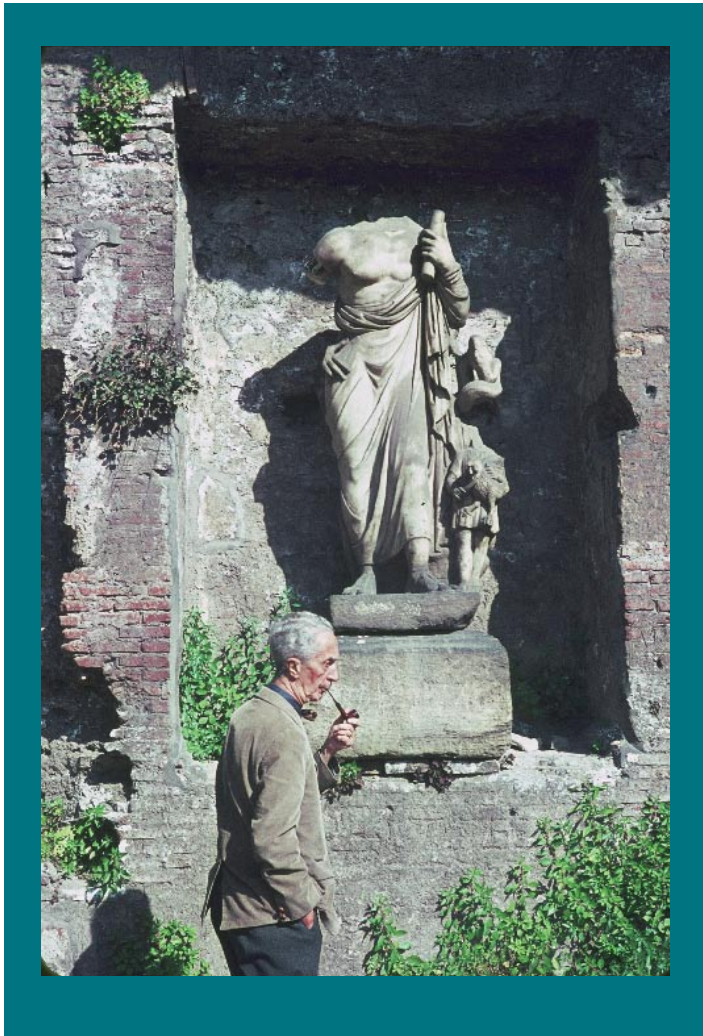
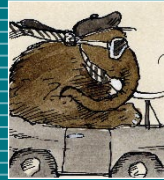
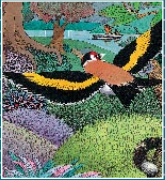


# annual report

2004-2005



NORMAN ROCKWELL MUSEUM



# president's letter

On behalf of the Board of Trustees of the Norman Rockwell Museum, I am pleased to introduce our Annual Report for the 2004-2005 program year. This has been a marvelous time of transition and re-building following several somewhat fallow years for cultural organizations such as ours.

Our renewal in the last year has been fueled by inspiring exhibits and programs that have brought tens of thousands of visitors to the Museum; by significant foundation, corporate and grant support for our priority projects including ProjectNORMAN and our Four Freedoms Curriculum; and by generous support from our Trustees, our National Council, our Illustrators Advisory, and our valued members and friends.

Thanks to each and every one of you for your commitment to furthering the legacy of America's favorite artist and, as well, to focusing the spotlight on the Rockwell inspired illustration arts, as exemplified this year by two

outstanding exhibits . . . *Building Books: The Art of David Macaulay* and *The Art of The New Yorker: Eighty Years in the Vanguard*. I hope you had the opportunity to enjoy both.

As always, we salute our incredibly talented and dedicated staff, led by Director and CEO Laurie Norton Moffatt, who continue to amaze all of us as they work their magic to keep the Museum ever changing and ever interesting.

Please visit the Museum often in the coming year . . . and please don't hesitate to share with all of your friends your enthusiasm for the Norman Rockwell Museum.

Sincerely,



*Lee Williams*  
President

# director's report

During this vibrant year, the Norman Rockwell Museum served its worldwide audience in new and exciting ways with programming and exhibitions from Stockbridge, Massachusetts, to Florence, Italy.

