



Rose Parade Media Update

from

Phoenix Decorating

Rose Parade Float Builder of Choice

Oct. 2009

PHOENIX FLOAT SPONSORS 2009 - 2010

ALHAMBRA
On Track in 2010

AMERICAN HONDA
Ship of Dreams

ANAHEIM
All-Star Dreams

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
Salute to the Bands

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
Jesus Fulfilled*

ODD FELLOWS & REBEKAHS
Family First

RFD-TV
FFA Today

RONALD McDONALD
Space Odyssey

ROTARY ROSE PARADE FLOAT COMMITTEE
Service Above the Rest

TRADER JOE'S
Look Ma – No Hands

'2010: A Cut Above the Rest'

Rose Parade Floats – A Moveable Feast

What do Rose Parade float builders and Rube Goldberg have in common? They both make things move in strange and complicated ways.

Goldberg, a Pulitzer Prize-winning cartoonist, was dedicated to devising the most complex and convoluted ways to perform simple tasks. Float builders at Phoenix Decorating Co. are dedicated to devising the most simple and effective ways to perform complex tasks.

A fantasy machine of Goldberg's design required 156 steps for one simple effect – the creation of a hamburger patty.

A fantasy machine of Phoenix Decorating Co. design, requiring 16 animation effects – is created with far fewer steps, involving electric motors and well-placed hydraulic cylinders.

That float, **Trader Joe's** (pictured top), is one of the most animated in the 2010 Rose Parade. Some 50 gallons of hydraulic fluid, seven valves and 250 feet of hoses are needed for the multiple effects. Unlike most floats, the animation on Trader Joe's is operated by riders using "joy sticks" – largely to limit the motion's impact on their equilibrium.

Drivers, observers, animators and, for the most complex endeavors, computers operate the motion systems on other floats. They activate not only massive hydraulics, but networks of electric motors of varying sizes powering chain drives, cam and gimbal devices to give life to floral sculptures large and small.

Hydraulics will bring down the massive sails on **American Honda's** "Ship of Dreams," while electric motors will enable dolphins to leap, crabs and birds to cavort.

The iconic BSA shield rotating above the live

action of 16 youngsters on the **Boy Scouts of America** entry will spin with the aid of electric motors. On-board generators will also provide the power for animation on several additional floats. They will enable the **Ronald McDonald House Charities'** "Space Odyssey" to soar with a spinning communications disk and an upper pod that swivels, as well as sparking the brilliant daylight strobes laced throughout the colorful craft.

Strobes will be flashing on the **RFD-TV** salute to "FFA Today," thanks to generators, which additionally will spin a towering windmill, rotate the reaping blades of a combine, and provide a wise old owl with the ability to turn his head in curious exploration.

The gigantic, uniformed "parade major" figure, embodying the impressive **Farmers Insurance** "Salute to the Bands," will

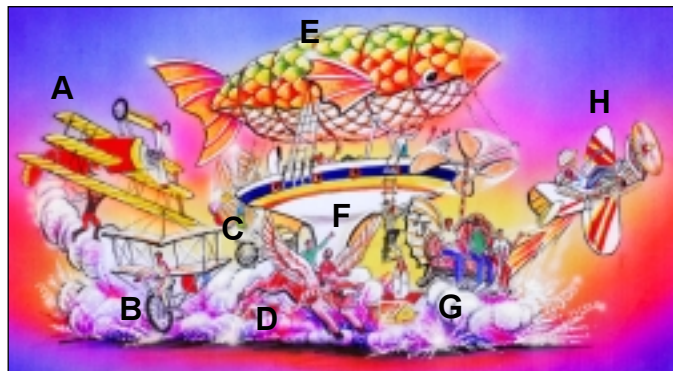
raise a bugle to his lips to provide opening musical notes as confetti cannons at the base of the float erupt in electrically triggered celebratory color.

Generators provide much of the detailed movement – but it's the hydraulics that do the heavy lifting (and lowering) on "overheight" floats. In an animation show witnessed

by only those stalwarts positioned near the end of the annual procession, there is an intriguing dance of contraction and growth as the "overheight" floats dip beneath a freeway underpass, shrink from as much as 60 feet tall to a mere 16.5 feet, then return to their lofty grandeur.

Much like Rube Goldberg, Phoenix Decorating Co.'s animation crew gives fantasies a visible, moving form – even demonstrating on Trader Joe's entry that, indeed, pigs can fly.

That's truly a cut above the rest!



Trader Joe's "Look Ma – No Hands" is highly animated with several elements: A - the bi-wing plane tilts and its propeller spins; B - the ornithopter see-saws and the front wheel spins; C - the motorcycle on the float's far side does a 'wheelie' while its front wheel spins; D - the porker's wings flap; E - the 'fish' balloon lowers after splitting open down the middle; F - the ship's propeller spins and the vessel lowers; G - the 'sofa' is gimbaled and its gyro rotates; H - the 'lounge' plane moves up and down, its wings waggle and the prop whirls.



Rube Goldberg's "Automatic Napkin" takes 13 steps, A through M, to enable a diner to enjoy his soup and eventually have his moustache blotted.

FLOAT TEST PHOTO OPS

Oct. 24
7 to 8 a.m.
835 S. Raymond Ave.,
Pasadena, CA

Nov. 14
7 to 8 a.m.
700 Seco St.,
Pasadena, CA

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