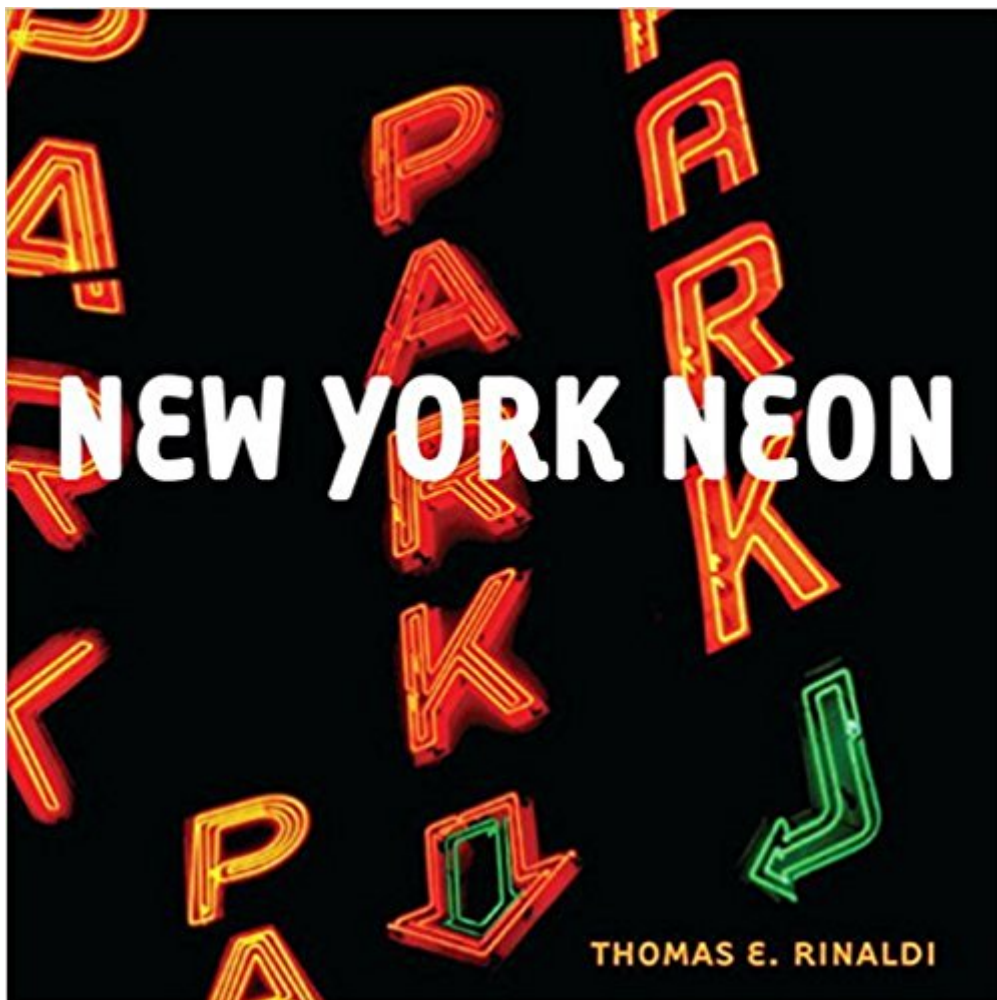


The book was found

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

Paperback: 192 pages

Publisher: W. W. Norton & Company (November 26, 2012)

Language: English

ISBN-10: 0393733416

ISBN-13: 978-0393733419

Product Dimensions: 8.1 x 0.7 x 8 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 8 customer reviews

Best Sellers Rank: #667,350 in Books (See Top 100 in Books) #164 in Books > Arts & Photography > Architecture > Decoration & Ornament #167 in Books > Arts & Photography > Decorative Arts & Design > Interior & Home Design > Decoration & Ornament #304 in Books > Arts & Photography > Architecture > Regional

Customer Reviews

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

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

Untapped Cities

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 vanashing before our eyes. Its 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 Rinalid on this important work.

[Download to continue reading...](#)

New York City Travel Guide: 101 Coolest Things to Do in New York City (New York Travel Guide, NYC Travel Guide, Travel to NYC, Budget Travel New York, Backpacking New York) Neon Techniques (formerly Neon Techniques and Handling) The New York Times Guide to New York City Restaurants 2002 (New York Times Guide to Restaurants in New York City) New York Neon The New York Times Monday Through Friday Easy to Tough Crossword Puzzles: 50 Puzzles from the Pages of The New York Times (New York Times Crossword Puzzles) The New York Times Wonderful Wednesday Crosswords: 50 Medium-Level Puzzles from the Pages of The New York Times (The New York Times Smart Puzzles) The New York Times Smart Sunday Crosswords Volume 6: 50 Sunday Puzzles from the Pages of The New York Times (The New York Times Crossword Puzzles) The New York Times Large-Print Stay Sharp Crosswords: 120 Large-Print Easy to Hard Puzzles from the Pages of The New York Times (New York Times Crossword Collections) The New York Times Sunday Crossword Omnibus Volume 9: 200 World-Famous Sunday Puzzles from the Pages of The New York Times (New York Times Sunday Crosswords Omnibus) The New York Times Best of Thursday Crosswords: 75 of Your Favorite Tricky Thursday Puzzles from The New York Times (The New York Times Crossword Puzzles) The New York Times

Acrostic Puzzles Volume 9: 50 Challenging Acrostics from the Pages of The New York Times (New York Times Acrostic Crosswords) The New York Pop-Up Book: New York City 100: Historic New York, Celebrating the Century Neon Metropolis: How Las Vegas Started the Twenty-First Century But Not Up Here: Poems About Remembering In Neon Neon Trash: Forgotten B-Movies of the '80s Mercy (Neon Lawyer Series Book 2) The Neon Lawyer Beneath the Neon: Life and Death in the Tunnels of Las Vegas (Travel Holiday Guides) Lady Las Vegas: The Inside Story Behind America's Neon Oasis Neon Nuptials: The Complete Guide to Las Vegas Weddings

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)