Following the capstone year of *Hometown Hero, Citizen of the World: Rockwell in Stockbridge*, the third in the trilogy of exhibitions that examined the artist through his surroundings and contemporaries, the Museum opened the first major retrospective of the work of David Macaulay. Peter and Helen Bing generously sponsored *Building Books: The Art of David Macaulay*, an outstanding tribute to the talented author-illustrator-architect.

Timed to be on view during the winter and spring school vacations, the charming works of 11 internationally famed picture book artists from Creative Editions were represented in the exhibition *Once Upon a Time: The Picture Book Art of Creative Editions*. The exhibition complemented our *19th Annual Berkshire County High School Art Show*, which served

more than 300 high-school-students throughout Berkshire County.

The landmark exhibition *The Art of The New Yorker: Eighty Years in the Vanguard*, was organized by the Museum and co-curated by *New Yorker* Art Editor Francoise Mouly and the Norman Rockwell Museum's Curator of Illustration Art, Stephanie Plunkett. More than 150 illustrations, including works by Peter Arno, Arthur Getz, Saul Steinberg, Peter de Sève, Ian Falconer and Art Speigelman, lent from 74 collections, made this exhibition a tour de force. One of the few remaining publications featuring free-standing cover illustrations, *The New Yorker* is a coveted venue for artists.

Norman Rockwell would have been honored to find his *Triple Self-Portrait* on exhibition in September at the Uffizi Gallery in Florence, Italy, where it appeared in *Moi!*, an international exhibition of 20th-century artists' self-portraits. It was installed near the historic Vasari Corridor, the private passageway between the Uffizi Palace and the Pitti Palace, home to more than 600 years of

artists' self-portraits, including those of Botticelli, DaVinci, Michelangelo, and Rembrandt.

The Museum's traveling exhibition program of Rockwell's *Saturday Evening Post* covers continues to delight fans around the country. The Museum was fortunate to receive a prestigious American Masterpieces grant from the National Endowment for the Arts to travel a selection of original works from our collection to approximately six venues over a three- to five-year-period.

The highlight of the year was the launch of ProjectNORMAN, the Museum's computerized collections management digitization program. Grants from the Luce Foundation, Institute of Museum and Library Services, the Stockman Family Foundation, and the National Endowment for the Arts permitted us to purchase the necessary computer systems and software, engage two staff members to work directly on the project, and to begin the exciting process of digitizing the Museum's extensive archival collection that

includes Rockwell's business correspondence and photographs. The project will be undertaken in several phases throughout the decade and will make the Museum's collections more accessible to researchers and scholars, while preserving original objects with reduced handling.

During the exceptionally cold winter season, the hard-won Boston Red Sox World Series Trophy paid a visit to the Museum, warming the hearts of hundreds of Red Sox fans, young and old.

The Museum's National Council, now in its third year, held their annual meeting in the fall with the theme focused on Norman Rockwell's Stockbridge. Trustees and Council members initiated the planning for an augmentation of the Museum's endowment. The beautiful Linwood House renovation project was also completed during this year, ensuring the splendid 1859 home's preservation.

Hundreds of additional moments, great and small, blessed the Norman Rockwell Museum throughout

# director's report continued

the year, from delighted visitors to inspiring programs. Board, staff, and volunteers provided extraordinary leadership and support to the Museum, and we were delighted to welcome several new members to our staff. The year ahead is filled with promise and the launch of several exciting new projects. Norman

Rockwell's art continues to remind us of the goodwill and optimism we treasure in our everyday lives.

A handwritten signature in black ink, reading "Laurie Norton Moffatt". The signature is written in a cursive, flowing style with a long horizontal flourish extending to the right.

*Laurie Norton Moffatt*  
Director

# board of trustees

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## HONORARY TRUSTEE

S. Lane Faison, Jr.

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Ruth Sanderson  
Elwood Smith  
Barbara Nessim  
Wendell Minor



# exhibitions

Diverse and thought provoking, Norman Rockwell Museum exhibitions speak to the meaning and presence of illustration in our world and honor the accomplishments of outstanding visual communicators, with Norman Rockwell as the centerpiece. Historical and contemporary, exhibitions distinguish the Museum as an important center for study and scholarship within and beyond the field of illustration.

