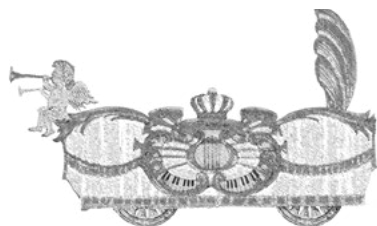




1. REX, KING OF CARNIVAL, MONARCH OF MERRIMENT

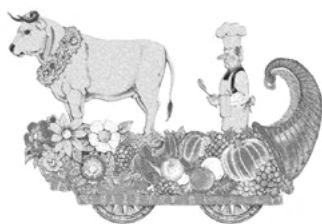
Rex's float carries the King of Carnival and his pages through the streets of New Orleans each Mardi Gras.



2. HIS MAJESTY'S BANDWAGON - From this traditional permanent float one of the Royal Bands provides lively music for Rex and for those who greet him on the parade route.



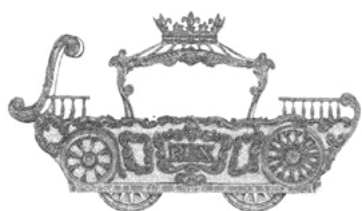
3. THE KING'S JESTERS - Even the Monarch of Merriment needs jesters in his court. Rex's jesters dress in Mardi Gras colors—purple, green, and gold.



4. THE BOEUF GRAS - This is one of the oldest traditions and images of Mardi Gras, symbolizing the great feast on the day before Lent begins.



5. THE BUTTERFLY KING - Since the earliest days of Carnival butterflies have been popular design elements, their brief and colorful life a metaphor for the ephemeral magic of Mardi Gras itself. The 1882 Rex Ball invitation combined the butterfly image with that of the King of Carnival, creating the enduring image of "The Butterfly King." The Butterfly King float, introduced in 2012, is the first new permanent float to join the Rex Procession in many decades.



6. TITLE FLOAT: "GODS OF ALL AGES" - Since the beginning of time, man has searched for something greater, some force or entity beyond his harsh mortal sphere. Ancient deities reflected the wonder of the celestial bodies, the changing seasons, and powerful beasts both real and imagined. Ancient cultures loved, feared and sought to appease their powerful gods. Their fearsome and colorful images have endured through the millennia, inspiring the design of the 2014 Rex Procession.



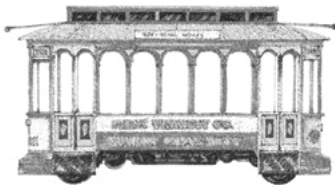
7. GARUDA - This giant winged Hindu divinity is often portrayed carrying the God Vishnu on his back. He has the head, wings, talons, and beak of an eagle and the body and limbs of a man. He hates snakes, having once had to battle them to rescue his mother. He is revered for his passion for punishing evildoers.



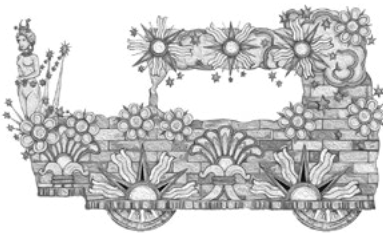
8. **ATHENA** - The Greek goddess of wisdom, Athena was the favorite child of Zeus. It is said that she burst from her father's head armed with the gown and helmet made for her by Metis, her mother. The virgin patroness of Athens, the Parthenon was built in her honor.



9. **ORISHA** - In the Yoruba religion, practiced in parts of Africa, the Caribbean and the Americas, there are many Orishas, or manifestations of god. One is Oshun, goddess of rivers.



10. **THE STREETCAR NAMED DESIRE** - This permanent float honors the most famous of all of New Orleans' streetcar lines.



11. **ISHTAR** - Ishtar was the Assyrian goddess of fertility, love and war. Worshipped in cities like Nineveh, Ishtar was known as a cruel, heartless lover, destroying her mates. One of her symbols was the eight-pointed star, a symbol of Venus, the evening star.



12. **INTI** - Inti was the god of the sun and the patron deity of the Inca empire. In his chief temple in Cuzco he was portrayed as a radiant sun figure with a human face, and regular sacrifices were offered to appease him.



13. **ZEUS** - The Greek God of sky and thunder, Zeus rules the Olympians and hurls his great thunderbolts from the lofty peak of Mount Olympus. The son of Cronus and Rhea, the Greeks considered him both the God of Gods and the God of men.



