

DAY 1

Friday, Sept 8, 2023



IN-PERSON TOUR: Letterform Archive, San Francisco

Take an afternoon tour of the fascinating Letterform Archive with the associate curator Stephen Coles. This tour is custom-designed to focus on sign painting and lettering for Neon Speaks. You'll get hands-on access to vintage books and ephemera from this one-of-a-kind collection. Space is limited so register soon. Includes admission to the current *Graffiti Zines* exhibition. Photography encouraged! **Soldout**



ONLINE WATCH PARTY FOR THE DOCUMENTARY *Glowing in the Dark*

This rarely-seen 1997 film by Alan Goldman and Harry Killis is an illuminating exploration and comparison of the vibrant neon history of Vancouver, Los Angeles, and Las Vegas. If you are new to Neon Speaks, watching this film is a great way to find out what the buzz is all about for neon history and preservation. Followed by a live Q&A with the filmmakers and interviewees John Atkins and Alan Hess. **Free**

DAY 2

Saturday, Sept 9, 2023

IN-PERSON EVENT

Neon Symposium: Great American Music Hall

This is our day-long signature event of the festival! Join us for a morning of coffee, presentations, and panelists featuring neon experts on the frontlines of preservation. Stick around for book signings and neon exhibits for the Neon Curiosity Lounge, both science fair and art show.

SCHEDULE

9:30 am Neon symposium opening remarks:
Hosts Al Barna and Randall Ann Homan

9:40 am California Coffee Shops Neon Typography: Stephen Coles and Randall Ann Homan

10:10 am Preservation Panel Round 1: Dydia DeLyser, Paul Greenstein, Bill Concannon, Corky Scholl, Kate Widdows

10:30 am Screening of *Eyesore* 5-min film by Corky Scholl

10:35 am *Hollywood Signs*: Kathy Kikkert

11:00 am ☕ Coffee Break

11:10 am Preservation Panel Round 2: Heather David, Will Durham, Manny Fagregas, Shawna Peterson, Debra Jane Seltzer

11:35 am *Signs that Define Toronto*: Kurt Kraler

Noon ☕ Catered Lunch Break

1:00–2:45 pm Neon Curiosity Lounge and Book Signings

Lounge Exhibitors: Bill Concannon, Dydia DeLyser and Paul Greenstein, Will Durham, Ames Palms, Shawna Peterson, Ben Leech of the Preservation Action Council San Jose, Steve Spiegel and Will Hansen of Signs United.

Authors: Heather David, Kathy Kikkert, Kurt Kraler

2:45 pm Group photo and closing remarks



Photo: Paul Greenstein



Photo: Dydia DeLyser

DAY 3

Sunday, Sept 10, 2023



Photo: Adam Taylor

IN-PERSON TOUR

Neon Works Shop Tour and Demo | Oakland, CA

Jim Rizzo of Neon Works in Oakland has been rescuing and restoring Bay Area neon signs for decades and he only opens his shop for tours once a year for Neon Speaks. Jim is a master sign-maker and he's letting us into his workshop to explore the art and craft of neon signs. This is your chance to photograph Jim's fabrication shop and vintage neon collection. Adam Taylor will demonstrate tube-bending talents and artistry to show US how to make a neon sign glow. **Tickets**

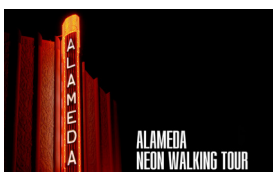


Photo: Devi L. Dahl

IN-PERSON TOUR

Alameda Neon Walking Tour | Alameda, CA

Take a twilight walking tour and see the beautiful neon signs in the historic city of Alameda, CA. From the grandeur of the Alameda Theater neon blade sign to the nearly invisible Pop Inn, downtown Alameda boasts a fine collection of vintage neon. Alameda local historian Devi L. Dahl takes us on a route that winds through a quiet bungalow neighborhood and the commercial corridors of Alameda. **Soldout.**



◆ *Online events are on YouTube* ◆

PASSPORT HOLDERS RECEIVE A SECRET LINK TO VIEW

[REGISTER FOR AN ONLINE EVENT PASSPORT AT NEONSPEAKS.ORG](https://www.neonspeaks.org)

DAY 4

Saturday, Sept 16, 2023

All online events, all times Pacific Daylight Time



Photo: David Webb

9:30 am | California Coffee Shop Neon

With Stephen Coles and Randall Ann Homan

Wake up and see the coffee. Join Stephen Coles (Letterform Archive) and Randall Ann Homan (SF Neon) on a neon tour of coffee and coffee shop typography in the Golden State. Coffee shops became the most popular eateries in the early days of the great American road trip era.

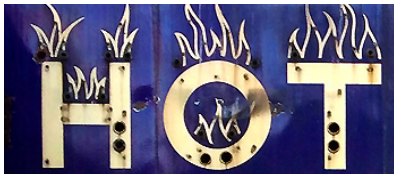


Photo: Rolando Pujol

10:00 am | Hot Bagels! Neon Breakfast, Lunch, and Dinner

With Tom Rinaldi and Rolando Pujol

Join us for an online trek with two New Yorkers and their favorite vintage neon signs. Donut shops to steak houses get a moment in the spotlight from Tom Rinaldi and Rolando Pujol, dynamic curators of neon culture and preservation. Tom Rinaldi is the author of *New York Neon* and the New York Neon blog. Rolando Pujol is the curator of the Retrologist blog.