This year, a three-part-series of important exhibitions highlighting significant phases of Norman Rockwell's life and career was concluded with *Hometown Hero, Citizen of the World: Rockwell in Stockbridge*, curated by Linda Szekely Pero. Rarely exhibited paintings from public and private collections throughout the nation were on view for this special focus on the artist's Stockbridge years. Jointly organized by the Norman Rockwell Museum and the Corcoran Gallery of Art, *Norman Rockwell's Four Freedoms: Paintings that Inspired a Nation* featured important objects from the Museum's art and archival collections in commemoration of the opening of the World War II Memorial in Washington, D.C. In addition, the Museum's traveling exhibition program brought Norman Rockwell's imagery to museums throughout the nation, from Omaha, Nebraska, and Dallas, Texas, to Sturgeon Bay, Wisconsin, and beyond.

During the summer, three community-based exhibitions offered the opportunity to exhibit the work of regional artists. *Housatonic River Reflections* paid homage to the beauty of the winding waterway that borders the Museum's bucolic site. Organized in conjunction with the Sheffield Art League, this hallmark *Housatonic River Summer* event was part of a Berkshire-wide cultural and environmental celebration. *Sculpture Now: In and By the River*, a juried exhibition co-sponsored by the Museum, featured site-specific installations on the banks of the Housatonic. Compelling visual responses to the written word were offered in *ReViewed: Artists Books Inspired by the Berkshire Review*, the first exhibition of original art to be on view in Linwood House.

Two important exhibitions examined the visual and cultural impact of illustrated books this year. *Building Books: The Art of David Macaulay*, curated by Stephanie Plunkett, took visitors on a journey through the working process and personal evolution of this Caldecott Medalist who has helped us to understand the workings and origins of everything from simple gadgets to elaborate architectural structures. The exhibition, which the Museum has scheduled to travel to nine museums

throughout the nation, opened at the National Center for Children's Illustrated Literature in Abilene, Texas, this year. *Once Upon a Time: The Picture Book Art of Creative Editions* featured original illustrations from works of fiction and non-fiction by internationally renowned artists from the United States, Canada, France, Italy, and Switzerland. In June, *The Art of The New Yorker: Eighty Years in the Vanguard*, which features over 150 original cover illustrations by the world's most gifted visual commentators, opened to enthusiastic reviews and increased attendance.

#### EXHIBITIONS

*Willie Was Different*

June 4 through August 6, 2004

*Hometown Hero, Citizen of the World:*

*Rockwell in Stockbridge*

June 5 through Oct. 31, 2004

*Sculpture Now: In and By the River*

June 12 through Oct. 31, 2004

*ReViewed: Artists' Books Inspired by the  
Berkshire Review*

July 14 through Sept. 6, 2004

*Housatonic River Reflections*

Aug. 13 through Sept. 19, 2004

*Norman Rockwell's 322 Saturday*

*Evening Post Covers*

Sept. 25 through Jan. 23, 2005

*The Way Things Work: The Art of David  
Macaulay*

Nov. 13, 2004 through May 30, 2005

*19th Annual Berkshire County High  
School Art Show*

Feb. 5 through 26, 2005

*Once Upon a Time: Picture Book Art  
from Creative Editions*

March 5 through June 12, 2005

*The Art of The New Yorker: Eighty Years  
in the Vanguard*

June 11 through October 31, 2005

# curatorial

To support its emerging role as a center for research and a repository of information on Norman Rockwell and the art of illustration, the Norman Rockwell Museum began the first phase of ProjectNORMAN. This long-term project is designed to make a select portion of its extensive collections digitally accessible to staff, the public, and researchers. During this initial phase, material is being reviewed and a selection gleaned from the Museum's rich collections of artwork and archival material to be reformatted into digital media. The archival collection represents Norman Rockwell's library of reference photographs of models, props, and scenes used in the creation of his artwork, as well as photographs that documented his work. Digital surrogates will aid in the preservation of information contained in the original objects, and in the preservation of actual material by limiting access and handling.

A core team of Museum staff was formed to carry out future planning, monitor activity, advise, and communicate between departments. The team is comprised of the Director, Associate Director for Exhibitions and Programs, Associate Director for Finance and Administration, Associate Director for External Relations, Curator of Norman Rockwell Collections, and Information Technology Manager. This January, with funding from the Institute of Museum and Library Services, two essential members were added to the team: Manager of Collections and Registration, Martin Mahoney, and Curatorial Assistant, Jonathan Olly. Funding for this project has also been received from the National Endowment for the Arts, the Stockman Family Foundation, and the Henry Luce Foundation.

