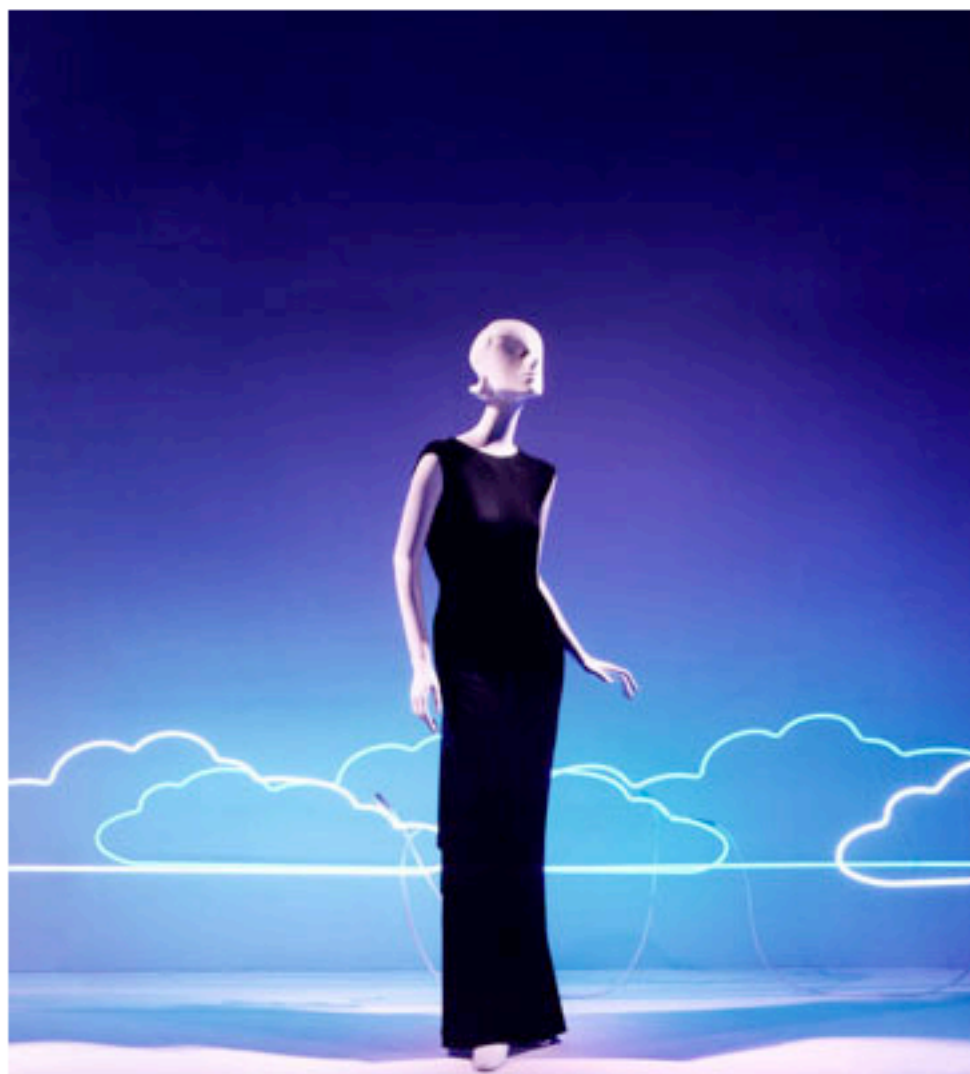


## Star Light, Star Bright, It's Lite Brite Neon

Neon Lights Are Not Just for Signs. Its Also Used in Store Windows

By: [Mari Davis](#)

Photo courtesy of Lite Brite Neon



DALLAS, May 20, 2004/ FW/ --- With the advances in technology with laser lights and fiber optics, neon lights seem like a drawback. After all, it's old; French astronomer Jean Picard first conceived it in 1765.

But, not if you ask Matt Dilling of Lite Brite Neon who had provided his custom-made neon lights to Bergdorf Goodman (see above photo), DKNY, Burberry, Calvin Klein, MAC cosmetics, Stella McCartney, Express, Old Navy and The Gap store windows to name a few.

"Part of what I think is so exciting about neon is that people tend to hate it because they think it's this awful thing that can't be done well," Dilling told Time Out New York.

With a client list that includes artists such as Kori Newkirk in Los Angeles and the Fabric Workshop in Philadelphia, the art band FischerSpoooner, the Assume Vivid Astro Focus collaborative at Deitch Projects, and restoration projects for the National Heritage Museum in Boston, Dilling's custom, high-quality work speaks for itself on the romance and artistry of neon lights.

Though there is a debate whether neon lights is an art form among artists in the glass blowing genre, it is an accepted fact that all neon signs are done by hand. The process is labor intensive.