

# annual report

2009–2010



NORMAN  
ROCKWELL  
MUSEUM



president & chairman's letter	4	
director's report fiscal year 2010	5	
	10	curatorial
	11	acquisitions
	14	exhibitions
	18	education & visitor experience
	20	scholarly contributions
	21	the public dimension
	23	advancement
	25	finance & administration
contributors & donors	27	
staff	30	

# president & chairman's letter



*Norman Rockwell Museum President Anne Morgan and Chairman Thomas L. Pulling.*

Dear Friends of Norman Rockwell Museum,

On behalf of the Board of Trustees, we are delighted to present the Norman Rockwell Museum's Annual Report for the fiscal year ending June 30th, 2010. We have assumed our roles with humility and enthusiasm following the astute leadership of Dan Cain, who led the Museum through a challenging economic downturn. One board leader seemed not to be adequate upon his retirement; it took two people to provide the equivalent of his energy and dedication.

While the past year began with challenges reflecting a fragile economy, it ended with a renewed sense of optimism, with record attendance at Museum exhibitions across the nation, extensive press coverage and solid financial and philanthropic success at home (the Director's report provides the measurable details of a very successful year). Rockwell's images of a nation rich with hope and strength of character proved to be profoundly relevant during the country's financial struggles. His work, once again, supported America through a tumultuous period.

We are proud to champion the mission of this splendid institution, and we delight in praising the extraordinary, collective talent of the Museum's Director and her dedicated staff. Every member of our Board is so very thankful to Laurie and her wonderful colleagues for their hard work and bright spirit during a difficult period for museums across the country. Finally, we extend boundless thanks to all the Museum's friends and donors for continuing to strengthen the Rockwell legacy.

Anne Morgan  
President

Thomas L. Pulling  
Chairman



# director's report

Creativity, tenacity and generosity of the human spirit shaped a year of innovation, opportunity and abundance for Norman Rockwell Museum, during an era marked by worldwide scarcity and rebalancing of the economy. Our community is highly dedicated, and we are blessed with extraordinary volunteers.

The largest gift of illustration art ever received by the Museum; new donations of Norman Rockwell art; critically acclaimed and widely popular exhibitions; a growing audience and the Museum's strongest philanthropic support yet; a robust roster of traveling exhibitions reaching a national audience; international program opportunities and new visitor programs; a vibrant internet community and Rockwell Center for American Visual Studies; and imaginative strategic, business and master planning—all achieved within a balanced budget.



*Laurie Norton Moffatt and NASA astronaut/former Berkshire County resident Stephanie Wilson during her June 4, 2010 visit to the Museum.*

The Museum took aggressive measures to balance its budget in the face of reduced revenues and ended the year with a modest operating surplus driven by a 15 percent reduction in our operating expenses over the past two years. This was a hard-won achievement, and was the result of decisive planning, innovations in operations, careful spending, staff sacrifice, trustee diligence, philanthropic generosity and caring donor partners.

Through comprehensive community-wide planning with board and staff, we now have innovative next-generation strategic and business plans, created in association with Anthony Knerr Associates of New York; and a vibrant Campus Master Plan and Capital Maintenance Plan, crafted in partnership with Ann Beha Architects of Boston. Together with our Collections Plan to build our illustration art collection, these plans will shape the next

## **Our Mission**

Norman Rockwell Museum is dedicated to education and art appreciation inspired by the legacy of Norman Rockwell. The Museum preserves, studies and communicates with a world-wide audience the life, art and spirit of Norman Rockwell in the field of illustration. The Museum is a gathering place for reflection, involvement and discovery through the enjoyment of the artist's work. Norman Rockwell's unique contributions to art and society, popular culture and social commentary influence the Museum's collections and programs.

## **Our Values**

The Museum celebrates diversity through the values of respect, kindness, decency and humor, and honors the tenets of equality, democracy and freedom. The Museum values freedom of expression through visual images created for mass audiences; is a cultural gathering place with a global reach; serves audiences beyond our gallery walls; is a forum for lively civic dialogue; and fosters scholarship in American visual studies.