New computers and Vernon Systems Collections Management software were purchased and installed. Existing access databases containing collections information were migrated into the new system, and staff received training on the new software. Reel-to-reel audio tape was archived to CD by an audio archivist. In preparation for digital reformatting of archival collections and transmitted light materials, all remaining film-based objects were removed from the Norman Rockwell Archives and integrated into the negative collection that had been identified, organized, and re-housed in preparation for reformatting. These materials were processed similarly in preparation. Database records were updated to show the removal and transfer.

A large number of Norman Rockwell “picture” files, the artist’s references for individual paintings and drawings containing 2,625 objects, were identified, organized, re-housed, and entered in the database in preparation for reformatting and cataloguing.

An inventory of the Museum’s collections of artwork was completed in order to prepare for entry into the new collections management software, which is underway. Identifying, organizing, and re-housing of recent archival acquisitions proceeded in order to prepare for the major reorganization of the Archives.

## permanent collection acquisitions

The Norman Rockwell Museum’s permanent collection was enhanced this year with the generous gift by Alice Carter of *Ship in a Stormy Sea*, an original work by Thomas Fogarty, Norman Rockwell’s beloved teacher at The Art Students League in New York City. *The Sneeze* (1945), a vibrant original ink drawing by Norman Rockwell, was acquired through purchase. In addition, many rarely seen Rockwell paintings from collections nationwide have come to the Museum on loan, including *The Mermaid* (1955), *The Rookie* (1957), *Easter Morning* (1959), and *The Connoisseur* (1962).

## donations

### DONORS OF ORIGINAL ART TO THE PERMANENT COLLECTION

Alice Carter

### ARCHIVAL ACQUISITIONS

53 objects were received from the following donors:

Dr. James Amsler  
Marilyn Avery  
Joan Burkhard  
Jim Carroll  
Bernard A. Drew  
Charles Flint

David P. Folds  
John V. Frank  
Linda Gumble  
Laurie Norton Moffatt  
Mrs. John K. Olsen  
Peter Rockwell

Wendy C. Rudner  
Society of Illustrators  
Don Spaulding  
Parker Swan  
Richard B. Wilcox

# exhibition loans

## LENDERS TO THE NORMAN ROCKWELL MUSEUM PERMANENT COLLECTION

Dr. & Mrs. Malouf Abraham	Lowell C. Paddock
American Legion Post #193, Winchendon, MA	Gail and Thomas Rockwell
Berkshire Historical Society	Jarvis Rockwell
Thomson C. Chew	Peter Rockwell
Mary Lynn Contant	Mrs. Warren Rosati
Phillip M. Grace	Margaret Salem
Virginia and Douglas Haight	Mrs. Mary Alice Schwarz
Oliver C. Kempton, Jr.	Ken and Katherine Stuart Collection
Idella Ludwig	Sun-Maid Growers of California
Angus MacDonald	Trachte Family
Elizabeth Montgomery	Verizon, Inc.
The Family of William S. Miles	Williams High School Alumni Association, Stockbridge MA

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## LENDERS TO CHANGING EXHIBITIONS

### *Hometown Hero, Citizen of the World: Rockwell in Stockbridge*

Anonymous (5)	The National Museum of American Illustration
Berkshire County Historical Society	Carole Raymond
Berry-Hill Galleries, New York	Stockbridge Library Association
Columbus Museum of Art	Washington County Museum of Fine Arts
John H. & Jane P. Fitzpatrick	
National Air and Space Museum	

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### *Sculpture Now: In and By the River*

Ann Alexander	Gene Montez Flores	Kim Radochia
Norma J. Anderson	Anthony H. Garner	Antoinette Prien Schultze
Stephanie Ashenfelder & Amos Scully	Lucy Hodgson	Marcella Anna Stasa
Peter Barrett	Linda Hoffman	Helen Suter
John S. Brown	Ann Jon	Gunnar Theel
& Elizabeth Scofield	Wendy Klemperer	Robin Tost
Peter Busby	Sandy MacLeod	Sharon Wandel
Kirsten Campbell	Mount Everett Junior & Senior High School	Matthew Weber
Stephen G. Dietemann	Students	Glen Zweygardt
Jennifer Reis-Ewasiuk	Gary Orlinsky	

