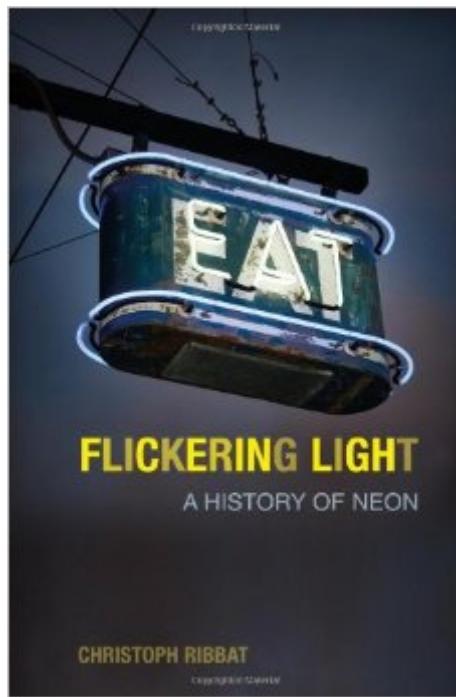


The book was found

Flickering Light: A History Of Neon



Synopsis

Without neon, Las Vegas might still be a sleepy desert town in Nevada and Times Square merely another busy intersection in New York City. Transformed by the installation of these brightly colored signs, these destinations are now world-famous, representing the vibrant heart of popular culture. But for some, neon lighting represents the worst of commercialism. Energized by the conflicting love and hatred people have for neon, *Flickering Light* explores its technological and intellectual history, from the discovery of the noble gas in late nineteenth-century London to its fading popularity today.Â Christoph Ribbat follows writers, artists, and musiciansâ "from cultural critic Theodor Adorno, British rock band the Verve, and artist Tracey Emin to Vladimir Nabokov, Langston Hughes, and American country singersâ "through the neon cities in Europe, America, and Asia, demonstrating how they turned these blinking lights and letters into metaphors of the modern era. He examines how gifted craftsmen carefully sculpted neon advertisements, introducing elegance to modern metropolises during neonâ ™s heyday between the wars followed by its subsequent popularity in Las Vegas during the 1950s and '60s. Ribbat ends with a melancholy discussion of neonâ ™s decline, describing how these glowing signs and installations came to be seen as dated and characteristic of run-down neighborhoods.Â From elaborate neon lighting displays to neglected diner signs with unlit letters, *Flickering Light* tells the engrossing story of how a glowing tube of gas took over the worldâ "and faded almost as quickly as itÂ arrived.

Book Information

Hardcover: 224 pages

Publisher: Reaktion Books; Tra edition (July 15, 2013)

Language: English

ISBN-10: 1780230915

ISBN-13: 978-1780230917

Product Dimensions: 5.5 x 1 x 8.5 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #448,781 in Books (See Top 100 in Books) #81 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising #143 inÂ Books > Science & Math > Physics > Optics #1163 inÂ Books > Arts & Photography > Decorative Arts & Design > Decorative Arts

Customer Reviews

It is hard to imagine our cities without neon lights; everyone is familiar with the neon glow in the hand-blown glass tubes. They are still around, but they are of another age. In movies, shots of neon signs of nightclubs date the film to the 1930s. Neon was ultramodern, and then became passé, and has now had a boom in nostalgia and avant-garde light art. *Flickering Light: A History of Neon* (Reaktion Books) by Christoph Ribbat, a professor of American Studies in Germany, explores the use of neon in art and advertising and its surprisingly widespread cultural legacy. Neon is showy, but Ribbat's book (translated from the German by Anthony Mathews) is a sensible and, well, enlightening view of neon's many facets. The noble gas neon was discovered in 1898, and Parisian chemist Georges Claude found ways to make glowing tubes of it a going commercial concern worldwide. "Cinzano" was spelled out over a Paris roof in 1913; the next year there were 160 neon signs over Paris, and by 1927, over 6,000. In the US, neon started in Los Angeles in 1923 when a car dealer purchased neon signs spelling out "Packard" in Paris for his store back home. It wasn't long before the roofs of service stations and other businesses were sporting neon. Neon crosses were erected over churches. Small businesses in small towns could afford the new signs, and in big cities, there were huge, animated versions. Then the glow faded. Ribbat draws on an astonishingly broad range of neon in popular and artistic culture. He reminds us that in *It's a Wonderful Life* (1946), when George Bailey gets his vision of Bedford Falls as it would have been if he had never been, it is far from the little town heavily scented with sweet Americana.

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

Flickering Light: A History of Neon Wildwood's Neon Nights & Motel Memories VINTAGE NEON: Los Angeles 1979 Der Mond: The Art of Neon Genesis Evangelion Day Light, Night Light: Where Light Comes From (Let's-Read-and-Find-Out Science 2) Available Light: Photographic Techniques for Using Existing Light Sources What Are Light Waves? (Light & Sound Waves Close-Up) Cooking Light Annual Recipes 2016: Every Recipe! A Year's Worth of Cooking Light Magazine Thomas Kinkade's Cape Light: Because It's Christmas (A Cape Light Novel) A Light in the Darkness (Light Series, #1) Cape Light (Cape Light Series, Book 1) The BetterPhoto Guide to Photographing Light: Learn to Capture Stunning Light in any Situation (BetterPhoto Series) Chasing the Light: Improving Your Photography with Available Light (Voices That Matter) Spatial Light Modulators and Applications: Spatial Light Modulators for Applications in Coherent Communication, Adaptive Optics and Maskless Lithography Alexander: The Great Leader and Hero of Macedonia and Ancient Greece (European History, Ancient History, Ancient Rome, Ancient Greece, Egyptian History, Roman Empire, Roman History) History: History of Money: Financial History: From Barter to "Bitcoin" - An Overview of Our: Economic History, Monetary System, & Currency Crisis (Digital ...

Federal Reserve, Currency Crisis Book 1) A Heritage of Light: Lamps and Lighting in the Early Canadian Home (RICH: Reprints in Canadian History) Seizing the Light: A Social History of Photography Seizing the Light: A History of Photography The Keepers of Light: A History and Working Guide to Early Photographic Processes

[Dmca](#)