Neon Sign Survey

Description of sign(s)

1. Name: Paris

2. Owner: Caesars Entertainment

3. Address: 3655 S Las Vegas Blvd, Las Vegas, NV 89109

3b. Additional Site Details (information on site, site history, owner comments):

* Unable to find property information on Assessor's website

4. Condition (1-5 scale, with 5 being excellent, written description):

* 5 - great condition, neon is kept up and shines brightly. Paint looks fresh, clean and brightly colored in the day time. TV screens fully functional and looks brand new.

5. Form (pylon, blade, porte cochere, etc):

* Animated Sculptural Road Side Monument Sign

6. Specific Description:

* Sculptural Balloon shaped sign meant to be a replica of the Eighteenth-century Montgolfier balloon, designed with detailing to match including Louis XVI’s royal monogram painted on as well. The basket is cleverly designed with TV screens for Ads for tourists to see while driving and walking by the sign. The stripes on the balloon are lined with skeleton neon tubing that shine blue at night, more specific detailing outlines the yellow cross lines in the center of the balloon, a thing yellow ring towards the bottom, and red and yellow detailing towards the top of the balloon. A floral like design in yellow neon graces the top of the balloon that could be seen from above. The word “Paris” is on both sides of the balloon facing both sides of traffic, illuminated fully so easy to read. Sign sits on the side of the road just next to the sidewalk.

7. Type of Display (neon, incandescent, etc):

* Neon
* LED tvs
* incandescent bulbs

8. Media (steel, plastic, fiberglass, etc):

* Most likely steel
* plaster/fiberglass to make the “basket” frames for the TVs

9. Non-neon treatments:

* LED TVs

10. Animation:

* TV Screens

11. Environment (surrounding properties, neighborhood):

* Casino Resorts
* shops

Artistic Context

1. Manufacturer:

* Balloon: (possibly) Bergman Walls & Associates - **https://tinyurl.com/ybve9mcc**
* Eiffel Tower: Bergman Walls & Associates - **https://tinyurl.com/ybve9mcc**

2. Designer: Architect of Record:

* Joel Bergman (possibly the whole casino and the balloon roadside sign) - “The Strip: Las Vegas and the Architecture of the American Dream”

3. Date of Installation:

* 1999 - video footage of grand opening with Balloon roadside sign https://www.youtube.com/watch?v=Shxls2SJzwk

4. Date(s) of any major redesign/move:

* Unknown if any

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context):

* Created by Arthur Goldberg, head of Hiltons gaming division. - “The Strip: Las Vegas and the Architecture of the American Dream”
* “Paris Las Vegas was the “must-see” on the cheap” “Paris Las Vegas was a lesson in theming at low cost.” “Are they going to realize the back of a column is finished? I don't think so. It's the overall effect.” -“The Strip: Las Vegas and the Architecture of the American Dream”
* “Theme of Paris was chosen because it was sure to strike a chord with the typical American. The average person will not get to Paris in their lifetime, so we’re giving them a part of Paris.’ interior designer charles silverman said.”
* “Paris Las Vegas was narrowed down to the early-twentieth-century time bracket, a period that people associate with romance.” “The Strip: Las Vegas and the Architecture of the American Dream”
* “Eighteenth-century Montgolfier balloon, with Louis XVI’s royal monogram, was an anachronism designers could not resist. It was used as a roadside sign. It was just like the original, had the balloon not been stripped in neon and the basket made of video screens within gold picture frames.” “The Strip: Las Vegas and the Architecture of the American Dream”
* “Designers had to strike the difficult balance of re-creating the Eiffel tower and other monuments with less expensive materials, while still creating an “authentic” depiction. While the 1009 Eiffel tower was made of wrought iron pieces fastened with millions of rivets, architect Joel Bergman built the Vegas version from less laborious welded steel, adding fake rivets for show. Bergman intended the tower to be full scale, but the Federal Aviation authorities halved the size, to prevent airplanes on their descent into the nearby airstrip from crashing into the iron lady. “ “.....Three of the Eiffel’s legs pierced through the casino, landing in between the gambling tables. This meant that the tower was visible all the time, to guests both outside and inside the casino.”

6. Artistic Significance (themes and representation, era: time and design, trends, context):

* “Eighteenth-century Montgolfier balloon, with Louis XVI’s royal monogram, was an anachronism designers could not resist. It was used as a roadside sign. It was just like the original, had the balloon not been stripped in neon and the basket made of video screens within gold picture frames.” “The Strip: Las Vegas and the Architecture of the American Dream”
* “Paris Las Vegas was narrowed down to the early-twentieth-century time bracket, a period that people associate with romance.” “The Strip: Las Vegas and the Architecture of the American Dream”

Surveyor Notes

1. Research locations (archives, library, recorder’s office, etc)

* <https://www.youtube.com/watch?v=imUiMc6zfSw> - good aerial shot of Paris

2. Research notes

* Wikipedia : <https://en.wikipedia.org/wiki/Joel_Bergman#Bergman_Walls_.26_Associates_.281994.E2.80.93present.29>
* Youtube: <https://www.youtube.com/watch?v=Shxls2SJzwk>
* “The Strip: Las Vegas and the Architecture of the American Dream” by Stefan Al

3. Any other relevant surveyor remarks

* N/A

Danny Jacobs 9/4/2017

**Surveyor Date**

**\*Please attach a map from the assessor’s site when possible.**