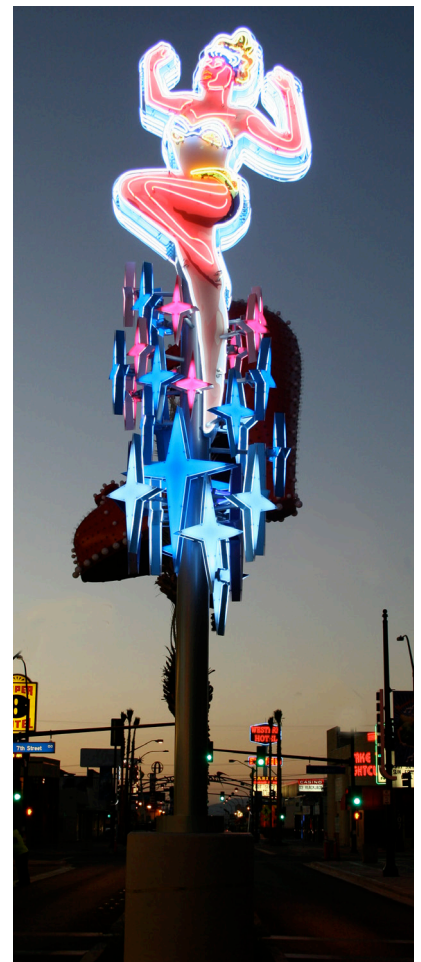


Company: Selbert Perkins Design

Project: East Fremont District, Las Vegas, NV, USA



SPD collaborated with the City of Las Vegas to revitalize the East Fremont Street District into a lively music and entertainment district. Inspired by 1950s Las Vegas and the “Googie” style, SPD created a dynamic gateway to welcome visitors to the new, rejuvenated Fremont East district. Neon sculptures, including a 30- ft. tall martini glass, show dancer, and ruby slipper, line the East Fremont Street median and add a whimsical, entertaining feature for visitors. Interpretive pavement medallions chronicle Las Vegas history; a banner system, street signs and additional amenities complete the transformation of East Fremont Street into a thriving entertainment destination.



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