

Words to Know

Animation: A lighting technique used to create the appearance of motion through the use of specific light patterns.

Argon: Element #18 on the periodic table of elements; glows a blue-green color when electricity is passed through it.

Boneyard: Refers to where a signmaker stores signs that are no longer in use.

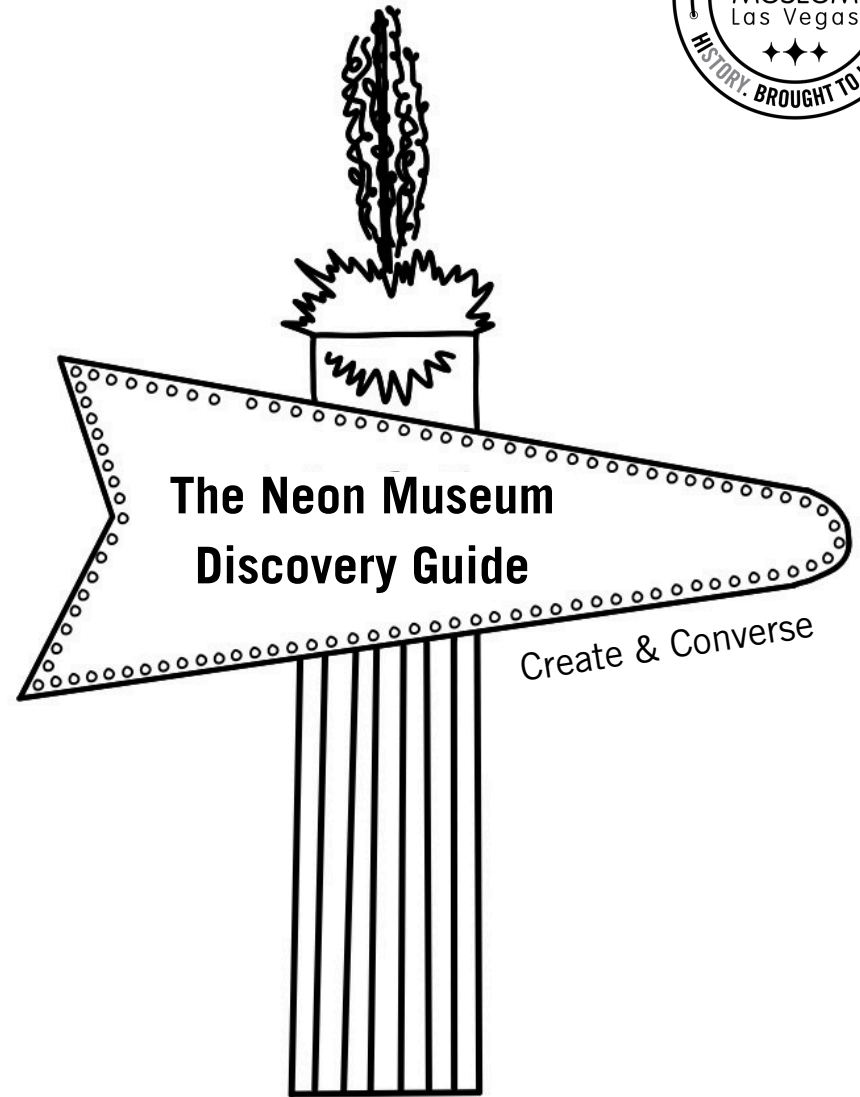
Googie: A type of architecture that was characterized by Space Age designs, such as boomerangs and flying saucers.

Integration: Individuals and groups can interact freely and equally without discrimination based on skin color.

Neon: Element #10 on the periodic table of elements; glows a red-orange color when electricity is passed through it.

Segregation: Separation and discrimination based on the color of one's skin.

Yucca: A succulent plant native to the Mojave Desert.



