

1. Record Nr.	UNINA9910825460803321
Autore	Braudy Leo
Titolo	The Hollywood Sign : fantasy and reality of an American icon / / Leo Braudy
Pubbl/distr/stampa	New Haven, Connecticut : , : Yale University Press, , [2011] ©2011
ISBN	1-283-05783-2 9786613057839 0-300-15878-5
Descrizione fisica	1 online resource (224 p.)
Collana	Icons of America
Disciplina	384/.80979494
Soggetti	Motion picture industry - California - Los Angeles - History Motion pictures - United States - History Hollywood Sign (Los Angeles, Calif.) - History Hollywood (Los Angeles, Calif.) History Los Angeles (Calif.) History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages [193]-200) and index.
Nota di contenuto	Front matter -- Contents -- Prologue -- One. Hollywood Before "Hollywood" -- Two. Hollywood Becomes "Hollywood" -- Three. Hooray for Hollywood -- Four. Shadows on the Sign -- Five. From Eyesore to Icon -- Notes -- Bibliography -- Acknowledgments -- Index
Sommario/riassunto	Hollywood's famous sign, constructed of massive white block letters set into a steep hillside, is an emblem of the movie capital it looms over and an international symbol of glamour and star power. To so many who see its image, the sign represents the earthly home of that otherwise ethereal world of fame, stardom, and celebrity--the goal of American and worldwide aspiration to be in the limelight, to be, like the Hollywood sign itself, instantly recognizable. How an advertisement erected in 1923, touting the real estate development Hollywoodland, took on a life of its own is a story worthy of the entertainment world that is its focus. Leo Braudy traces the remarkable history of this distinctly American landmark, which has been saved over the years by a disparate group of fans and supporters, among them Alice Cooper and

Hugh Hefner, who spearheaded its reconstruction in the 1970's. He also uses the sign's history to offer an intriguing look at the rise of the movie business from its earliest, silent days through the development of the studio system that helped define modern Hollywood. Mixing social history, urban studies, literature, and film, along with forays into such topics as the lure of Hollywood for utopian communities and the development of domestic architecture in Los Angeles, *The Hollywood Sign* is a fascinating account of how a temporary structure has become a permanent icon of American culture.

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