*ReViewed: Artists' Books Inspired by the Berkshire Review*

Linda Baker-Cimini	Marilyn Kalish
Lesley Beck	Mary Kate Jordan
Randi Bently	Mary Natalizia
Charles Bonenti	Nicole Peskin
Marie-Claude Giroux	Douglas Truth
Susan Hardcastle	Darlene White

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*Housatonic River Reflections*

Lennert Swede Ahrstrom	Robert Jenter	Ivor Parry
Emily Buchanon	Chet Kalm	Erica Child
Mario Caluori	John S. Karlton	Prud' homme
David Cook	Karen Kellogg	C. Lee Rogers
Laurie Cormier	Jennifer Kinney	Patricia Blair Ryan
Frank D'Amato	Kate Knapp	Dorothy Knapp Schindel
Daisy De Puthod	John Kochanowski	Jim Shantz
Stephen Filmus	Ruth Kolbert	Mary Sipp Greene
Ann Getsinger	James Lamme	Karin Smith
Andy & Peggy Matlow	& Wendy Linscott	Sheila Tintera
Martin Greene	Macey Levin	Margot Trout
Wallace Harding	& Gloria Miller	Nancy Virbila
Patricia Hogan	John Manikowski	Barbara Winters
Keith Hatcher	Melody Mason	Paul Zura
Helen N. Jacobs	Bonnie Olaf	Tom Zetterstrom
Joan Jardine	June Parker	

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*Once Upon a Time: Picture Book Art from Creative Editions*

Marshall Arisman	John Howe	Yan Nascimbene
Jean Louis Besson	Roberto Innocenti	Chris Sheban
Guy Billout	Gary Kelley	John Thompson
Jean Claverie	Claude LaPointe	Chris Wormell
Etienne Delesert	Georges Lemoine	
Monique Felix	Michael McCurdy	

*The Art of The New Yorker: Eighty Years in the Vanguard*

Tee & Charles Addams Foundation	Maira Kalman
American Illustrators Gallery	Bruce Eric Kaplan
Andrea & Max Andrews	Edward Koren
Patricia Arno	David Kuhn
Istvan Banyai	Anita Kunz
Gary Baseman	Lakeview Museum of Arts and Sciences
Harry Bliss	Gary Larson
Barry Blitt	Lorenzo Mattoti
Tina Brown	Bruce McCall
Connie Bruck	Richard McGuire
Andrea Bush Rowe	Mendota High School
Roz Chast	Françoise Mouly
Raul Colon	Museum of the City of New York
Condé Nast, Inc.	Christoph Neimann
David E. Cripps	Barbara Nicholls
R. Crumb	Brenda Phipps
Peter de Sève	Private Collection
Eric Drooker	Ana Quindlan
Ian Falconer	David Remnick
Floc'h	Marc Rosenthal
Ian Frazier	R. Sikoryak
Sarah Getz	Gretchen Dow Simpson
Erika Glazer	Owen Smith
Drew Goodman	Art Spiegelman
James Goodman Gallery	Estate of William Steig
Carter Goodrich	Saul Steinberg Foundation
Jennifer Koury & David Grober	Syracuse University Art Collection
Geoff Hargadon	Paul LeBarons Thiebaud
Benoit van Innes	Chris Ware
William Joyce	Kittredge White
Ana Juan	Gahan Wilson

# traveling exhibitions

*Norman Rockwell's 323 Saturday Evening Post Covers*

Joslyn Art Museum,

Omaha, Nebraska

August 14, through October 3, 2004

*Norman Rockwell in the 1940s: A View of the American Homefront*

The Corcoran Gallery of Art,

Washington DC

May 15 through September 6, 2004

*Norman Rockwell: Home for the Holidays*

William S. Fairfield Art Museum,

Sturgeon Bay, Wisconsin

November 5, 2004 through January 4, 2005

Children's Healthcare of Atlanta Foundation Inc.,

Atlanta, Georgia

December 3 through December 12, 2004

*Norman Rockwell's Family Life Series*

Biblical Art Center,

Dallas, Texas

August 29, 2004 through March 1, 2005

*Building Books: The Art of David Macaulay*

National Center for Children's Illustrated Literature, Abilene, Texas

June 17 through September 24, 2005

# education

Vibrant and comprehensive, the Norman Rockwell Museum's educational programs are designed to provide meaningful experiences with original works of art. Gallery and grounds tours, lectures, performances, studio workshops, and school and family programs deepen public awareness and appreciation of the art of



Norman Rockwell and the contributions of noted illustrators, past and present, by exploring imagery within cultural, historical, and art historical contexts.

