



Heritage Square Holidays

Request for Floral Designers

Heritage Square seeks designers to decorate Victorian-inspired trees in the Rosson House Museum for the 2015 holiday season. In honor of the Goldbergs, one of the four families who lived in the house, the girl's bedroom will display Hanukah decorations.

Heritage Square is an engaging historic and cultural park in the heart of Phoenix. The Rosson House is a fully-restored 1895 Queen Anne Victorian house museum which interprets the history of Phoenix. Tours of the house include all living areas and offer visitors a glimpse into the lifestyles of early Phoenix families. Admission to the Rosson House Museum is by guided tour only.

Average Park attendance during the month of December is over 20,000, with events like First Friday, Beerfest, Chriskindlemarkt, and Snow Week attracting local and out-of-town audiences. Decorations in the Rosson House are becoming a bigger draw. In addition, Heritage Square hosts over 40 weddings each year in the Lath Pavillion.

We will provide a lighted artificial tree in each room and encourage juried designers to showcase their talent. The themes of Territorial Arizona, Victoriana in the Western United States, and old fashioned holiday traditions are particularly popular.

Designers will be invited to an opening event attended by board members, volunteers and donors. In addition, designers will receive a link on our event website, social media exposure and acknowledgement in all print collateral. Visitors will receive a booklet with designer information and a short biography. Designers are welcome to make their business cards available in the museum store, and we can forward contact information to brides and event planners throughout the year*.

Heritage Square Holidays, from November 27 to January 3, will be marketed to area garden groups and retirement communities. We are planning special tea events to attract even larger numbers of these enthusiastic visitors.

For more information, please contact Jennifer Hance, Director of Education, 602-261-8948, education@heritagesquarephx.org.



How to Apply

Send the following information to Jennifer Hance, education@heritagesquarephx.org

- Cover letter stating your interest and experience
- Proposal specifying theme, color palette, approach and preferred room
- Several pictures of décor and ornaments you plan to use

Proposals will be considered for adherence to Victorian-inspired themes, for appropriateness to the fragile nature of the museum environment and for sturdiness in a busy visitor environment.

Timeline

- Proposals due: Wednesday, October 21, 2015
- Proposal award date: Wednesday, October 28
- Lighted trees installed and ready to be decorated: Friday, November 20.
- Trees can be decorated Sunday evening, November 22, Monday, November 23, and/or Tuesday, November 24. All decorating must be supervised by Heritage Square staff.
- The Holiday Exhibit begins Friday, November 27 and ends Sunday, January 3.
- Tear down and repacking must take place Sunday evening, January 3, Monday, January 4, or Tuesday, January 5.

Design Guidelines

Decorations must draw inspiration from the room and have a definable period-appropriate theme. Possible themes include but are not limited to wooden toys, Father Christmas, peacocks, porcelain dolls, paper crafts, or particular colors.

Lighted artificial trees will be installed by staff in each major room of the Rosson House. Trees may not be moved. No additional lights may be installed. Some rooms will have additional table tops or mantle pieces where decorations may be placed.

No foodstuffs, lit candles, liquids, dried or live plants may be used for decorations. While contemporary decorations are permitted, we ask that the spirit of each tree be period-appropriate. Folk crafts and hand-made ornaments are welcome.

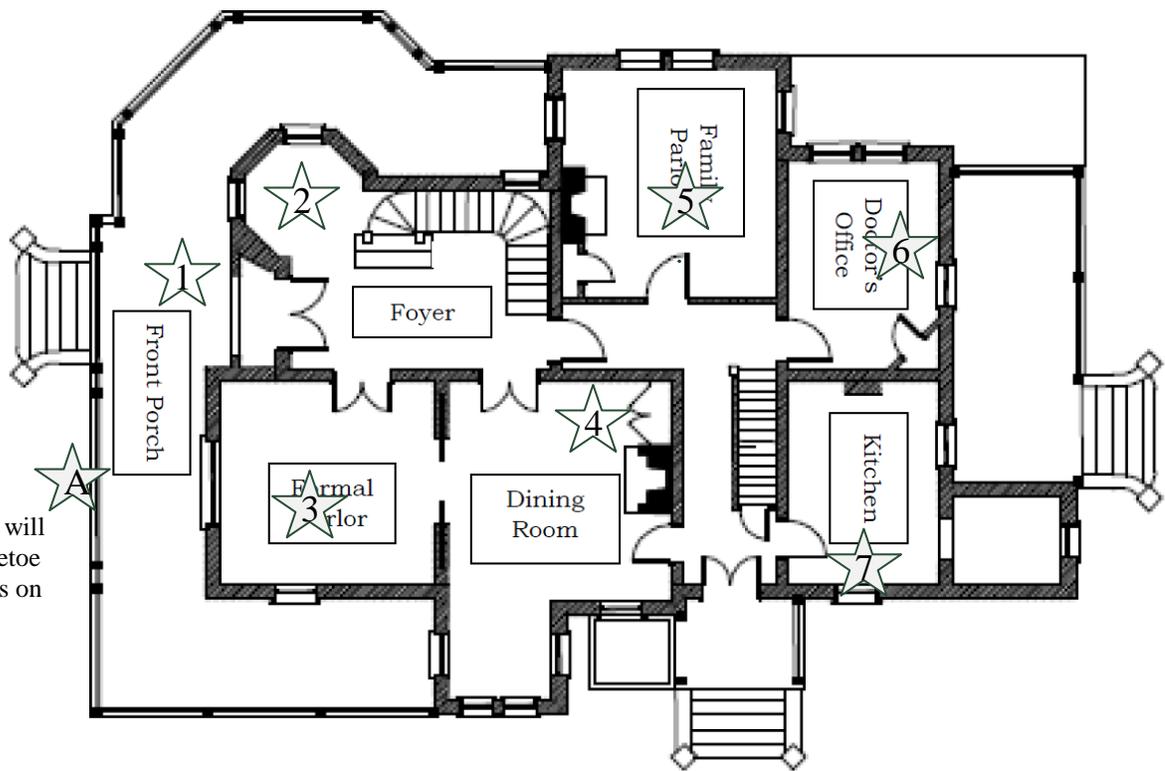
No decorations may be placed on curtains. No nails or adhesives may be used on walls, floors or ceilings.