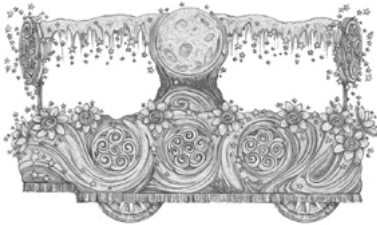
14. **HOUYI** - More than four millennia ago, according to Chinese mythology, the earth was scorched when ten suns appeared in the sky at the same time. The Emperor petitioned the gods for help. Houyi, the god of archers, was sent to solve the problem. One by one, he shot the suns from the sky—the Emperor had to hurry to stop him before he shot down the last sun, which would have left the earth in darkness.



15. **THE ROYAL BARGE** - Complete with Royal Gryphon, the Royal Barge is one of Rex's permanent floats. This float is the last remnant of the Royal Navy, once a feature of each Rex Parade.



16. **OSIRIS** - When the Egyptian Pharaoh died he became Osiris, god of the dead. His son became the new Pharaoh, identified with Horus, the god of the sky.



17. **ARIANRHOD** - A key figure in Welsh mythology, this goddess's name means "Silver Wheel," a reference to the moon. A snowy white owl often accompanies her.



18. **ISIS** - The Egyptian goddess of maternal love, Isis worship extended beyond Egypt and into the Greco-Roman world. When her husband, Osiris, was killed Isis used her magical powers to bring him back to life. Until that time it was said that her tears made the Nile River flood each year.



19. **DAGON** - The chief god of the Philistines, Dagon is often portrayed as part man and part fish. Sacrifices made to Dagon assured fertility and bountiful crops.



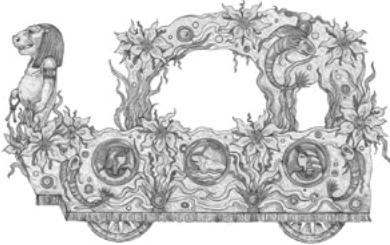
20. **MARDUK** - His name means "bull calf of the sun," a symbol incorporated in this float's design. By killing the evil goddess Tiamat Marduk became the principal God of the Babylonians.



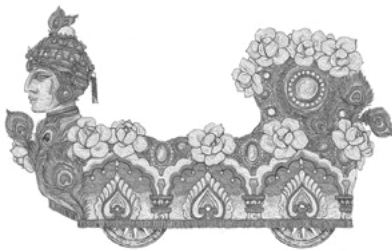
21. **AMATERASU** - The Shinto goddess of the sun, her name derives from a Japanese word meaning "shining in heaven." The daughter of Izanagi, it was said that she and her siblings painted the landscape that became ancient Japan. The Japanese Imperial family claimed to be descended from her.



22. **YAMA** - In Hindu tradition, Yama was the first mortal to die, and thus became the god of the dead. This fearsome deity is portrayed with many symbols of death, including skulls, his ceremonial club and a noose.



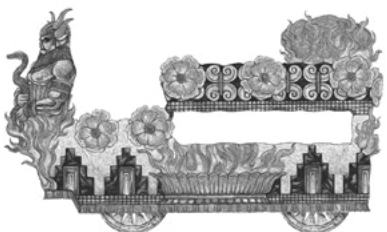
23. **SETH** - In the ancient Egyptian religion Seth (or Set) was represented as a fantastic beast, a composite of several creatures, including the hippopotamus. He was the god of wind and storms.



24. **KRISHNA** - The eighth incarnation of the Great Lord Vishnu, Krishna is often portrayed with blue skin and an elaborate crown of peacock feathers. His oration, the Bhagavad-Gita, is one of the most treasured Hindu texts.



25. **FLORA** - Flora was the Roman goddess of flowers and Spring. Her festival, the Floralia, celebrated fertility and the cycle of life. May Day celebrations today echo Flora's ancient festivals.



26. **BAAL** - Ancient Canaanites worshipped this fearsome god of fertility by offering fiery and sometimes human sacrifice. The Old Testament describes the great clash between the priests of Baal and Elijah.



27. **POSEIDON** - When the earth was divided among the gods, Poseidon became the god of the sea, Zeus the god of the sky, and Hades the god of the underworld. He was also known as "the earth-shaker," the cause of earthquakes. Sailors petitioned Poseidon for safe voyage, and it was believed that he lived in a coral castle on the ocean floor. He is often depicted in a horse-drawn chariot.



28. **VENUS** - Like her Roman counterpart, Aphrodite, Venus was the goddess of love and beauty. She was said to have been born of sea-foam, thus the many images of Venus emerging from the ocean in a sea shell, perhaps best depicted in Sandro Botticelli's famous painting, The Birth of Venus.