



NEON

A LIGHT HISTORY

Is it possible that (once again) everything we know is wrong? Well, in regards to the history of neon, this may well be the case. Neon signs have inspired devotion and derision, drawing people to them and transforming the American landscape in the process.

After more than a decade of in-depth research, DeLyser and Greenstein use Los Angeles—not New York or Las Vegas—as focal point, showing how neon signs have catalyzed urban change, and how they continue to hold appeal for our changing communities. From the earliest luminous tubing in the 1890s to the artistic creations of today, from community-funded restorations of historic signs to ordinary-seeming business signs that have become community icons, DeLyser and Greenstein show how, just as neon signs lit our past, they can now light our shared future.

Saturday
October 9th, 2021
1:00 PM
Bolton Hall Museum
10110 Commerce Avenue in Tujunga
Parking available uphill at the Elks Lodge
Everyone is Welcome
Free Admission
Suggested Donation:
\$3 per person

Dydia DeLyser, PhD is a cultural-historical geographer at California State University, Fullerton who forwards her research interests through community engagements in what she terms participatory historical geography. She has served on the boards of five Southern California Museums.

Paul Greenstein has been designing, fabricating, installing, and restoring neon signs in Los Angeles for over forty years. He has mobilized much of the same expertise in restoring antique cars and motorcycles, typically for personal enjoyment, mobility, and devotion to historic objects, rather than for profit.

Their new book ***Neon—A Light History*** is available for purchase in the Bolton Hall Museum gift shop and will also be available the day of the program.

Our Mission: To preserve and maintain Bolton Hall Museum and the historical record of Rancho Tujunga.

Little Landers Historical Society (LLHS) is a non-profit, all volunteer organization established in 1959 to save Bolton Hall from destruction. Bolton Hall is Los Angeles City Historic Cultural Monument #2. Contact us at (818) 352-3420 or LLHS@BoltonHall.org.