

For Immediate Release

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**“Night Road: Photographs of Diners by John D. Woolf”
Opening November 6, 2010
at the
National Heritage Museum**

Drawn to diners and other twentieth-century roadside architecture, photographer John Woolf embarked on a project of capturing images of these buildings—especially those in the Northeast industrial corridor from New Jersey to Maine. Twenty of these compelling photographs can be seen in the exhibition “Night Road,” which opens on November 6, 2010 at the National Heritage Museum in Lexington, MA. It will be on view through May 31, 2011. Admission is free.

Most of these structures combine signage—both lettered and neon—designed to attract the attention of nocturnal travelers. As Woolf describes, “At night, with a mixture of the road’s various artificial light sources, interior lights shining through highly visible windows, and eye-catching, garish neon signs, these buildings and their surroundings suggest a film-noir movie set photographed in Technicolor.”

Using a digital camera and making multiple exposures for each light source and then combining them together in software, Woolf has tried to recreate the lurid color and dramatic lighting of these roadside structures. Digital photography enables this process, which would not be possible with a traditional film camera.

The popular architectural treasures highlighted in the photos date from an era when commercial buildings were more playful and symbolic than they are today. In the mid-1900s, builders constructed even common structures with a high level of craftsmanship and imagination. Some of these relics remain, and Woolf has captured them before they fade away.

The National Heritage Museum is dedicated to presenting exhibitions and programs on a wide variety of topics in American history and popular culture. The Museum is supported by the Scottish Rite Freemasons in the Northern Masonic Jurisdiction of the United States. The National Heritage Museum is located at 33 Marrett Road in Lexington, at the corner of Route 2A and Massachusetts Avenue. The Museum is currently operating on a winter hours schedule, and is open Wednesday through Saturday from 10 am–4:30 pm. Admission and parking are free. For further information, contact the Museum at (781) 861-6559 or visit the web site at www.nationalheritagemuseum.org.

