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COMM 444

### Final Project Proposal: Neon Nights

Once a ubiquitous fixture of America's post-World War II landscape, neon lights have experienced a recent revival due in large part to the increasing interest in all things vintage. Despite being largely replaced by cheaper plastic and LED signage, the few surviving examples of neon advertisement dotted throughout Southern California provide a nostalgic sense of place and never fail to catch the eye of those passing by them. For my final project, I will delve deep into the history of neon, particularly in relating to its use in the Southland. I will also touch upon its decline, of how many of the famous neon signs and the establishments they advertised were either demolished or simply forgotten within the urban sprawl and how rekindled curiosity has led to the creation of places like the Museum of Neon Art in Los Angeles as well as efforts to preserve the few visual landmarks that still stand.

I intend to create a complete article, combining both images that I will shoot myself along with my own writing to create something that one might see in a major publication. To accomplish this, I will be traveling throughout Los Angeles, Orange County and the Inland Empire to locations that I have already picked out and listed below. Once I have shot my images, I arrange them within the text to both supplement my writing and to provide a visually pleasing composition. I am also considering creating a map where I would pin the multiple locations I will visit to provide a sort of guide for those that would be interested in visiting the locations themselves. I am going to try to get in contact with some people in the industry; neon sign artist, sign restorers and experts in the subject (I have listed a few people below that I would like to get in contact). Below is my tentative schedule.

## Project Schedule:

- **Week of 2/20:**

- Begin brainstorming and research. Make inquires to contact neon light artists.
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- **Week of 2/28:**

- Attend “Human Beings” art show in Fullerton, CA. Contact/meet neon artist Michael Flechtner. 3/3.
  - Visit locations in L.A. (See below).
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- **Week of 3/7:**

- Visit MONA.
  - Visit locations in L.B. (See below).
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- **Week of 3/14:**

- Visit locations in O.C (See below).
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- **Week of 3/21:**

- Visit locations in I.E. (See below).
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- **Week of 4/4:**

- Possibly visit locations in S.F. Valley. See if I can contact a person to interview.
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- **Week of 4/11:**

- Edit all photos.

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- **Week of 4/18:**

- Begin writing.
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- **Week of 4/25:**

- Finish writing begin proofreading.
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- **Week of 5/2:**

- Finish proofreading and finalize article. Practice presenting.
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- **Week of 5/9:**

- Project due, presentation.

**Locations to Visit:**

- **Los Angeles:**

- Chinatown Gift Fair Chinaware.
  - Clifton's Façade.
  - Los Angeles Theatre.
  - Hollywood and Vine Restaurant.
  - The Frolic Room.
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- **Long Beach:**

- Benson's Liquor.
- Paul's Dairy Fresh Milk.
- "Fly DC Jets" Long Beach Airport.
- San Pedro Fish Market.

- Eldorado Steak and Lobster.
  - 36/36 Club.
  - The V Room.
  - Dolly Varden Hotel.
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▪ **Orange County:**

- The Hat.
  - Balboa Theatre.
  - Matador Bar.
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▪ **Inland Empire:**

- The Golden Spur.
- The Magic Lamp.
- Vince's Spaghetti.
- Sycamore Inn.
- Sand and Sage Motel.

**People to Contact:**

- **Kacie Lees:** Neon light instructor.
- **David Otis Johnson:** Neon signage maker-Leaf Cutter Studios.
- **Paul Greenstein:** Neon sign designer and restorer.