



Rose Parade Media Update

from

Phoenix Decorating

Rose Parade Float Builder of Choice

Nov. 2009

PHOENIX FLOAT SPONSORS 2009 - 2010

ALHAMBRA
On Track in 2010

AMERICAN HONDA
Ship of Dreams

ANAHEIM
All-Star Dreams

ANHEUSER-BUSCH
Quest for the Best

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

TOURNAMENT OF ROSES
Theme Banner Float

TRADER JOE'S
Look Ma – No Hands

'2010: A Cut Above the Rest'

Float Decoration – Creating a Faux Reality

Things aren't always what they seem – especially in the Tournament of Roses Parade.

Ask most people what gives a bugle its shiny finish, what a ship's sails are made of, or what covers a bird's wings? Their answers would probably be brass, canvas and feathers, respectively. Ask a Rose Parade floral designer the same questions, and the answers would likely be strawflower, crushed rice and statice.

The roses, orchids, carnations and chrysanthemums are, of course, exactly what they appear to be – real flowers, in their natural state as required by Tournament rules.

However, as the envelope is pushed to achieve the finest effects on each successive year's floats, the decorating palette blossoms.

Floral Director Lyn Lofthouse has ordered 400,000 roses as well as 350,000 carnations for Phoenix Decorating Co.'s 19 floats in the 2010 parade – and she's also ordered some 3,000 pounds of rice, 1,000 pounds of onion seed and 500 pounds each of light and dark lettuce seed – to mention just a few of the “non floral dry decorations.”

As the Phoenix Decorating designers complete their float renderings, Lyn begins searching her mind and the markets of the world to find the exact material to create each image, placing her initial decorating order in May – with more orders added almost monthly through late November.

Phoenix has established itself as the leader in “dry decoration,” which greatly expands the possibilities for detailed representations. This

includes “floragraphs,” which provide a photographic reality to images. Phoenix-built floats this year will feature more than 200 of these highly exacting likenesses which are created largely with herbs, spices, beans, seeds and dry flowers.

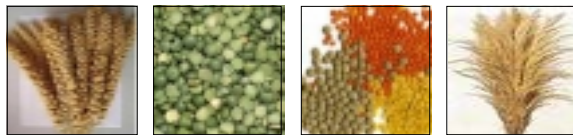
Other “dry” elements Lyn has incorporated into her exterior decoration schemes for this year include wheat, millet, raw cotton, milo, barley, corn husks, corn silk, soy beans, rice, oranges, apples and lemons – and that's just on the **RFD-TV** float.

On other floats corn silk and palm fiber will become a teddy bear (**Rotary**), powdered rice and nori seaweed will soar as a space shuttle (**Ronald McDonald House**), and flax seed, crushed walnut shell and pine cone pieces will create the image of giant acorns (**Odd Fellows & Rebekahs**).

Roses, including the AARS 2010 selection, will be the predominant decoration on the **Bayer Advanced** float paying homage to the Rose Bowl and Rose Bowl game – joined by silverleaf, eucalyptus leaf, split peas, and strawflower to create the stylized Bowl.

The **Boy Scouts of America** will take America's New Years Celebration on a nature tour, featuring such specimens as buffalo grass, palm fiber, curly seaweed, eryanthus, leather fern and bells of Ireland to add zip to the realistic environment for a wide range of scouting activities.

With all of these “floral” and “dry” elements creating a mix of reality and fantasy, the question that should be floated is whether these imaginative decorating concepts are art imitating life, or life imitating art.



Phoenix Decorating Co. Floral Director Lyn Lofthouse is surrounded by images of the fleet of floats for which she's developed decorating schemes – and a very small selection of the materials to be used. Top (l to r): roses, bells of Ireland, strawflowers and leather fern. Bottom: millet, split peas, lentils and eryanthus.

FLOAT DECORATION PHOTO OPS

2 LOCATIONS – 19 FLOATS – PRIME MEDIA ACCESS

Dec. 6, 12 & 19
9 a.m. to 5 p.m.

Rose Palace
835 S. Raymond Ave.,
Pasadena, CA

Dec. 26
8 a.m. to 9 p.m.

Rosemont Pavilion
700 Seco St. (across from the Rose Bowl)
Pasadena, CA

Dec. 27 – 30
8 a.m. to 11 p.m.

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