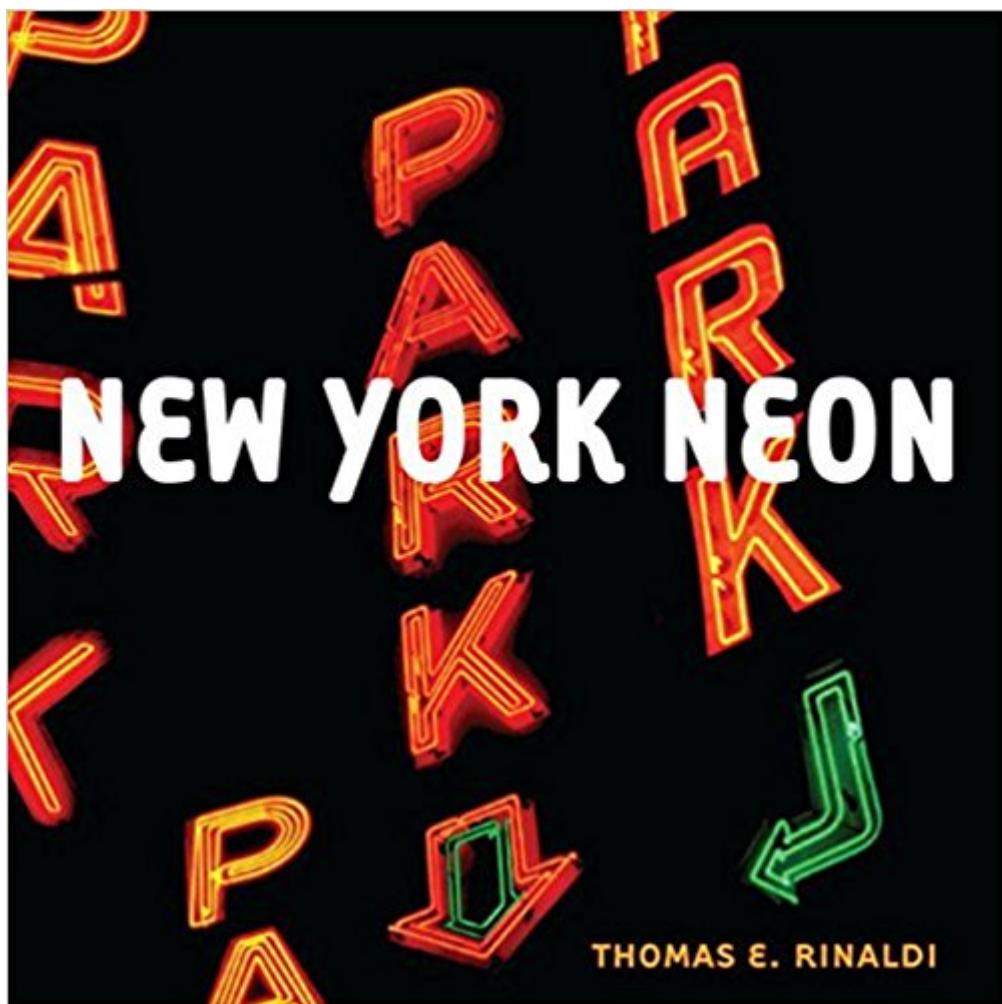


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## New York Neon



## Synopsis

A brilliant visual tour and history of that iconic element of the cityscape: the neon sign. Treating New York City as an open-air museum, Thomas E. Rinaldi captures the brilliant glow of surviving early- and mid-twentieth-century neon signs, those iconic elements of the cityscape now in danger of disappearing. This visual tour features two hundred signs, identified by location, with information on their manufacture, date of creation, and the businesses that commissioned them. In a generously illustrated introduction, drawing on documents including rare period trade publications, Rinaldi recounts the development of signage and the technological evolution of neon and examines its role in the streets of New York, in America's cultural identity, and in our collective consciousness. New Yorkers and visitors to the city, neon-sign enthusiasts, and those interested in signs and historic advertising generally, as well as design professionals, serious historians, and casual students of the city, will want this colorful book, which comes at a critical moment when the disappearance of the original signs has inspired a growing interest in neon. 150 color, 50 black-and-white photographs

## Book Information

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## Customer Reviews

“New York Neon” works to artfully and poignantly evoke the medium, whilst examining its role in our collective consciousness. . . . [S]eminal . . .

Rinaldi’s book offers a fascinating account of the neon signs’ history, as well as information about how they’re designed and produced.

Raised near Poughkeepsie in upstate New York, Thomas E. Rinaldi visited New York City frequently before moving there in 2004. His life-long interest in the city's built landscape drove him to pursue a career in architecture: he works as a designer for Thornton Tomasetti, a leading engineering and architecture firm. Rinaldi holds degrees in history from Georgetown University and in historic preservation from Columbia University. He is the coauthor, with Robert J. Yasinsac, of *Hudson Valley Ruins: Forgotten Landmarks of an American Landscape*.

Interesting and informative book looking back to the signage of a bygone era. 'New York Neon' is full of glossy photographs and descriptions of vintage signs before they disappear to be replaced by today's energy efficient LED signs. Thomas Rinaldi traces both the signs and the businesses they represent in a retrospective of New York City's commercial life from the 1920s to the present day. Whether you are in the sign industry or an advocate for preserving the ambiance of New York's heyday, this book will fascinate and surprise you. Mr Rinaldi has included so many side facts with the photographs that you may well find yourself quoting them when conversation about the 'good old day's comes around. New York Neon certainly provides a fine representation of those days.

This book is brilliant in so many ways. I am so impressed with Tom Rinaldi's beautiful book, it is an important record of these vintage neon signs and their unique artistic legacy. Tom's nyneon blog and walking tour of the West Village are equally impressive, a must for anyone interested in Manhattan history.

I am a big fan of neon anyway and would have enjoyed the book had it only been pictures, but I was very impressed with the included history of neon and illuminated signs in general. Also, each picture includes some detail on the sign in the picture such as who constructed it. Many (though not all) of the pictures are in color. Of course, I don't expect older pictures to be in color. I have several books on neon but this is one of the best. Whether you are a native of NY city or not (I am not), if you are interested in neon, I believe you will enjoy this book. A good value too!

Another great book on NEON.

A detailed insight into the "art" of Neon during its development during the 1920's - 1960's in the

Neon paradise of New York. A great informative read.

I grew up with neon signs, & with their useage in decline, I value books like this that preserve with pictures this form of advertising art.

I bought this as a gift for a friend who is passionate about "classic" neon signs, a subject that interests me as well. Based on my friend's initial impression - he has just begun to read the text - the book is very informative and well illustrated. The only major/minor drawback is the very modest overall dimensions of the paperback version of the book. Makes reading the text more difficult and the images are quite small as well.

I thoroughly enjoyed reading Thomas Rinaldi's "NY Neon." Not only were the photographs beautiful to look at, and the prose well-researched and entertaining, seeing all of these old signs together took me back through a journey into my youth and the NYC of yester-year, which, Rinaldi correctly asserts, is vanishing before our eyes. It's so important to take time to remember the past and preserve what we can for the future before our history is lost forever. Bravo to Rinaldi on this important work.

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