



## **NEON PEACOCK TAKES FLIGHT IN THE LOOP** *Landmark Sign To Be Raised on Saturday, August 2*

**ST. LOUIS -- August 2, 2014 --** A brightly colored, neon peacock-shaped sign will be strutting its stuff in The Loop starting Saturday, August 2. The sign identifies the soon-to-open Peacock Loop Diner at 6261 Delmar Boulevard in The Loop. The Peacock Loop Diner, located on the first floor of the new Lofts of Washington University student apartment project, is owned and operated by well-known Loop civic leader and developer Joe Edwards.

The double-sided, 11 feet wide by 7 feet high sign depicts a brilliant blue peacock head rising above extravagant, fan-shaped tail feathers. The words "Peacock Loop Diner" appear across the bird's chest. Three rows of plumage are vividly colored in emerald green, lemon yellow and neon blue. Each feather pops with a raspberry colored "eye" spot.

The feathers light in sequence from the center to the outside and back again to provide an animated neon show 24/7 -- the same hours of the diner operation. More than 680 feet of glass neon tubing were used to create the sign. The 1,800-pound structure is built of aluminum with steel main supports and rises 16 feet above the sidewalk.

Joe Edwards says his goal was to create a sign that is unique and that could become a landmark for The Loop and the region. Once Edwards decided on "Peacock" as the name for the new diner, he imagined an exciting sign to match the look of the flamboyant bird. "My concept was to represent a peacock in neon in a lively, fun way

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## **PEACOCK SIGN TAKES FLIGHT IN THE LOOP** **Page 2; Final Page**

that would appeal to people from all over the country and the world. The Loop is such a melting pot of ages, ethnicities and ideas and we're proud of that neighborhood dynamic. A peacock symbol seemed to be a perfect match for the area," says Edwards.

Edwards shared his concept for the sign with his daughter Hope Edwards, a professional graphic designer. She turned his vision into a fully detailed design and piece of artwork with input from Kiku Obata & Company. The art was transformed into a physical sign by Piros Signs, a third generation company based in Barnhart, Missouri.

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The Peacock Loop Diner, set to open in September, will be the first 24-hour diner in The Loop. It will serve breakfast classics, diner staples, Asian favorites, salads, vegetarian and vegan dishes and desserts specializing in freshly made pie. A full service bar with craft beer, cocktails, a selection of wines and specialty spiked milkshakes also will be available.

“Together with the Moonrise Hotel, the Peacock Loop Diner makes The Loop a true 24-hour destination,” says Joe Edwards. “Visitors can enjoy all The Loop has to offer during the day and evening hours, relax in a superb hotel room and get a great meal any time of day.”

Piros Signs Inc. has been designing and building specialty electronic signs since 1957. Other notable signs the company has crafted or installed in the St. Louis area include the Flamingo Bowl sign along Washington Avenue in Downtown St. Louis, the Anheuser-Busch Flying Eagle on I-64/Highway 40, the Fox Theatre and Powell Symphony Hall signs in Grand Center, and many more.

- 0 -

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