



FACT SHEET

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HOURS/PRICING:	Please click here for hours of operation and pricing.
RESERVATIONS:	Capacity for the tours is limited. Visitors are strongly advised to purchase tickets in advance at www.NeonMuseum.org .
OPENING DATE:	Oct. 27, 2012

ABOUT THE NEON MUSEUM:

Founded in 1996, the Neon Museum is a non-profit 501(c)3 organization dedicated to collecting, preserving, studying and exhibiting iconic Las Vegas signs for educational, historic, arts and cultural enrichment. It has been ranked No. 1 in *Las Vegas Weekly's* list of "Twenty Greatest Attractions in Las Vegas History," one of "Sin City's Best Retro Sites" by MSN, "No. 1 Las Vegas Museum Sure to Entertain and Educate" by *USA Today's* 10best.com, "One of the Top 10 Coolest Things You Didn't Know You Could Do" by Forbes.com, one of the "Top 10 Historic Spots in Las Vegas" by Vegas.com; one of "15 Most Fascinating Museums in the U.S." by VacationIdea.com; and earns a consistent 4.5 out of 5 rating on TripAdvisor. On its 2.27-acre campus, the Neon Museum houses an outdoor exhibition space known as the Neon Boneyard ("boneyard" is traditionally the name for an area where items no longer in use are stored); the North Gallery, home to the immersive audiovisual spectacle "Brilliant!" which uses technology advances to re-illuminate more than 40 non-operational signs; the new Boulevard Gallery outdoor exhibit and event space; and its visitors' center, housed inside the former La Concha Motel lobby. The museum collection also includes nine restored signs installed as public art throughout downtown Las Vegas. Public education, outreach, research, archival preservation and a grant-funded neon sign survey represent a selection of the museum's ongoing projects.



BONEYARD:

The term “boneyard” refers to an area where items no longer in use are stored, generally to be prepared for disposal or repurposed. Much of the Neon Museum’s collection was donated from the Young Electric Sign Company’s (YESCO) boneyard, which housed many of Las Vegas’ decommissioned signs. Today, all the rescued signs displayed in the museum’s outdoor exhibition area—the Neon Boneyard—are arranged in a deliberate way so, through guided tours provided by museum interpreters, visitors could enjoy the artistry of the signs while discovering the history behind them.

HISTORY:

The Neon Museum was established as a nonprofit organization in 1996 to collect and exhibit neon signs, the art form synonymous with Las Vegas. Dedicated individuals from the private sector, as well as corporate and government entities, worked collaboratively to promote the preservation of these national treasures as significant pieces of artistic and historical importance. Each of the more than 250 signs in the Neon Museum’s collection offers a unique story about the personalities who created it, what inspired it, where and when it was made, and the role it played in Las Vegas’ distinctive history. In addition, the Neon Museum collection chronicles changes and trends in sign design and technology through pieces ranging from the 1930s to the present day.

LA CONCHA VISITORS’ CENTER:

On Oct. 27, 2012, the Neon Museum’s visitors’ center opened inside the historic La Concha Motel lobby, the distinctive shell-shaped building designed by acclaimed architect Paul Revere Williams. The curvilinear La Concha Motel lobby is a striking example of Googie architecture, a style of Mid-Century modern design characterized by Atomic and Space Age shapes and motifs. Originally constructed in 1961 on Las Vegas Boulevard South (next to the Riviera Hotel), the La Concha lobby was saved from demolition in 2005 and moved in 2006 to its current location to serve as the museum’s Visitors’ Center. References to many of the lobby’s original interior design elements have been included in the newly refurbished facility, with two of the motel’s original signs – the mosaic lobby sign and a section of the main roadside sign – restored and illuminated as part of the museum’s rehabilitation efforts.

RESTORED SIGNS IN THE NEON BONEYARD:

The museum’s official opening in October 2012 marked the first time electrified signs were included as part of the Neon Boneyard’s permanent collection. Guests entering the Neon Boneyard pass through a gateway created by a restored section of the “H” Wall from Binion’s Horseshoe Casino. The restored Wedding Information sign, a favorite for newlywed couples visiting the downtown area, is now situated within the exhibition space, while the dramatic La Concha roadside sign has been restored to its



former glory and rejoins the building it was originally designed to stand beside as part of the new events center.

The museum exhibits more than 20 electrified signs in the Neon Boneyard; all are best viewed on a night tour.

