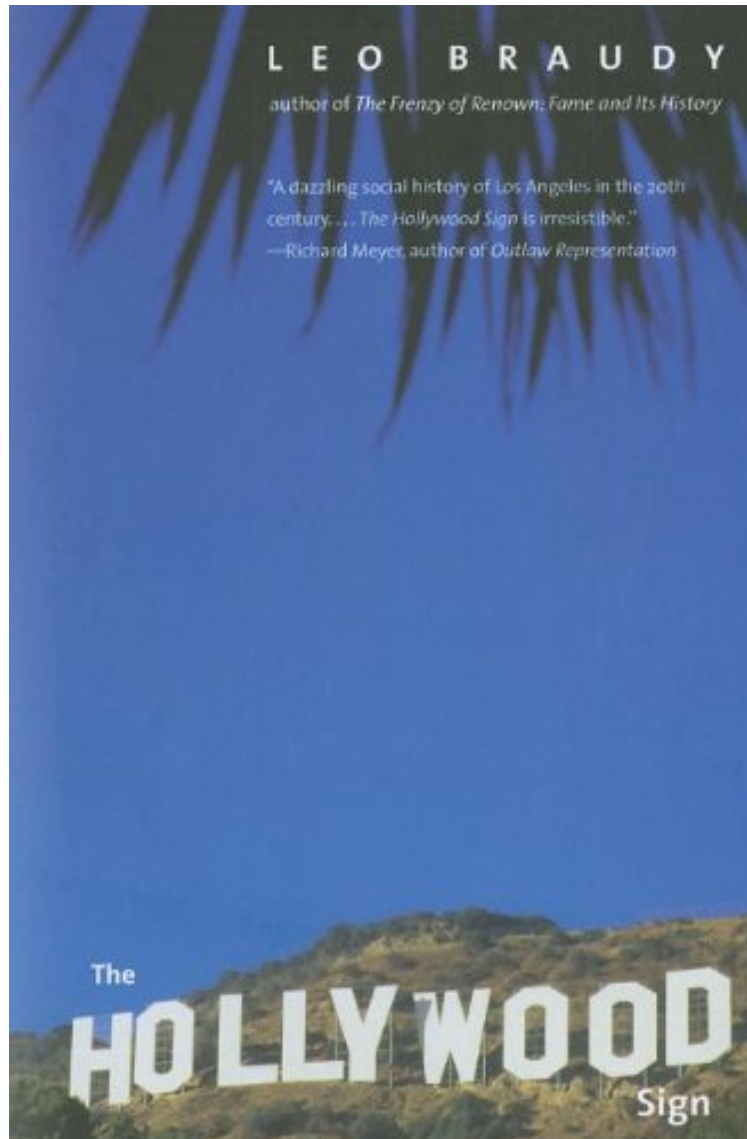


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The Hollywood Sign: Fantasy and Reality of an American Icon (Icons of America)

Leo Braudy

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Leo Braudy : The Hollywood Sign: Fantasy and Reality of an American Icon (Icons of America) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Hollywood Sign: Fantasy and Reality of an American Icon (Icons of America):

3 of 3 people found the following review helpful. Hooray for HollywoodBy Hugh WestonThe Hollywood Sign was put up in 1923 as a gigantic billboard for a real estate development. But over the years it has become the symbol of the

movie industry itself. Braudy's book starts long before the Sign appeared with the foundations of Hollywood as a place, a temperance paradise for rich midwesterners in the sand and sagebrush. He interweaves the history of the Sign with the history of Hollywood as a real town, the growth of the movie business (to a great extent not in Hollywood or even nearby), and the rise of Hollywood as a world-wide fantasy factory. It's a briskly told, rich story, filled with interesting details and ideas, and a must for anyone who has ever felt a little shiver seeing the Sign, either in a photo or in person. 0 of 0 people found the following review helpful. Five Stars By MS Very essential for anyone who thinks they know Hollywood. 0 of 0 people found the following review helpful. Great story about iconic Hollywood sign By Vincent G Very pleased with purchase as a gift for Christmas. My wife wanted more information about the iconic sign and this book provided that information to go along with a Hollywoodland poster I purchased as well.

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 1970s. 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.