## **Our Vision**

Norman Rockwell Museum aspires to make Norman Rockwell's artistic legacy and his unique expression of enduring American values within the rich visual legacy of American illustration art available to all audiences, and especially to new generations. Through exhibitions and programs in Stockbridge presented on our beautiful campus; through traveling exhibitions presented in the Nation's premier museums; and through the infinite internet community, the Museum has expanded its reach in recent years to serve millions of visitors and viewers.

## **Our Goals**

### **Extending the artistic legacy of Norman Rockwell and American Illustration Art.**

- We strive to provide a compelling, meaningful and relevant museum experience to all visitors.
- We are building America's finest collection of illustration art and deepening its intellectual premise to position Rockwell's legacy in a larger cultural context.
- We are fully utilizing state-of-the-art technology and digital assets to extend and make available Rockwell's legacy and illustration art for remote audiences, and especially desire to connect with younger generations.

### **Invigorate the museum's master plan for all its assets, including financial, physical structures, landscape, collections, digital assets, audiences and human resources.**

- We are strengthening the Museum's financial foundation.
- We are creating a thoughtful and imaginative campus master plan to ensure that the Museum experience and expanded collections are optimized for all visitors.
- We aspire to deepen the Museum's national and international reputation and representation.



Norman Rockwell Museum Deputy Director Stephanie Plunkett, Jeanne Steig, and Philan Tinsley.

decade of Museum growth in collections, audience, programming, and resource development.

A brief summary of our strategic plan follows plus highlights of some of this year's core accomplishments. More detailed description of the year's programs follows in the staff departmental reports.

### Landmark Gifts of Art

The Museum's collections more than doubled in size this year with several extraordinary gifts, including four major Rockwell paintings, a book of original illustrations by Trustee Wendell Minor, a donation of works by Artist Laureate Barbara Nessim, and the unprecedented gift of more than 900 works created by iconic humorist and cartoonist for *The New Yorker* William Steig, given by his widow Jeanne Steig. The Museum also received a rare group of prints and drawings by artist Isabella Bishop, a gift from Board President Emerita Lila W. Berle. Many additional gifts were received from loyal and generous donors, including National Council members Robert and Lynne Horvath, and Trustees Alice Carter and Steven Hirsch.

### Exhibitions, Curatorial and Scholarship

The Museum's exhibitions program was active and robust, despite the decision to cancel one exhibition during the 40th anniversary year. We celebrated a retrospective of the work of Norman Rockwell's youngest son with *The Fantastical Faces of Peter Rockwell* (and its accompanying catalogue); launched *Norman Rockwell: Behind the Camera*; partnered several other Rockwell-themed exhibitions in the permanent collection galleries, including *To Rockwell With Love: Fan Mail and The Saturday Evening Post*; and culminated the year with the wonderful art of William and Jeanne Steig (*William Steig: Love & Laughter*), selected from Jeanne Steig's extremely generous gift of her husband's work.

We are pleased that the Museum Archives served as a source of research and scholarship for photo historian Ron Schick for his book *Norman Rockwell: Behind the Camera* (on which the Museum's companion exhibit was based); and for Smithsonian Senior Curator Dr. Virginia Mecklenburg, for her exhibition *Telling Stories*. ProjectNORMAN, the Museum's digital collections project, is continually proving its value to curators and scholars, who visit the Museum

to peruse the tens of thousands of digital scans which will soon be available to the public online.

Traveling exhibitions continued their rapid circuit around the country, with *American Chronicles: The Art of Norman Rockwell* appearing in Fort Lauderdale, Florida and Wichita, Kansas. This year the exhibit travels to North Carolina Museum of Art in Raleigh, and to the Tacoma Museum of Art in Washington. Visitors to the Museum's traveling exhibitions now number nearly three times the number of patrons who view our exhibits in Stockbridge, for an estimated 500,000 viewers across the nation. Web visitation is at approximately 381,000 unique visits annually—the Museum is reaching nearly one million people yearly, and many more through our public relations and media outreach.