TIM BURTON SIGNS:

Lost Vegas: Tim Burton @ The Neon Museum sculptural and digital installations were displayed in The Neon Museum from Oct. 15, 2019 through April 12, 2020. Following the closure of the exhibition, four of Burton's signs remain on ongoing display:

- **Betelgeuse sign**, 2019, *steel, light bulbs, acrylic and vinyl* – In Tim Burton's 1988 film *Beetlejuice*, the main characters meet at a flashing Betelgeuse sign. This installation was created exclusively for the exhibition and designed to be a 30-year-old relic found amongst the other disused signs in the Neon Boneyard.
- **Guns 'N' Booze**, 2019, *steel, aluminum, neon tubing and light bulbs* - This installation is a recollection of the "lost" Vegas freewheeling shops that once touted firearms and liquor with neon enticements.
- **Lost Vegas Sign Tower**, 2019, *steel, neon tubing, light bulbs and acrylic paint* - An homage to the Dunes Hotel pylon sign, this 40-foot-tall tower was aged and weathered purposefully to resemble a fading edifice past its prime. It symbolizes the city's lost past that was both endearingly highlighted by the exhibition and carefully preserved by the Museum's mission.
- **Neon Grid Wall**, 2019, *steel, aluminum, neon tubing and light bulbs* - The neon seahorses with the boy in the center represent Burton's childhood memories of the pool at the Dunes Hotel, which featured a fountain with three seahorse sculptures. Both the Spiral-Eyed Girl "Area 51 Motel" neon (at left) and the alien showgirl (at right) reference Southern Nevada's association with extraterrestrials in popular culture.

"BRILLIANT!" – AN IMMERSIVE AUDIOVISUAL EXPERIENCE:

A 360-degree audiovisual immersion experience that uses technology advances to reanimate 40 monumental examples of the Neon Museum's iconic vintage signs, 'Brilliant!' debuted to the public Feb. 1, 2018. The largest augmented reality experience of its kind was created by Experiential Designer Craig Winslow by using projection mapping to illuminate and re-electrify unrestored, non-working and in some cases broken signs. The experience transports guests directly into Las Vegas' history, where static signs come to life while accompanied by music from some of the entertainment industry's most storied performers. "Brilliant!" uses eight projectors emitting a total of 80,000 lumens of light, 24 3D-sound speakers and was created using a combination of flat photography, drone video and 3D photogrammetry as references to recreate each sign, bulb by bulb and tube by tube in Adobe Illustrator.



THE LAS VEGAS SIGNS PROJECT:

In 2009, the stretch of Las Vegas Boulevard between Sahara Avenue and Washington Avenue became one of only three urban streets in the United States to be named a Federal Scenic Byway by the U.S. Department of Transportation. The Las Vegas Signs Project, a partnership between the Neon Museum and the City of Las Vegas, aims to install restored signs from the museum's collection along this area in the heart of downtown Las Vegas.

In 1996, the Caballero on a Palomino sign from the Hacienda Hotel (also known as the Horse and Rider) was the first sign restored and installed as public art as part of the Fremont Street sign gallery at the corner of Fremont St. and Las Vegas Blvd. Today, it joins eight other restored neon signs currently on display as part of the Las Vegas Signs project: the Silver Slipper, the Bow & Arrow Motel and Binion's Horseshoe were installed in 2009 near the La Concha Visitors' Center at the McWilliams Avenue intersection; Society Cleaners, the Lucky Cuss Hotel and the Normandie Hotel were added in 2012 at the Ogden Street intersection. Additionally, the 5th Street Liquor sign was installed at Garces Street and Casino Center Boulevard, in front of the Downtown Transportation Center and the Landmark Hotel sign was installed on Paradise Road near the site of the imploded casino.

SIGN ACQUISITIONS:

In recognition of their historic and artistic value to the Las Vegas community, local businesses, private donors and various organizations have generously donated all of the signs in the Neon Museum's collection. As a 501(c)3 nonprofit organization, the Neon Museum does not purchase signs for preservation, but maintains a growing roster of venues that have promised signs to the Neon Museum should the properties be demolished. In addition, the Neon Museum supports and collaborates with local businesses taking measures to preserve, rather than replace, vintage neon signage.

PHOTOGRAPHY:

Over the years, the Neon Boneyard has become one of the most popular destinations for photography and filming in Las Vegas. From movies and TV shows to music videos, from commercial and artistic photography to wedding and personal shoots, the Neon Museum's collection has appeared in thousands of images across the globe. Revenue generated from commercial and professional shoots assists the Neon Museum in our ongoing efforts to preserve, display and expand the collection. For this reason, commercial photography and photo use are both strictly controlled.

During public tours, guests are welcome to take photographs for personal enjoyment, but commercial photography is not permitted. No photography equipment except for a camera is permitted on public tours. The Neon Boneyard and North Gallery are available for specially scheduled photo and video shoots by individuals, professionals



and organizations. Usage fees apply and vary according to the type and scale of shoot, size of participating crew, staffing requirements, and proposed image use and distribution. [Click here](#) for information or to schedule a photo shoot online.

EVENT SPACE:

The Neon Museum features an event space available to rent for private parties, corporate functions and other special occasions. A 3,500-square-foot outdoor event space located adjacent to the Neon Boneyard offers versatility as well as a striking visual background for events and functions, while the smaller 2,500-square-foot Neon Boneyard Park is a convenient alternative for smaller parties.

Also on the museum campus: the North Gallery which is home to the immersive audiovisual spectacle, “Brilliant.” Measuring 3,100 square feet, the space is also available for event bookings. The Neon Museum maintains a roster of preferred vendors including caterers, photographers, and special event planners to assist guests in organizing and executing their functions. While tours of the Neon Boneyard are not included as part of the museum’s standard events package, abbreviated tours may be added to certain events for additional fees.

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