



PHOENIX
DECORATING COMPANY

Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Aug. 2006

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The Good Nature of a Float Blossoms From Pencil, Chalk and a Welding Torch

What do Rose Parade floats look like? They're large and small, long and tall, and most importantly they're covered by millions and millions of flowers.

That's the finished product, observed and cheered by viewers around the world each parade day. But long before that day, Rose Parade floats are much smaller-than-life, highly detailed pencil drawings specially prepared to guide the metal workers who will shape the actual parade entry.

Working from the float designer's color rendering a schematic drawing is prepared at a scale of 1/2 inch to a foot. A float that will stretch 55 feet long on Jan. 1 begins its journey only slightly more than two feet long. (Twenty seven and a half inches, to be exact.)

Whatever might be lacking in size is made up in detail. Every aspect of the float is explored and presented. Side view. Front view. Even the overhead view is created for each float delineating the size and placement of each and every element.

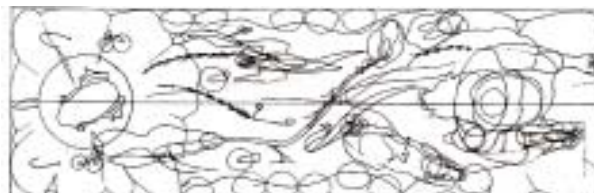
Art Director Cynthia McMinimy prepares the lion's share of schematic drawings for Phoenix Decorating Company's floats. "I start out with a basic box – generally 27 1/2 inches by 8 3/4 inches." That represents the standard 55- by 17 1/2-foot "envelope" allowed by the Tournament of Roses – anything outside that box is over length or over height, which requires a variance be granted by the Tournament – as well as special attention and engineering on the part of the float builders.

The designer's color rendering is "pretty as a picture," just as the float will be on parade day. The schematic, however, needs to be more than a "pretty picture." It's the blue print for each float and must be exact, so that everything fits together properly – and is an accurate reproduction of the image the float sponsor approved and expects to see glide along Colorado Boulevard.

That can require additional research and, on occasion, locating or creating special models. "I really hit the books on animals," Cynthia notes, "and of course flowers too. They have to be right." And when her research library doesn't provide the needed image, she's off to the toy or art stores. "Dolls can be good guides for people's faces and there's a big variety of animal toys on the shelves," she explains – but when even that fails, it's a do-it-yourself



A float designer's color rendering is translated to a scaled schematic before it becomes a bigger-than-life sculpture.



Not only are front and side views of a float depicted, there's also an overhead view, as shown above.

project with modeling clay.

"If I just can't get the image in my mind," she says, "I'll sculpt my own model, and then draw it from the appropriate perspective."

Chalk follows pencil as the welders translate the 1/2 inch scale of the schematic to the one-foot grid pattern painted on the concrete floor of the construction site. Steel rods and pipes are bent, hammered and coaxed into shapes that echo the schematic and the chalk guidelines, then welded into three dimensional art works ready for flowering.

A gigantic floral float is quite impressive – but don't forget that 1/24th scale drawing that was its genesis.

FLOAT TEST PHOTO OPS

**Saturdays
Sept. 16
& Oct. 7**

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

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

*Phoenix Decorating Co. is ready to meet the media's needs –
from photo ops to feature and specialized stories,
interviews and sound bites.*

NEW SPONSORS JOIN PHOENIX' FLOAT FAMILY

A pair of newly invited Rose Parade participants have selected Phoenix Decorating Co. to be their float builder.

Joining the parade and the Phoenix family of float sponsors are: **National Notary Association** and **Western Asset**.