### Fundraising Success

Thanks to generous trustees and donors, Norman Rockwell Museum exceeded its fundraising budget by \$300,000 during the deep recession, and secured our strongest philanthropic year on record. Two highlights worthy of special note include the one-time Henry Luce Foundation American Art Renewal Fund gift of \$100,000, and continued ProjectNORMAN support from the National Archives and Records Administration, with \$108,000.

The Luce Foundation gift highlights the challenges faced in the today's art community, and the responsiveness by one of our nation's top philanthropic foundations for the arts. In March 2010 the Foundation announced a special initiative, the American Art Renewal Fund, in response to the need to strengthen America's art museums. As widely reported in the press and trade publications and by industry associations, the recent economic downturn has had widespread negative impacts on the country's art museums. These museums have seen great reductions in their endowments, funding sources, and operating funds, resulting in widespread layoffs, cancellation of exhibitions, modified capital projects, shortened public hours, and increased admission fees. Norman Rockwell Museum exercised many of these strategies to weather the recession.

The responsive grants category of the Luce Foundation's American Art Program was designed to focus predominantly on stabilizing American art activities at the nation's art museums. Norman Rockwell Museum is grateful to have received this support, which helped shore up a lean year with some unexpected added capital to support our exhibitions-related staff. The Museum is also grateful to an anonymous foundation, which continues to provide major support for ProjectNORMAN.

### Designing the 21st Century Campus

The maintenance requirements for our well-lived-in campus (with its beautiful grounds and historic buildings ranging in construction dates from 1859 to 1993) are beginning to grow. From historic renovations to high tech security, technology, fire suppression, and climate control—the variety and scope of ongoing infrastructure maintenance is significant. The Museum embarked on a refreshed Master Plan for the campus with support received from the Commonwealth of Massachusetts Cultural Facility Fund for planning and repairs.

Infrastructure investment highlights included complete replacement of the Museum chiller and climate control systems; installation of a fire suppression system in Rockwell's historic studio (supported by the 1772 Foundation and Burton D. Morgan Foundation in fiscal

year 2009); replaced oil line into the Museum; technology servers, data storage and back up systems; and spruced-up, freshly enameled way-finding signage for visitors.

### Norman in the National News

It was a vibrant year in the media for Norman Rockwell, sparked in part by Ron Schick's book *Behind the Camera*. The book and exhibition influenced a highly regarded, 16 page essay on Rockwell's enduring public appeal in *Vanity Fair*. *Smithsonian Magazine* and NPR Public Radio also took note, and made visits to the Museum to conduct research and interviews for their stories.

Interest in Rockwell was also generated by the Smithsonian American Art Museum's exhibition *Telling Stories*, which explored the influence of the artist on filmmakers George Lucas and Steven Spielberg (who are active collectors of Rockwell's work). The exhibition received robust press coverage, and Norman Rockwell Museum gained attention from such national news outlets as *The Saturday Evening Post*, and *CBS Sunday Morning* (which visited the Museum in late June to work on a segment that aired July 4, 2010).

New outreach via television and the internet, including the Museum's newly enhanced website, e-communications, and social media communities (Facebook, Twitter, YouTube, and ArtBabble) connected Norman Rockwell Museum with its patrons in new ways, creating communities around the world. A high-profile Google Doodle dedicated to Rockwell was published on February 3rd, the artist's birthday, and resulted in more than 60,000 visits to the Museum's website in one day!

### Deepening Our Humanities Outreach Through National and International Programs

I was privileged to represent the Museum and museum field internationally this year. As a Trustee of the American Association of Museums, I served on the bilateral presidential commission appointed by President Barack Obama and the U.S. State Department to foster cultural exchange between Russia and the United States. Norman Rockwell's artwork serves as a wonderful ambassador for our country's democracy and freedoms—several collaborations are in the works.

