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# Nylex Neon Sign



B7130 Nylex Neon Sign

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## Location

2 Gough Street,, CREMORNE VIC 3121 - Property No B7130

## Municipality

YARRA CITY

## Level of significance

State

## Victorian Heritage Register (VHR) Number

H2049

## Heritage Listing

National Trust

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## Statement of Significance

Last updated on - July 17, 2007

The Nylex sign, built in 1961 by the Neon Electric Sign Co. is of State social and historic importance. The large sign, advertising NYLEX product 'every time', with its digital clock and temperature gauge, is one of the most prominent and well known older-style skysigns in Melbourne. It has entered the popular imagination as an integral part of our city-scape, and has even been referred to in a song by popular Melbourne singer and songwriter Paul Kelly.

It is also one of the few animated older-style neon signs to survive in Melbourne. Of these signs, there is a remarkable concentration in the Richmond area, flagging its industrial history. They include the Skipping Girl, Pelaco, Slade and, as well as the Nylex sign, and the Victoria Bitter sign on the adjacent smaller silo.

These signs have strong associations with the industrial base of the former City of Richmond, important in the economy of Melbourne, but which also contributed to the well being of the national economy. Nylex, the largest plastics manufacturer in Australia and the first established (1927), grew from premises in close proximity of the sign.

Classified: 12/11/2001

Hermes Number 67073

Property Number

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*This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.*

*For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>*