Neon Sign Survey

Description of sign(s)

1. Name: Flamingo Las Vega

2. Owner: Caesars Entertainment Corporation

3. Address: 3555 S Las Vegas Blvd, Las Vegas, NV 89109

3b. Additional Site Details (information on site, site history, owner comments): In 1945, Billy Wilkerson purchased land on what would become a bustling area of the Las Vegas Strip. Initially, Wilkerson wanted the designer to build hotel/ casino that differed from the typical establishments located on Fremont Street. Unfortunately. Wilkerson suffered financial woes from the beginning of the project and he ended up selling a significant portion—unknowingly—to mobster Bugsy Siegel. Though the Flamingo officially opened under Siegel, the hotel was marred by financial stressors and closed/re-opened several times. In 1947, the hotel came under new management and underwent renovations and remodeling to boost attendance. The rooms became more lavish and the hotel attracted many entertainers and other VIP guests throughout the years. The property’s distinct Art Deco and Miami Beach décor theme separates it from other hotels on the Strip.

4. Condition (1-5 scale, with 5 being excellent, written description): About a 5, appears to have relatively low damage

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

6. Specific Description: There is a large, neon sign that greets guests at the entrance of the hotel. It features pink and orange neon; a large oval shape is in the center with pink in the center and orange on the sides, and three flamingo-like feathers fanning out on either side of the oval, in alternating pink/ orange stripes. The word “Flamingo” is featured atop the structure in glittery lettering, there is also gold lighting outlining the neon structure. There is also a sign at the top of the building that says, “Flamingo.” There is also some other type of decoration on the exterior of the hotel, not neon, but possibly metal cutouts of water waves and/or flamingos.

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

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

9. Non-neon treatments:

10. Animation: None

11.  Environment (surrounding properties, neighborhood): Located on the Strip, near the middle, directly across from Caesars Palace and adjacent to The Linq and Harrah’s

Artistic Context

1. Manufacturer:

2. Designer: George Vernon Russell [architect of the Flamingo, not the designer of the signage]

4. Architect of Record: Richard Stadelman (possible)

5. Date of Installation: Construction began in 1945, the hotel/ casino opened in December 1946

6. Date(s) of any major redesign/move: Renovated in 1953, new entrance built and neon signage added

7. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): The hotel is designed with a theme of Art Deco meets Miami Beach, particularly the streamlined modern style of architecture typical to South Beach. It also features an interior courtyard that houses flamingos, ducks, and other small birds.

8. Artistic Significance (themes and representation, era: time and design, trends, context): See above

Surveyor Notes

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

Neon Museum Tour Outline, History Channel Website <http://www.history.com/this-day-in-history/bugsy-siegel-opens-flamingo-hotel>, Caesars Entertainment Website <https://www.caesars.com/flamingo-las-vegas>

2. Research notes: The history of this hotel is particularly interesting, such as its ties to the mob/ mafia throughout its history. It truly is reminiscent of a different era.

3. Any other relevant surveyor remarks: It is quite interesting to see parts of the signage in the boneyard collection, especially considering they are from different eras.

CC 8/11/17

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**Surveyor Date**

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