10:30 am ☕ Coffee Break 30 minutes



Photo: Johnny Barber

11:00 am | Crazy Horse: A Dizzying Neon Journey

With Corky Scholl and Todd Matuszewicz, Save the Signs Denver. The outrageous neon letters that spell "Crazy Horse Bar" might make you dizzy, but you just can't look away. Corky and Todd put together the pieces of the sign to tell the story of this zany neon sign from an iconic Denver burlesque club.



Photo: Dave Waller

11:15 am | Midnight Message: Restoring a Revolutionary Ride

With Dave Waller, Neon Williams

Several of these five-color signs were made during neon's heyday. Each sign was adorned with almost a thousand feet of neon tubing in 126 animated sections. One of these original signs was installed in New Bedford, MA, on the roof of the Revere Copper and Brass building founded by Paul Revere in 1801. This galloping sign was made with copper, of course.

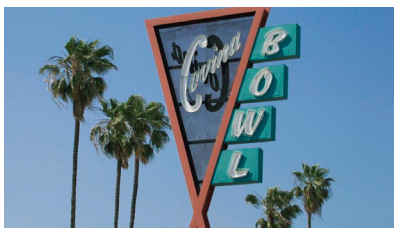


Photo: Corey Miller

11:30 am | Covina Bowl: A Mid-Mod Win-Win!

With Jennifer Mermilliod and Steve Spiegel

The soaring roof line of the pyramid entrance, the zigzag *porte cochere*, and the triangular neon sign: it doesn't get much better than this for a mid-century bowling center. The bowling lanes were razed and preservationists kicked into high gear to rescue this Mid-Mod gem. How did they do it?

12:00 pm ☕ Long Break 5 hours



Photo: Ed Christiansen

5:00 pm | Market Movie Marquees: Neon Nirvana

With Al Barna, Randall Ann Homan, and Jim Van Buskirk

San Francisco's Market Street was once home to a dense collection of cinemas between 5th and 10th Streets, with extravagant neon. So many of these movie theaters are now closed or demolished. Join us for a treasure hunt to discover these beautiful bygone neon marquees. Featuring special interviews with Greg King, Julie Lindow, and Eddie Muller.

DAY 5

Sunday, Sept 17, 2023

All online events, all times Pacific Daylight Time



Photo: Randall Ann Homan

9:30 am | SF Shines and the I-Hotel

With Jeff Acido, Kiah McCarley, Sindy Santamaria, Shawna Peterson, Manny Fabregas, and Randall Ann Homan

The SF Shines grant project is designed for small businesses and non-profits to improve their storefronts, including neon! Top of our list are the new neon signs designed to commemorate the 1970s landmark protests as tenants fought against the evictions at the International Hotel.



Photo: Robert Haus

10:00 am | Neon Archeology: Cabinet of Curiosities

With Robert Haus

Robert Haus is a neon artist, historian, educator, vintage technology expert, restorer, and collector. He takes us inside his cabinet of neon curiosities to share and demonstrate fascinating artifacts for making neon signs, a technology that hasn't changed in over 100 years.



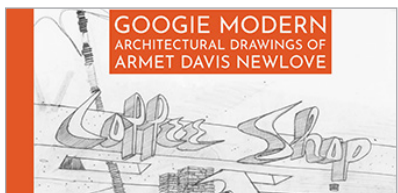
Photo: Debra Jane Seltzer

10:30 am | Next Exit: Gas, Food, Lodging

With Debra Jane Seltzer

Every year, Debra Jane Seltzer drives thousands of miles through small towns and large cities documenting what remains of the epic years of roadside America. We are lucky to have her RoadsideArchitecture.com, a massive resource of splendid survivors and ghosts of neon's past.

10:45 am ☕ Coffee Break 15 minutes



11:00 am | Optimistic Architecture: Googie Modern

With Michael Murphy and Alan Hess

These authors have put together a remarkable book of drawings from the private archives of a forward-thinking trio—Armet, Davis, and Newlove—who were dubbed the Fathers of Googie. Their futuristic coffee shops and restaurants incorporated neon signage into the overall building scheme and made dining out a space-age experience, just as man was ready to walk on the moon.

12:00 pm ☕ Lunch Break 1 hour



Vintage matchbook

1:00 pm | Learning in Las Vegas: Stardust

With Bill Concannon

Neon artist and sign maker Bill Concannon is fascinated by the Stardust Casino's massive signs. In the 70s and 80s, Bill cruised the sparkling streets of Las Vegas in a friend's convertible, taking Super 8 movies of spectacular neon signs. Join Bill for a show-and-tell session with his newly digitized Las Vegas neon footage.

2:00 pm ☕ Long Break 4 hours

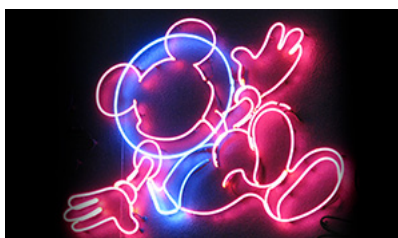


Photo: Steve Spiegel

6:00 pm | Storytelling with Light: Inside the Disney Parks

ONE NIGHT ONLY! This event will not be recorded.

With Steve Spiegel

Neon was once used to illuminate amusement parks everywhere, and Disneyland was no exception. Drawing on vast archives, Steve Spiegel details both the history of neon and Disney through images. Called the "Imagineers," Disney's team of artists, writers, engineers, and technicians used neon and other forms of lighting to perfectly replicate movie houses from The Golden Age of Hollywood and transport audiences to hyper-realistic futuristic worlds.