

**NEW EXHIBIT OF ICONIC CHARLOTTE SIGNS TO DEBUT
AT HISTORY MUSEUM'S ANNUAL PARTY**

Signs from JFG Coffee, The Penguin, Eastland Mall and more featured

CHARLOTTE, N.C., Sept. 8, 2021 – The Charlotte Museum of History will debut a new exhibit of Charlotte signs at its annual Charlotte Gem party on Oct. 14. “Charlotte: Signs of Home” tells the story of the Queen City through signage from businesses that helped define the city. It includes signs from JFG Coffee, The Penguin, South 21 Drive-In, Peelers Photo Studio, the Eastland Mall icon and more.

The Charlotte Gem party raises money to support the museum’s mission and celebrates the city’s history through performances, immersive activities and music. The party takes place across the museum’s eight-acre, historic campus and inside exhibit galleries.

The “Charlotte: Signs of Home” exhibit features signs from neighborhoods across the city, including Dilworth, Oakhurst, Plaza Midwood, West End, Uptown, and the museum’s own neighborhood, East Charlotte. Christopher S. Lawing, founder of “The Charlotte Signs Project,” curated the exhibit, which is also made possible through partnerships with CharlotteEAST, the Plaza Midwood Neighborhood Association, Johnson C. Smith University and other groups.

“This exhibit celebrates some of Charlotte’s most beloved businesses and gathering spots. Their signs were local landmarks, helping create a sense of place. Now they are powerful sources of memory, connecting people to institutions that are lost to time,” said Adria Focht, president & CEO of The Charlotte Museum of History. “‘Charlotte: Signs of Home’ encourages people to support the spaces they love today.”

Tickets to Charlotte Gem are limited, and the party will be spread across the museum’s campus to encourage social distancing.



Tickets include:

- whiskey tastings with Great Wagon Road Distillery,
- performances by Charlotte-favorite Nouveau Sud Circus Project,
- axe-throwing with The Flying Hatchet,
- live music,
- drinks and heavy hors d-oeuvres,
- opening of the “Charlotte: Signs of Home” exhibit, and
- access to two new museum exhibits that opened this summer – the “Siloam School” and “The Language of Clay: Catawba Indian Pottery & Oral Tradition.”

How to Go

Charlotte Gem is Thursday, Oct. 14, from 5:30-8 p.m. at The Charlotte Museum of History, 3500 Shamrock Drive.

Individual tickets are \$200 or \$150 for museum members.

Dress is business or business casual attire.

“Charlotte: Signs of Home” will open to the general public during regular museum hours on Saturday, Oct. 16.

Sponsorship opportunities for Charlotte Gem are still available. Contact the museum at info@charlottemuseum.org for details or visit charlottemuseum.org/charlottegem.

About The Charlotte Museum of History

The Charlotte Museum of History exists to save and share the Charlotte region’s history, helping create a better understanding of the past and inspiring dialogue about the future. The museum is the steward of the 1774 Hezekiah Alexander Rock House and homesite, which is listed on the National Register of Historic Places and is the oldest home in Mecklenburg County. Visit charlottemuseum.org and follow the museum on [Facebook](#), [Instagram](#) and [Twitter](#). The museum is an independent 501(c)(3) nonprofit organization.

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