parade floats.



*Thousands of hours of art department labor wielding paint-filled brushes are hidden beneath the flowers on Rose Parade floats.*

## FLOAT TEST PHOTO OPS

**Saturdays**  
**Oct. 27 & Nov. 17**  
(Note: Oct. 6 test has been cancelled)

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

Contact  
Larry Palmer  
626-793-3174 or  
626-799-5985