

“Please be my Frond.”

FestiFools is just around the corner! On Sunday, April 11, 2010 (4:00-5:00pm), over 50 enormous papier-mâché creatures, scores of cardboard and foil robots, the pulsating beats of U-M student group GROOVE, and thousands of community participants will once again converge on the downtown Ann Arbor area.

This year, the FestiFools Design Lab is introducing the FROND™ — an outrageous, unabashedly lo-tech, civilian head adornment (in layman’s terms, a paper hat), featuring colorful “fronds” that bristle with energy and visually express the wacky nature of our public art performance. **1000 of these hats will be given away FREE** on the street during the April 11 event. We invite you, our Foolish friends, to become part of the visual tableau of FestiFools. Get to Main St. early on April 11. And bring your head.

But wait, there’s more. This headgear will list those businesses who have agreed to play along with our crazy caper by offering **Foolish discounts/specials/etc.** to any person donning said headgear. And these offers will be in force till the end of April. We figured this would be a fun and relatively easy way to extend the spirit of Foolishness beyond the day of the street party itself.

Of course, there’s one small catch. You’ll need to play the Fool to qualify for these deals. Each of the participating businesses has defined “play the Fool” in its own way, but be assured that all the definitions are more than slightly off the grid — e.g., hula-hooping outside the shop, bribing assorted smallish mammals, singing cartoon theme songs, eating chocolate-covered worms, etc. Really, though, when you reflect upon it, this hardly seems to be much of a “catch” at all; it’s rather more of an opportunity. Indeed, given the degree to which our world, as a general matter, under-incentivizes clowning around, we believe that the FROND™ will provide a much needed corrective. It’ll be, like ... um, you know ... fun. Plus, it’ll support area businesses and reinforce their commitment to keeping things just a wee bit strange. (You gotta love this town.)

See which businesses are playing along, and what sort of Foolish antics you’ll get to pull:

festifools.org/deals

More Info:

festifools.org
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Sunday, April 11 @ 4pm sharp / Main St., between William and Washington / **BE THERE A2!**