

City Council Citizen Development and Enrichment Committee
City Hall
Torrance, California

Members of the Committee:

SUBJECT: Community Services – Review and recommend the Fiesta Parade Float rendering from the Torrance Rose Float Associations 2017 Float Design Contest. Expenditure: None

RECOMMENDATION

Recommendation of the Community Services Director that City Council Citizen Development and Enrichment Committee review and recommend the Fiesta Parade Float rendering from the Torrance Rose Float Associations' 2017 Float Design Contest.

BACKGROUND

On February 8, 2016, the Torrance Rose Float Association Board approved guidelines for a Float Conceptual Design Contest with the four Torrance High Schools and Sherry Continuation School. The objectives of the Float Conceptual Design Contest are to broaden awareness and interest in the City of Torrance Rose Parade Float and to engage Torrance youth in the City's parade float.

On February 23, 2016 City Council Citizen Development and Enrichment Committee met to discuss a contract with Fiesta Parade Floats for the 2017 Pasadena Tournament of Roses Parade entry and a plan proposed by the TRFA to hold a conceptual design contest for the 2017 float. Councilman Griffiths made the motion to concur with the staff recommendation to recommend to the City Council the approval of the contract with Fiesta Parade Floats; it was seconded by Councilman Barnett and passed on a roll call vote of 3 to 0. Councilman Barnett made the motion to support the conceptual design contest and Councilman Griffiths seconded the motion. The motion passed on a roll call vote of 3 to 0.

The Torrance Rose Float Association 2017 Float Conceptual Design Selection Committee members met on April 1 to review and discuss float feasibility of the two student submissions that were received. The committee members were Richard Stevens from Destination: Art, Max Presneill, Curator of the Torrance Art Museum, and Tim Estes, President of Fiesta Parade Floats. The committee ultimately selected the drawing of "A Woman Fighting a Dragon" submitted by West Torrance High School Senior Lindsey Buckmeyer (Attachment A).

ANALYSIS

Tim Estes from Fiesta Parade Floats has taken the concept presented in the winning contest entry and incorporated it into the rendering he will present as the City of Torrance 2017 entry into the Rose Parade.

The Community Services Director recommends that City Council Citizen Development and Enrichment Committee recommend that the artist rendering, as presented, be brought forward to the City Council for final design approval.

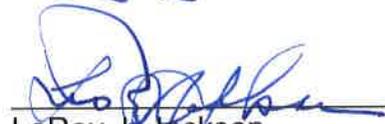
Respectfully submitted,

By 
Eve Rappoport
Cultural Services Manager

CONCUR:



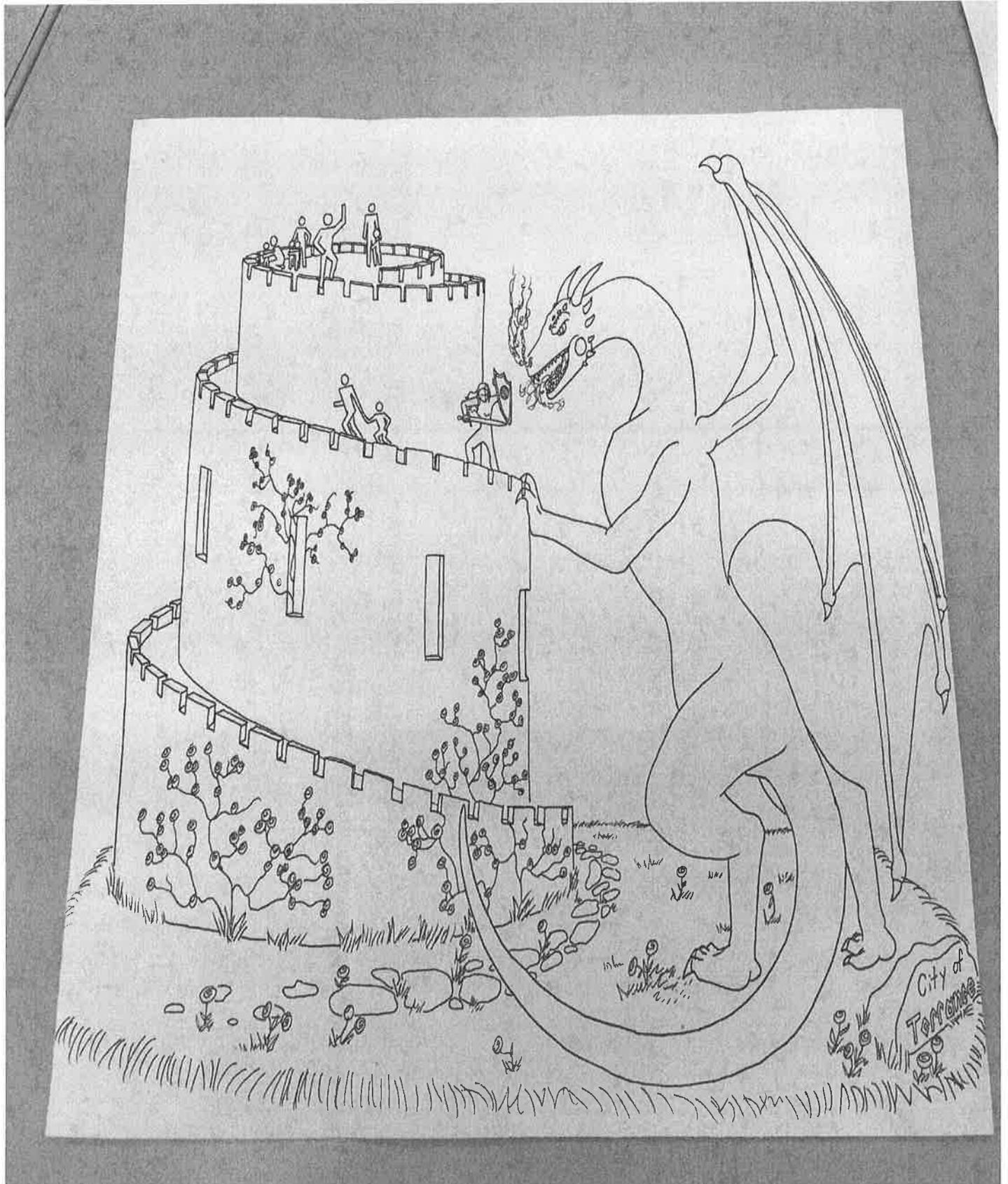
John Jones
Community Services Director



LeRoy J. Jackson
City Manager

Attachment: A) Two Student Float Conceptual Design Contest Entries

ATTACHMENT A



Dragon / Castle / Hero Concept

Fighting dragons is a long-standing metaphor for overcoming obstacles. With that in mind, and the increasing movement for “girl power”, why should anyone have to play a damsel while another fights their “dragon”? In this design, the “Knight in shining armor” is a woman, who takes up sword and shield to defend her people and slay the dragon. This entire float is designed as a metaphor for success.

small tree - old man
big tree - young



pie of flesh surrounds
the smaller tree
(real or prop)

relating youth
shows the action of
a person authorizing
truth

old man
relating
(from old man)

larger tree is devoid of
flesh and in its pieces
dries

filled
with flesh

Nature Scene Concept

A young tree grows in an unnatural environment, filled with trash. What would normally be the death of the tree is turned around with the help of humans. The design shows that nature needs human cooperation to grow successfully. The older tree is an echo which has been passed on by the post generation, showing success older generations had by collaborating with nature. At the same time, the older tree also represents the future possibilities if properly taken care of and is successful.