

NEON Speaks 2025 Print-at-Home Schedule

Join us for the 2025 Neon Speaks International Festival & Symposium!
Register for and Online Symposium Passport at neonspeaks.org

For the Online Neon Symposium, your registration sends you a Zoom link that works for the whole day.
Hop on and hop off for each event.



**AMERICAN
SIGN MUSEUM**



Cover: Kathy Kikkert

Day 1, Online Neon Symposium Saturday September 6, All Times Pacific

Tune in on Zoom for a day of neon preservation, world records, pop culture, and book talks. **Register**

11:00 am-12:00 pm PDT | The *American Sign Museum* book team gives us a sneak preview of the new book about this spectacular sign museum in Cincinnati: Tod Swormstedt, Kathy Kikkert, Erin Holland, Sam Roberts, and Natalie Grilli.



Neon Pub Quiz

12:00-1:00 pm PDT | **Neon Pub Quiz**. Join us on your lunch break and test your neon knowledge with neon quiz experts. Find out what the buzz is all about. With Paul Greenstein, Kathy Kikkert, Eric Lynxwiler, Todd Matuszewicz, Debra Jane Seltzer, and Stephen Spiegel.



Photo: Nick Malyon

1:15-2:15 pm PDT | **Neon and the Guinness World Records** book with Dydia DeLyser and a panel of neon world-record holders for 2025: Corrie Siegel (Museum of Neon Art, oldest neon museum) Nick Malyon (largest spherical neon sculpture) Wayne Stratman (largest plasma sculpture). This is the first year that neon has been included in the Guinness World Records book!



Cover: Dean Blazek

4:00-4:45 pm PDT | *Dean Blazek: Follow the Signs*, a new book about the sign journey of Dean Blazek, the world's oldest neon glass bender. Dean is known for his neon school in Antigo, WI and will present with his son Michael Blazek, author and neon artist from Brisbane, Australia.



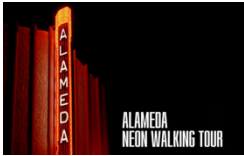
Photo: Will Durham

7:00-8:00 pm PDT | *Nevada Neon Museum* with Will Durham of Reno. Will shares his vision to create a new museum with his vast collection of Reno's best neon signs in a public space in downtown Reno. You could be a charter member, tune in!

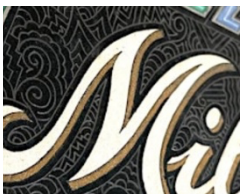
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Neon Works Tour



Alameda Walking Tour



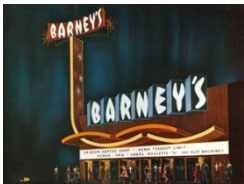
Letterform Archive Tour



Lost Neon Landscapes SF



Rolando Pujol, Retrologist



Heather David, CalMod Books



Let There Be Neon,
Jeff Friedman
and Dave Waller

Day 2, Sunday September 7, All Times Pacific

1:00 pm & 2:30 pm PDT | **Oakland Neon Works Shop Tour.** A rare opportunity to see a working neon shop in action with live fires and tube-bending demo with Adam Taylor. Don't miss Jim Rizzo's fine collection of restored vintage signs and sign boneyard. Al and Randall will be in the neon boneyard to give histories of this collection of rescued Bay Area neon. Back by popular demand, photography encouraged. **4 TICKETS AVAILABLE**

7:00 pm PDT | **Alameda Neon Walking Tour.** Take a twilight walking tour and see the beautiful neon signs in the historic city of Alameda, CA with local historian Devi L. Dahl. Space is limited to 12 people. Register early! This tour is a favorite annual event of Neon Speaks. This 1-hour tour starts at 7:00 pm on Sunday, September 7, 2025. **SOLD OUT**

Day 3, Saturday September 13, All Times Pacific

11:00 am & 1:00 pm PDT | **Letterform Archive Tour for Neon Speaks.** This is a special guided tour for the Neon Speaks festival at the Letterform Archive with associate curator, Stephen Coles. You'll get hands-on access to original works and books on signs and lettering from this one-of-a-kind collection. New this year is an unveiling of a major archive of beautiful painted sign artwork by Wonderlite, a creative San Francisco neon sign company active in the 1920s-60s. Tours limited to 15 people, photography encouraged. [Register](#)

2:00 pm PDT | **VIP Reception and SF Lost Neon Landscapes: A Special Screening at the Roxie Theater, SF.** Hosted by Al and Randall, this is a program of San Francisco-centric neon shorts and "hot of the scanner" found footage of the city's lost neon landscape, all compiled and edited by Megan Prelinger. VIP reception and preservation panelists Katie Conry, Heather David, Paul Greenstein and Katherine J. Rinehart at 518 Valencia. After the VIP reception, take the back-alley entrance to the "Big" Roxie Theater. [Register](#)

Day 4, Sunday September 14, All Times Pacific

2:30 pm PDT | **Neon Symposium and Curiosity Lounge** at the beautiful and historic Verdi Club ballroom, SF. This is the **main festival event**, featuring symposium presentations, neon art, artifacts, and an entertaining neon quiz by champions of neon signs far and wide. Doors open at 2:30 pm for the Neon Curiosity Lounge exhibits by artists. Come early for light fare and beverages. Presentations start at 3 pm. [Register](#)

Symposium Speakers

- Stephen Coles, Letterform Archive, San Francisco
- Heather David, CalMod Books, San Jose
- Rolando Pujol, Retrologist, New York City
- Jeff Friedman, Let There Be Neon, New York City
- Dave Waller, Let There Be Neon/Neon Williams, New York City/Boston

Neon Quiz Contributors

- Paul Greenstein, Los Angeles
- Eric Lynxwiler, Los Angeles
- Kathy Kikkert, Los Angeles
- Todd Matuszewicz, Denver
- Corky Scholl, Denver
- Debra Jane Seltzer, Ventura
- Steve Spiegel, Los Angeles

Neon Curiosity Lounge Artists

- Paul Greenstein
- Karen Heisler
- Jordan Kirschen
- Ames Palms
- Shawna Peterson
- Bruce Suba
- Adam Taylor



Neon Speaks 2019 at the Great American Music Hall in San Francisco. Photo by Paula Wirth.

STAFF BOX

Neon Speaks Festival Hosts and Producers

Al Barna and Randall Ann Homan of San Francisco Neon.

In proud partnership with Lex Sloan of the Roxie Theater, Jason Mulvaney of the Verdi Club, and our fiscal sponsor the Tenderloin Museum. Thanks to the entire staff of the Tenderloin Museum, particularly Katie Conry and Alex Spoto.

Production Team

A round of applause for our ace production team:

SHOW RUNNER: Allen Sawyer

VIDEO ARCHIVING: Evatt Carrodus

COPY WRITING: Yareli Arreola

VOLUNTEERS: Mark Carrodus, Stephanie Finch, Chris Harris, John J. Priola, Katherine J. Rinehart, Maureen Russell, Jim Van Buskirk, Zackry Wiegand

Advisors

A million thanks to this year's wise advisors: Stephen Coles, Dydia DeLyser, Paul Greenstein, Kathy Kikkert, Allen Sawyer, Steve Spiegel, Jim Van Buskirk, and Kate Widdows.

NEON T-SHIRTS! If you need t-shirts go to neonspeaks.org/shop