*Rhythm and Change*, a well-received summer performance and lecture series, took its inspiration from *Hometown Hero, Citizen of the World: Rockwell in Stockbridge*, the third in a series of hallmark exhibitions highlighting significant phases in the artist's life and work. Rockwell's socially conscious images were commemorated in such programs as *Remembering the Struggle: Civil Rights in the 1960s* by William H. Foster, Ph.D., a tribute to the courage and optimism of those who fought for justice and equality. Performances by renowned singer/storytellers Kim and Reggie Harris, Sarah Lee Guthrie, and Johnny Irion echoed similar sentiments through the power of story and song.

Practicing and aspiring illustrators gained important insights through our popular program series, *The Business of Art*, which continued with workshops exploring *The Art of Promotion* and *Children's Books in Today's Marketplace*, led by award-winning artist/designers Lisa Cyr, Rita Marshall, and Robin Brickman.

Our commitment to fostering the relationship between the Museum and our community of students and teachers continued this year with three special seminars for educators. Artists David Macaulay and Etienne Delessert worked with Museum education staff to explore curriculum connections between the art of the illustrated book and state frameworks in art, language art, and history. In addition, an intensive, day-long program introduced regional educators to the Museum's *Four Freedom's Curriculum*. This comprehensive curriculum packet for use by teachers in elementary and high-school classrooms is inspired by the ideals portrayed in Norman Rockwell's *Four Freedoms* paintings, and has been developed by Director of Education Melinda Georgeson.

*Building Books: The Art of David Macaulay* was introduced to area youth by the charismatic artist himself, who offered more than 600 high-school-students a rare opportunity to speak directly with this highly acclaimed author/illustrator. His anthology of inventions, *The Way Things Work*, provided the opportunity to explore the relationship between art and science through interactive projects for students of all ages. The Museum's lively school programs continued to be well-subscribed, and a wide variety of institutions including Springdale Educational Center,

Northeastern Global Education Center at Salem State College, Massachusetts College of Liberal Arts, and Hillcrest Education Center began or continued educational alliances. *Art Comes Alive! Family Days* offered monthly opportunities for the young and the young-at-heart to interact with original works of art, and summer *Drawing Together* parent-child workshops drew many enthusiastic participants.

This year, Curator of Education Tom Daly, continued his involvement with *Linwood Living History*, an engaging and well-researched first-person interpretation that brings the residents and guests of Linwood House to life. The popular *Meet Mr. Butler* and *Meet the Butlers: Opportunity 1895* invited visitors to step back in time to share a conversation with attorney Charles Butler, the original owner of the 1859 Berkshire “cottage.” The *Norman Rockwell Models’ Reunion* and subsequent *Community Connections* programs allowed visitors coveted, firsthand accounts of life in the beloved illustrator’s studio.

## marketing & communications

Coverage of the Norman Rockwell Museum and its exhibitions appeared in a diverse array of publications including *Business Week*, *The New York Times*, *American Artist*, *Yankee Magazine*, *The Christian Science Monitor*, *The New York Daily News*, *The Boston Globe*, *The Boston Herald*, *USA Today Magazine*, *Time Out New York*, *Berkshire Living*, *Boston Where*, *The Albany Times Union*, *The Schenectady Gazette*, *The Springfield Republican*, and *Correspondent Magazine-The American Business Council Magazine for Kuwait*. Coverage of the traveling *Saturday Evening Post Covers* exhibit appeared in national publications with a total circulation of over 700,000. An Associated Press story regarding the announcement of a sale of four Norman Rockwell paintings was picked up by more than 60 newspapers and periodicals having a total readership of over 2.6 million.

The Museum’s Web site, [www.nrm.org](http://www.nrm.org), had 541,000 unique visitors this year. Staff continued to create content-rich exhibition pages and news stories for the site, and implemented video for the first time, in the form of downloadable clips from the *Building Books* and *The Art of The New Yorker* videos.

