

## The Untold Story of a Lost World and What it Reveals About Today's World

"... well-constructed and entertaining — it will make you nostalgic, even if you've never been to Miami Beach. — *Jewish Independent*

"... a film about the Jewish retirees who flocked to Miami Beach from the 1920s through the 1980s... yet there is almost no memory that it even happened." — *New York Times*

"... (it) brings together archival scraps of an American theatrical tradition that spanned several decades then disappeared with barely a trace." — *Miami Herald*

"A bold attempt to detail the rise and fall of a Yiddish-speaking Jewish culture, beginning with the post-World War II era and ending with its demise in the heady "Miami Vice" days and beyond... (T)he film, drawing on vast amounts of archival footage, takes viewers on a journey that zigzags from the Yiddish vaudeville stage to the shtetl, the Everglades and back again." — *Jewish Forward*



Lifting the pastel facade, audiences discover for the first time the lost epoch of South Florida and American history through the captivating characters that made South Beach such a cultural mecca — Yiddish actors, singers, radio personalities, political activists and cultural literati. Stirring archival footage and recent interviews with leading participants unearth this sixty year legacy that vanished in a fog of disco lights and the undertow of redevelopment during the Miami Vice era of the 1980s.



# WHERE NEON GOES TO DIE

The story of South Beach's not-too-distant past, when America's ethnic communities were the pride of the world. . . . and why it's important to remember.



A David Weintraub / Center for Yiddish Culture Film

[www.whereneongoes.com](http://www.whereneongoes.com)