Later in the year, I traveled as part of the American delegation with the Roosevelt Institute to the Netherlands, where the International Four Freedoms Awards were being bestowed upon the year's recipients. Norman Rockwell's iconic images of *The Four Freedoms* are emblematic of President Franklin Delano Roosevelt's ideals, which continue to resonate around the world today. Recently, the Museum has been invited by Ambassador Donald E. Booth, who serves in the U.S. Embassy in Addis Ababa, Ethiopia, to present talks on the Four Freedoms and the founding of the Peace Corps, on their respective 70th and 50th anniversaries. Like the *Four Freedoms*, Norman Rockwell painted iconic images for the Peace Corps, with one image set in Ethiopia.

Norman Rockwell's art continues to have contemporary and historic relevance, and the Museum's humanities programming brings to life these important anniversaries and contemporary issues in civil society.

My community leadership includes serving as the President of the Board of the Williamstown Art Conservation Center, as a Trustee of the American Association of Museums, and on the



Steering Committee of 1Berkshire, the Berkshire County-wide initiative to create a seamless economic development engine for the Berkshires by forming a collaboration among the region's four leading economic development agencies—The Berkshire Chamber of Commerce, the Berkshire Visitors Bureau, the Berkshire Economic Development Corporation, and the Berkshire Creative Economy Council. The effort is designed to leverage our region's strengths and position the Berkshires in an arena where it may thrive.

### Bold Leadership During Turbulent Times

It takes courage and conviction to lead a non-profit organization at the best of times, and greater grit and determination during the challenging times. I want to thank Dan Cain for his four years serving as President of the Board of the Museum, and for his many contributions which strengthened and advanced the Museum's future—from his generous philanthropy to his guidance in planning; for securing the gift of Rockwell's 1948 painting *The Lineman* from Verizon Corporation; and to his infectious enthusiasm and for the many events which he and his wife Kathy hosted with warm hospitality—we are fortunate to have had his leadership.

The Museum welcomes the dynamic leadership duo of Thomas L. Pulling of New York and Miami as Chairman of the Museum Board of Trustees, and Anne H. Morgan of Atlanta as President of the Board of Trustees—we look forward to working with you.

None of our many successes this past year would have been achieved without the selfless work of the Museum's staff, who gave more of themselves than ever. Their sacrifices for the whole of the Museum helped us navigate the recession, and sustain the organization's many unique offerings and growing audience. I am especially grateful to my colleagues who led with diligence and determination to maintain our quality programming, secure marvelous gifts of art, invite philanthropic support, celebrate the Museum's 40th birthday, and balance the budget in the face of such tenuous times. Norman Rockwell Museum's hallmarks of kindness and professionalism are qualities exhibited in abundance by our professional staff.

To continue the Museum's good work around the world, it is essential to build an endowment of \$20 million to have adequate reserves to weather tough times. Through sheer hard work, conviction and imagination, Norman Rockwell Museum has concluded a deeply successful year. Thank you to each member of our community who came through with support for the Museum, while managing their own challenges.



Laurie Norton Moffatt  
Director/CEO  
Stockbridge  
September 2010

## board of trustees

### OFFICERS

Thomas L. Pulling  
*Chairman*

Anne H. Morgan  
*President*

Daniel M. Cain  
*President  
through March 2010*

Perri Petricca  
*First Vice President*

Michelle Gillett  
*Second Vice President*

Steven Spielberg  
*Third Vice President*

James W. Ireland  
*Treasurer*

Peter Chase Williams  
*Clerk*

### TRUSTEES

Clarke Bailey  
Lillian Bender  
Ruby Bridges  
Alice Carter  
*deceased*

Bruce Cole  
Catharine B. Deely  
Peter de Sève  
Walter & Mary Jo Engels  
John V. Frank  
Dr. Mary Grant  
Steven Hirsch  
Richard Kelly  
George & Valerie Kennedy  
Mark Krentzman  
Timothy McCann  
Deborah S. McMenamy  
Wendell Minor  
Duncan Pollock  
Cynthia Rockwell  
Mark Selkowitz  
John Spellman  
Murray Tinkelman  
Richard B. Wilcox  
Jamie Williamson