The Museum continued to create and design all its publications, invitations, and

advertisements and received three publications awards for creative work entered in the New England Museum Association's 2005 Competition. The award-winning works were first place in the category of invitations for exhibitions for *Building Books: The Art of David Macaulay* (project director: Kimberly Rawson, designers: Mary Herrmann and Toni Kenny), first place for supplemental materials for the booklet, *Looking Around Stockbridge* (project directors: Melinda Georgeson and Kimberly Rawson, designers: Mary Herrmann and Toni Kenny), and an honorable mention for the 2004 Annual Appeal card (project director: Kimberly Rawson, designer: Toni Kenny). The entries will be exhibited at the New England Museum Association's annual conference in Burlington, MA, from November 16-18, 2005, with all entries being donated to the Boston Public Library after the conference.

A special appearance by the Boston Red Sox 2004 World Series-winning trophy attracted considerable press coverage. The visit was arranged by Massachusetts State Representative (and former model for Norman Rockwell) Smitty Pignatelli.

The Museum produced its second original exhibition video, *Building Books: The Art of David Macaulay*. Containing an in-depth interview with artist David Macaulay (conducted at his home studio in Bristol, RI), the video is also traveling with the exhibition to subsequent venues. The Museum created a promotional video for the exhibition *The Art of The New Yorker: Eighty Years in the Vanguard*, containing an interview with New Yorker illustrator Marc Rosenthal (conducted at his studio in Lenox, MA). Future interviews and exhibition videos are being planned.

The Museum continued to develop a fine association with WNYT-TV, the PBS affiliate in Schenectady, NY. Insights, the station's monthly arts program, featured the Museum's *Building Books: The Art of David Macaulay* video during the month of April. WNYT also worked with the assistance of the Museum to produce *The Four Freedoms*, a special documentary about FDR's famous 1941 State of the Union speech, and the paintings Rockwell was later inspired to create. The Museum received excellent coverage on broadcast television and radio stations in Massachusetts, New York, and throughout New England. Rockwell and the Museum continued to find appeal overseas, with in-depth stories appearing on NHK-TV (Japan), and AVRO Television (The Netherlands).

## community outreach

The Norman Rockwell Museum maintains an active presence in the regional community, donating leadership, services and in-kind support to many civic and non-profit community organizations. The Museum actively volunteers with Tri-Town Rotary, Great Barrington, Stockbridge, Lee, Lenox, and Berkshire Chambers of Commerce, the Berkshires Visitors Bureau and a number of other service and cultural organizations. In the past year, the Museum distributed more than 1,000 complimentary passes to local libraries and hosted community events and exhibits, including the *19th Annual Berkshire County High School Art Show*. The Norman Rockwell Museum also participated in Pittsfield's Fourth of July Parade and the North Adams Fall Foliage Parade.

As of January 2005, the responsibilities of Photographic Rental were transferred from the Curatorial Department to the Communications Department. Of the 126 image requests, most were for books, textbooks, and prints. Harvard University Press, Macmillan/McGraw-Hill, Running Press, Boy Scouts of America, the Louisiana State and Wheelright Museums were among the 41 firms/individuals requesting Rockwell's art. TASCHEN published a book including 56 images and 14 archival photos.

## external relations

The Norman Rockwell Museum is truly grateful to our many donors and individual and business members for their generous support this year. Your dedication and loyalty supports the Museum every day in archival collection care; art exhibitions of Norman Rockwell and other illustrators; educational programming for children and adults; and improvement of our beautiful buildings and grounds.

We have received extensive sponsorship support from many friends of the Museum. An important gift from The Red Lion Inn and Country Curtains enables the Museum to extend free admission to children through KIDS FREE EVERY DAY! BerkshireBank has sponsored a series of exhibitions, including *Hometown Hero*, *Citizen of the World: Rockwell in Stockbridge* and *The Art of The New Yorker: Eighty Years in the Vanguard*. Helen and Peter Bing helped to bring us *Building Books: The Art of David Macaulay*, which will travel the nation for the next five years. Greylock Federal Credit Union and Massachusetts Electric Company supported *Once Upon*

*A Time: Children's Book Art from Creative Editions.* Legacy Banks' sponsorship helped us stage the *19th Annual Berkshire High School Art Show*. The Museum is ever thankful to the Massachusetts Cultural Council for its organizational support.