As a museum, we must separate museum collections from decorations. Therefore, any use of antiques must be judiciously done. Repurposing small items to create vintage ornaments is acceptable, however, actual late 19th century antiques in their original forms should be avoided. Staff reserves the right to disqualify any objects that may be considered in violation of our Collections Policy.

Designers may request a particular space. Every effort will be made to accommodate requests. Assignment of rooms will be made on the basis of appropriateness and order in which the proposal was received.

*Please note that it is against Heritage Square policy to have preferred vendors. However, should event planners ask, we are happy to provide a list of available vendors.

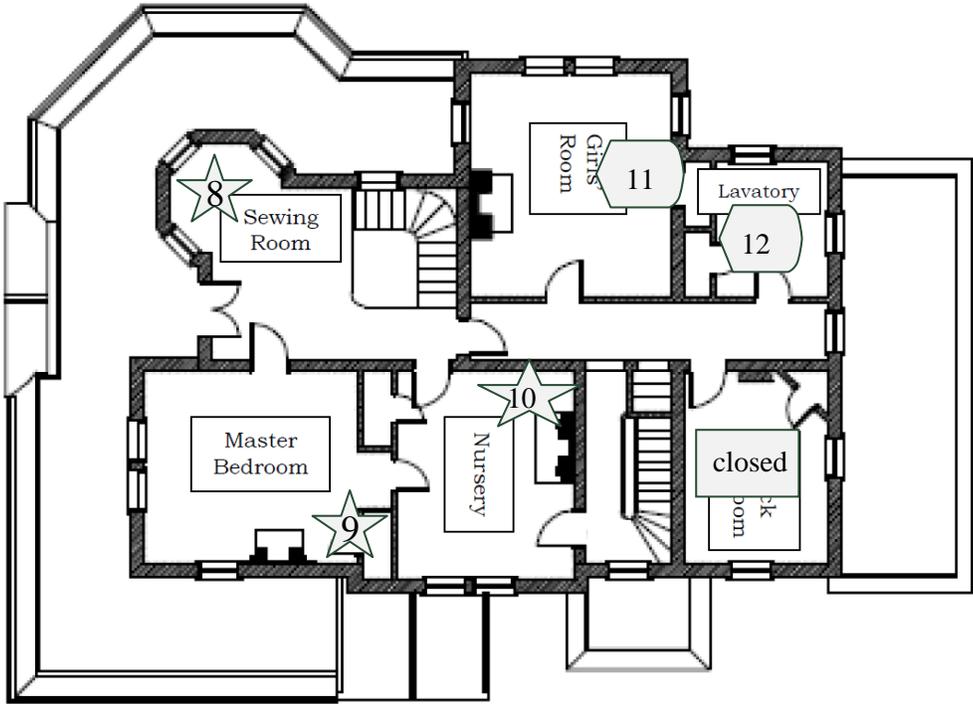
Rosson House Floor Plan: First Floor



A: The moon gate will be hung with mistletoe to encourage selfies on the porch

1. Entry doors—The exterior of the house will be decorated with garland along the fence and porch railings. The exterior will not have lights. This arrangement will be for the front door and perhaps the corner of the porch facing the street.
2. Foyer—The staircase railing will be wrapped in garland. This arrangement will be for a tree in the octagon space, the newel post on the stair case and the niche at the corner. The space under the stairs will be used by musicians. Additional decorations may be discussed.
3. Front (formal) Parlor—This design should reflect the grandeur of the most elaborate space in the house.
4. Dining Room—This space offers a tree, an arrangement on the dining table and the mantle piece.
5. Family Parlor—This space contains an Edison Phonograph which could be used as inspiration. The tree will be for the table top in the center of the room and the mantle. The room will have games and holiday music on display.
6. Doctor's Office—This space displays antique doctor's equipment which could be used as inspiration for the slim-line tree.
7. Kitchen—The kitchen pie safe will have a punch bowl and cookies as if preparing for a party. The tree will be on a table top in front of the window.

Rosson House Floor Plan: Second Floor



- 8. Sewing Area—The staircase railing will be wrapped in garland. The room has a sewing theme which may provide inspiration for the design.
- 9. Master Bedroom—This space offers a tree, the mantelpiece and dresser top for decoration.
- 10. Nursery—This space offers a tree and mantelpiece for decoration. This room would be particularly appropriate for a toy-related theme.
- 11. Girls' Bedroom—This space offers a mantelpiece and a child's table for decoration with a Hanukah theme.
- 12. Bathroom—We seek a bath products company to stage the space with luxury items also on sale at the gift shop.