### TRUSTEES EMERITI

Lila W. Berle  
Jane P. Fitzpatrick  
Paul Ivory  
David Klausmeyer  
Norma G. Ogden  
\*Henry H. Williams, Jr.  
through Feb. 2010  
Lee Williams

## national council members

Malouf & Therese Abraham  
Robert & Lonna Berridge  
Jim & Marty Bush  
Peter & Pam D'Ambrosio  
Carl & Eunice Feinberg  
Timothy & Susan Fidler  
Nancy Fitzpatrick &  
Lincoln Russell  
John G. & Pamela Goode  
Johnny & Beth Haney  
William W. Hargreaves  
Louise A. Holland  
Deborah Hoover  
Robert & Lynne Horvath

Richard J. & Mary Kelly  
Carol Konner  
Barry & Pamela Kriebel  
Ron & Diane Disney Miller  
Elihu & Susan Rose  
Andrew J. Sordoni, III &  
Susan F. Sordoni  
John & Laura Savio  
Ted Slavin & Patricia Rubin  
Frederick B. & Carole Taylor  
Jamie & Laura Trowbridge  
Ron & Marilyn Walter  
Judy Francis Zankel

## illustrators advisory board

Natalie Asencios  
Steve Brodner  
John Burgoyne  
Kinuko Craft  
Teresa Fasolino  
Frances Jetter  
Wendell Minor

\*Barbara Nessim  
Tim O'Brien  
C.F. Payne  
Marc Rosenthal  
Ruth Sanderson  
Elwood Smith

\*Barbara Nessim was named Norman Rockwell  
Museum's Inaugural Artist Laureate in 2008





# curatorial

This year, a record number of extraordinary donations of the art of Norman Rockwell and other significant twentieth and twenty-first century illustrators has greatly enhanced the Museum's Permanent Collections. In addition, the arrangement and description of Archival Collections has moved forward at a rapid pace. To date, the Norman Rockwell General Fan Correspondence (47 cubic feet), which inspired a successful Museum exhibition; Norman Rockwell Business Correspondence (60 cubic feet); Norman Rockwell Separated Correspondence (three cubic feet); and Norman Rockwell Writings (5 cubic feet) have been arranged, each with their own EAD (encoded archival description) finding aid and collection level MARC (machine readable cataloguing) record.

Archivists' Toolkit, a software program installed early this year, now operates in conjunction with the Museum's Vernon Browser Interface via AT-exported finding aids, which make the rapid output of data to archival standards possible. AT also enables the Museum to add

---

*A fresh look at Rockwell's work in the context of our times, in which we face many of the same circumstances that he painted through—war, economic hardship, cultural and racial divides—reveals a smarter and shrewder artist than a lot of us have given him credit for being.*

—David Kamp  
Vanity Fair  
November 2009

---

previously un-catalogued records to web-based catalogues, to load EAD records onto the Museum website, and to deposit MARC records into collaborative archives such as OCLC-Worldcat, and other systems which help libraries locate, acquire, catalogue, and lend materials.

Several major federal and foundation grants have helped advance the processing and creation of collection level guides for the Norman Rockwell Museum Archives. The Museum has

digitized and catalogued more than 5,000 slide transparencies from the collection of Molly Rockwell, the artist's third wife. These rare glimpses into Rockwell's later life offer a unique opportunity to learn more about the business and personal travel that helped shape his artistic and cultural perspectives. In addition, documentation of the Museum's Studio Collection has been enhanced through the digitization and cataloguing of Rockwell's own art print collection, ensuring their long-term preservation and access.

Several important Archives policies were drafted and approved this year, including the Archives Mission Statement, Archives Access Policy, and Archives Processing Guidelines. In addition, an Intern Manual was developed, along with an active graduate level intern program for students of Archival Studies and related disciplines, which attracted students from SUNY Albany, Simmons College, and Hartford Art School, among others.