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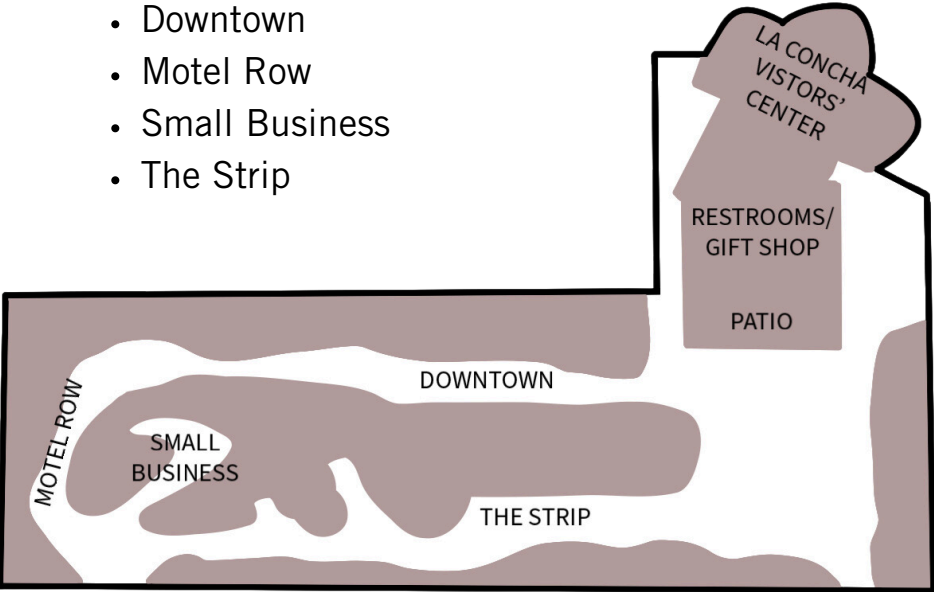
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Welcome to the Neon Boneyard!

Here at The Neon Museum we are dedicated to collecting, preserving, studying, and exhibiting iconic Las Vegas signs.

The Neon Boneyard is split into 4 sections:

- Downtown
- Motel Row
- Small Business
- The Strip

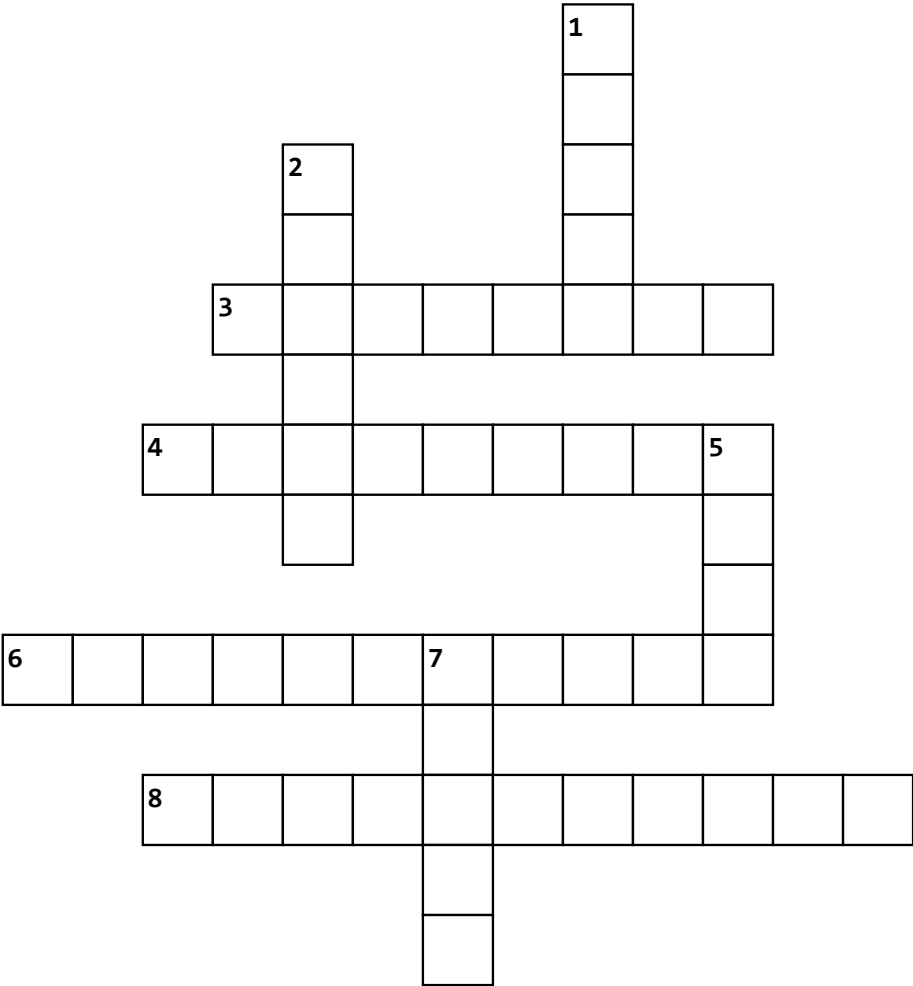


This discovery guide includes fun facts about our collection, as well as activities, talking points, and reflection points.