This year saw the launch of ProjectNORMAN, a comprehensive computerization, digitization and programmatic publishing program intended to preserve and make accessible the personal and public documents, art and archives of Norman Rockwell. This important project has been made possible with generous support from the federal Institute of Museum and Library Services (\$146,715), the National Endowment for the Arts (\$25,000), the Henry Luce Foundation (\$50,000), the Stockman Family Foundation (\$25,000), and an anonymous foundation donor (\$500,000).

Norman Rockwell's legacy has been recognized through an American Masterpieces Grant from the National Endowment for the Arts of \$140,000 to fund *American Chronicles: The Art of Norman Rockwell*, a new traveling exhibition organized by the Museum. We plan to bring the exhibition to moderately sized museums in the United States, with a focus on locations in the South and West, starting in 2006.

As the Museum charts its path into the 21st century, leadership support from the Burton D. Morgan Foundation and Cain Brothers & Company has enabled us to engage in strategic business and fundraising planning and research to ensure that we have a bright, secure future.

Our Berkshire "cottage," Linwood House, is now full of life with weddings, rehearsal dinners, and corporate meetings. It has been transformed with the addition of a first-class catering kitchen, made possible by a generous gift from an anonymous friend, and comfortable and intimate meeting spaces. General contractor Craig Moffatt provided tireless volunteer management of the Linwood project and Perri Petricca of Unistress donated a considerable number of services.

# administration and finance

Norman Rockwell Museum experienced a solid and stable fiscal 2004 – 2005 and exceeded budget expectations. The Museum performed efficiently and effectively, providing sound footing during another year of challenges to the cultural sector.

We welcomed approximately 150,000 visitors this year—a slight decrease from the previous year, as the Museum was not immune to the region’s downturn in tourism. However, these visitors generated admissions revenue of \$1,260,000 and this, coupled with net sales of \$1,000,000 from the Museum Store, accounted for two-thirds of the Museum’s total earned revenue stream. New products, new inventory management, and seasonal food service on the Terrace Café (run in partnership with the Red Lion Inn) all contributed to an enjoyable visitor experience. Efforts are underway in the upcoming year to enhance the Museum’s Web site to allow more widespread accessibility to the Museum Store.

Museum supporters expressed their loyalty and commitment through a record number of memberships, trustee giving, and National Council backing. The varied categories of developmental income and miscellaneous rental income contributed the remaining \$1,320,000 of the Museum’s total revenue. The Norman Rockwell Museum successfully applied for and was awarded several grants in support of ProjectNORMAN.

Against these revenues, the Museum spent \$3,265,000 on operating expenses, resulting in an operating surplus of \$315,000 before capital improvements. The majority of these operating expenses were earmarked to provide a range of exhibits and to broaden the sphere of educational programs offered to our audiences and visitors throughout the year.

Capital improvements were highlighted by the completion of a project begun last year, the renovation of Linwood. The new kitchen and catering facilities have given the Museum new capabilities to host special events and to enhance our revenue stream. A resurfaced visitors’ parking lot, a facelift to the Museum building and the installation of a new cost-accounting system that will provide detailed expense management were also completed. This was all accomplished while reducing the Museum’s outstanding debt by \$300,000 and growing the Museum’s endowment and art acquisition fund by \$300,000, as compared to June 30, of last year.

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Peter Walsh	Accounts Payable
Frank Kennedy	Information Technology Manager
Jean Drees	Administrative Assistant

Volunteers: Lenore Ladenheim, Joan Sinisi

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John Masiero	Warehouse/Distribution Assistant

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Ellen Mazzer	Communications Coordinator
Jeremy Clowe	Communications Assistant

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Martin Mahoney	Manager of Collections & Registration
Jonathan Olly	Curatorial Assistant
Chuck Debevoise	Reference Center Assistant

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Russell Horton	Exhibition Manager
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Jane Salvatore	Assistant Manager of Visitor Services
Kathy Dubree	VSA/Admissions
Dot McCracken	Visitor Services Assistant
Larson Powell	VSA/Admissions/Guide
Laura Tota	Telephone Operator/Education Assistant
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Judy Shaw	Development Coordinator
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