# acquisitions

## DONATIONS OF ART TO THE PERMANENT COLLECTION

This year, a record number of outstanding works by Norman Rockwell and noted artists joined the Norman Rockwell Museum's collection of original artworks, made possible through gifts from generous donors.

We are honored that two early Rockwell paintings, *Fishing Trip*, *They'll Be Coming Back Next Weekend* and *The Catch*, published on the covers of the April and May 1919 issues of *Country Gentleman*, have been added to the collection by the Rodger P. Nordblom family. Recently deceased, John T.C. Low contributed Rockwell's engaging June 15, 1929 *Post* cover *No Swimming* in honor of his late wife, Virginia Low, who was the model for the painting. *World's Worst Businessman*, a humorous 1954 advertisement for Chase Manhattan Bank by Rockwell was the generous gift of Carolyn Dwight Bain.

An extraordinary collection of more than 900 artworks by American illustrator William Steig have been generously donated by Jeanne Steig, a gifted artist and Steig's wife of 35 years. This body of work, the largest public collection of original art by this noted visual commentator, includes memorable *New Yorker* covers, cartoons,

drawings, and images from Steig's many published books. We have been happy to share more than 250 drawings from the collection this summer in *William Steig: Love & Laughter*, which will travel nationally after its closes at the Norman Rockwell Museum.

Exquisite artworks by Golden Age giants Charles Dana Gibson (1867-1944) and James Montgomery Flagg (1877-1960) join other fine gifts to the collection from noted portraitist Everett Raymond Kinstler. Robert T. Horvath, whose exceptional illustration collection is intended for the Museum, has transferred a stellar group of drawings, including works by Howard Pyle protégés Henry Jarvis Peck (1880-1964) and Charlotte Harding (1873-1951); Kerr Eby (1890-1946), a Canadian-born artist best known for his depictions of soldiers during World War I and World War II; and comic creator George Evans (1920-2001). Striking oils by magazine illustrator Saul Tepper (1903-1972) and Western illustrator Matt Clark (1899-1987), among others, were also featured aspects of his contribution this year.

American art collector Steve Hirsch's gift of powerful political drawings by social realist James Barre Turnbull (1909-1976) enhance the Museum's mid-century collections focus and join other works from the period that he has graciously provided. The acquisition of a powerful frontier portrayal of a fallen man in the snow by illustrator Winfield Scott Lukens (dates unknown, active 1896-1905) is made possible by Wendell Minor.

Award-winning illustrators Wendell Minor, Murray Tinkelman, Barbara Nessim, and Ed Vebell have advanced the Museum's goal to collect works by contemporary creators. Fifteen full-color watercolor paintings from his illustrated book, *Abraham Lincoln Comes Home* were

gifted by Wendell Minor, whose historical illustrations have won accolades. *Two Generations*, an elegant pen and ink drawing featuring a father and son at the rodeo by Murray Tinkelman also joins the collection. *Women & Madness*, an introspective ink and watercolor book jacket illustration, was provided by Barbara Nessim, the Museum's first Artist Laureate. Ed Vebell, who covered the Nuremberg Trials as a visual journalist, has provided *The Golden Spike at Promontory Summit, Utah*, a narrative painting illustrating the moment when the Union and Central Pacific Railroads joined rails to establish a Transcontinental Railroad. In addition, a luminous illustration for *The Phantom of the Opera* by Robert Heindel (1938-2005) was contributed by Rose Heindel, the artist's wife.

Michael J.P. Collins, former President of the Rockwell Society of America, has donated a rare portrait of Norman Rockwell with mahlstick and brushes in hand, created by the artist's studio assistant, photographer, and fellow illustrator, Gene Pelham (1909-2004).

Peter Rockwell, an acclaimed sculptor and art historian, and Norman Rockwell's youngest son, has enhanced the Museum's collection of his sculptural work by contributing a portrait of Director/CEO Laurie Norton Moffatt, modeled from life in Rome, as well as two other fine bronze castings.