You can use this map to help you find these collection pieces, and feel free to go in any order you like!

If you come across any words you don't know, check the back of this booklet for a list of vocabulary words! You can also ask a museum guide if you need help!

The Neon Museum Crossword



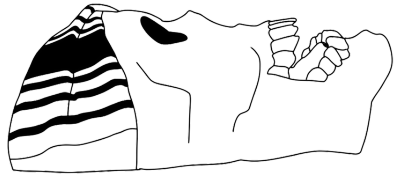
Across

- 3. Where signmakers store signs.
- 4. Light technique that creates motion.
- 6. Separation based on skin color.
- 8. Inclusion and equality, regardless of skin color.

Down

- 1. Native Mojave plant.
- 2. Space Age architecture.
- 5. Red-orange element.
- 7. Blue-green element.

THE STRIP



Sign Name: Treasure Island

Sign Created: 1993

Today: TI

Consider

This is the pirate skull from the Treasure Island hotel, back in the 1990's family-friendly era of Las Vegas. Treasure Island used to have a daily show with pirate ships and battles!

Converse

- If you could design a theme for a hotel in Las Vegas, what theme would it be?
- What activities or decorations would be at your hotel that relate to your theme?

DOWNTOWN



Sign Name: Moulin Rouge

Sign Created: 1955

Today: Empty Lot

Consider

The Moulin Rouge was the first major integrated casino in Las Vegas. At the time, hotels and casinos were largely segregated, but the inclusive actions of this property would play an important role in ending segregation in Las Vegas.

Converse

- Who are the prominent figures of the Civil Rights Movement that you know?
- What did those people do?
- What more do you want to know?



Sign Name: Stardust

Sign Created: 1968

Today: Resorts World

Consider

The style of this sign is called 'Googie'. The Googie style is characterized by futuristic designs and Space Age themes. The Stardust Hotel wanted to use this style due to society's fascination with space at the time.

Create

List some hotels that you know that have a specific theme.



Sign Name: Sassy Sally's

Sign Created: 1980

Today: Circa

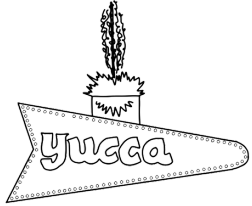
Consider

The Sassy Sally's sign uses symbolism to excite customers. Look at the S's in 'Sassy'. What do those S's look like? Why do you think they look like that?

Create

Sketch a sign based on your name.

MOTEL ROW



Sign Name: Yucca Motel

Sign Created: 1950s

Today: Parking Lot

Consider

Look at the word 'yucca'. Notice how the sign glows a blue-green color. This difference in color is due to the fact that the Yucca Motel sign is an argon sign, not neon! Each tube in the yucca blossom on the top of the sign has ~12 bends!

Create

Write an acrostic poem for the word 'yucca'.

Y _____
U _____
C _____
C _____
A _____



Sign Name: Chief Hotel

Sign Created: 1940

Today: Empty Lot

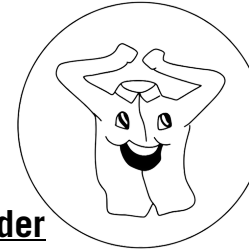
Consider

The Native American image in this sign is meant to represent the idea of Las Vegas as a "Frontier Town". However, this image is a stereotype, and is not an accurate representation of the indigenous people of the Las Vegas Valley.

Converse

- How important is it that pictures and images accurately portray people of different communities?
- What harm could misrepresentation cause?

SMALL BUSINESS



Sign Name: Happy Shirt

Sign Created: 1962

Today: University Plaza

Consider

This sign was from a local drycleaners called Steiner's Cleaners. The design of this sign was created by the owner's daughter! This is also an example of an animated sign. Can you see it waving its sleeves?

Create

Design a sign for your own small business.



Sign Name: Anderson Dairy

Sign Created: 1956

Today: Anderson Dairy

Consider

The Anderson Dairy Company was established in Las Vegas in 1907 and is still around today! The company has since changed its mascot since refrigerators took away the need for a milkman.

Create

Design a new mascot for Anderson Dairy.

