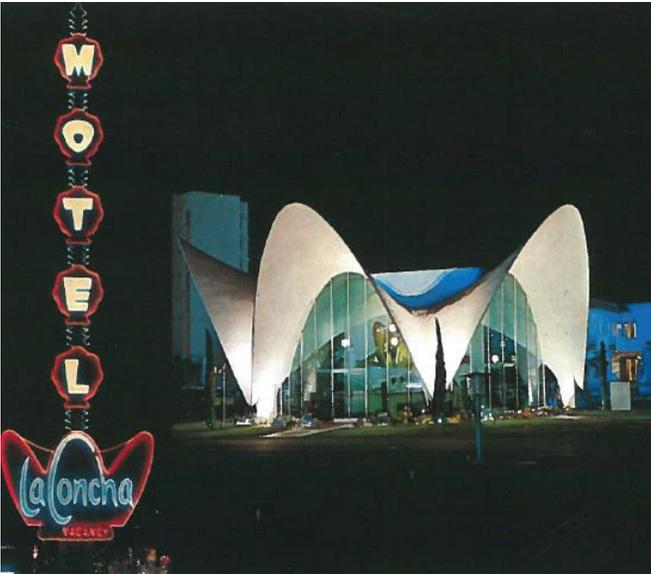


Classroom Activity:

MID-MOD ROAD TRIP BROCHURE

Target: Elementary / Middle School

ENGLISH LANGUAGE ARTS



From *Spectacular: A History of Las Vegas Neon*



Restored neon sign inside the Neon Boneyard

ELA CCSS anchor standards*:

Writing

W.2, 4, 5, 7, 8

Reading Informational Texts

RI.2, 7

Speaking & Listening

SL.2, 4, 5

***Review your grade-level standards to apply specific activities and scaffolding for this activity.**



Background:

The refurbished La Concha Motel lobby, through a process of adaptive reuse, now serves as the Visitors' Center for the Neon Museum. The original motel was designed by the notable African-American architect, Paul Revere Williams, and built in 1961. The building is an example of Mid-Century modern architecture; it also can be considered an example of the subgenre known as "Googie" style. During this era of space exploration, Americans were attracted by new shapes in design that resembled something from the future.

The La Concha motel's pylon sign was designed by Young Electric Sign Company (YESCO) and installed in 1961. The La Concha sign now sits in two separate pieces in the Neon Boneyard, with the lower part (the shell) fully restored in neon. This large pylon sign, along with the distinctive shell-shaped motel lobby, helped entice travelers rolling along the highway to stay at the motel.

Activity:

Working in groups, students research the La Concha lobby using the Neon Museum website www.neonmuseum.org, reading the information from the "Paul Revere Williams" and "Googie Architecture/Mid-Century Modern Design" tabs on the main page. **Suggested resource for the teacher: Paul Revere Williams Project** www.paulreverewilliamsproject.org.

Divide students into 6 groups to research and present information for a brochure on Mid-Century Modern architecture. Suggested topics could include popular architects, characteristics of buildings, Paul Revere Williams, Mid-Century Modern or Googie architecture in Las Vegas or other parts of the country, businesses that used this type of architecture.