Twenty-nine exquisite etchings and drawings by social realist Isabel Bishop (1902-1980) were contributed to the Museum's permanent collection by past president of the Board of Trustees, Lila Berle. Acclaimed for her depictions of New York's Union Square and American women engaged in everyday tasks from the 1930s through the 1970s, Bishop taught at the Art Students League in New York, where Rockwell received his art education, and emphasized the importance of observing and drawing from life.

We are most grateful to all of our donors for these fine enhancements to the Museum's permanent collection, and we look forward to preserving and sharing them for many years to come.



## NORMAN ROCKWELL ILLUSTRATIONS

### **Fishing Trip, They'll Be Coming Back Next Week**

Norman Rockwell (1894-1978) 1919  
Cover illustration for *The Country Gentleman*, April 26, 1919  
Oil on canvas  
Gift in honor of the Crocker Family by Rodger P. Nordblom.

### **The Catch**

Norman Rockwell (1894-1978)  
1919 Cover illustration for *The Country Gentleman*, May 3, 1919



Oil on canvas  
Gift in honor of the Crocker Family by Rodger P. Nordblom.

### **No Swimming**

Norman Rockwell (1894-1978) 1929  
Cover illustration for *The Saturday Evening Post*, June 15, 1929  
Oil on canvas, Gift of Jeanie Kull Low and John T.C. Low. (Recently deceased, John T.C. Low contributed Norman Rockwell's *No Swimming* in honor of his late wife, Virginia Low, who was the model for the painting.)



### **World's Worst Businessman**

Norman Rockwell (1894-1978) 1954  
Graphite on paper  
Drawing for Chase Manhattan Bank advertisement, 1954  
Gift of Caroline Dwight Bain.



## CLASSIC ILLUSTRATIONS

### **Her poise, her unconsciousness, the winning simplicity of her manner were noticed everywhere**

Charles Dana Gibson (1867-1944)  
1910, Ink and Pencil on Board  
Gift of Everett Raymond Kinstler

### **No title (Meeting at Aquarium)**

James Montgomery Flagg (1877-1960)  
c. 1930, Oil on Canvas  
Gift of Everett Raymond Kinstler

### **Street Scene in Taxco, Mexico**

Henry Jarvis Peck (1880-1964)  
Date unknown, Pencil on Paper  
Gift of Robert T. Horvath

### **Untitled (Girl with Cat)**

Charlotte Harding (1873-1951)  
1901, Pencil on paper  
Gift of Robert T. Horvath

### **Eastern European Peasants Near a Cornfield**

Kerr Eby (1890-1946)  
1923, Ink on Paper  
Gift of Robert T. Horvath

### **Christmas Card to Robert T. Horvath**

George Evans (1920-2001)  
1998, Pen and Ink  
Gift of Robert T. Horvath

### **While Phil Enjoys Texas**

George Evans (1920-2001)  
January 1985, Pen and Ink on Paper  
Gift of Robert T. Horvath

### **Disabled Police Car**

George Evans (1920-2001)  
June 1985, Pen and Ink on Paper  
Gift of Robert T. Horvath

### **Untitled Drawing (Woman)**

Martha Cornwell (1865-1955)  
1902, Charcoal and White Colored Pencil on Paper  
Gift of Robert T. Horvath

### **Trapper**

Matt Clark (1903-1972)  
Date unknown, Oil on canvas  
Gift of Robert T. Horvath

### **Untitled (Man and Woman in Conversation)**

Saul Tepper (1899-1987)  
Date unknown, Oil on canvas  
Gift of Robert T. Horvath

### **Standing Man at Table**

George Baratt (1884-1962)  
1905, Oil on Canvas  
Gift of Robert T. Horvath

### **Antarctic Exhibition/Stars and Stripes**

William Heaslip (1898-1970)  
Date unknown, Gauche on Paper  
Gift of Robert T. Horvath

### **Nurse with Wounded Soldier**

Fletcher Martin (1904-1979)  
1943, Pencil on Paper  
Gift of Steven Hirsch

### **Three political drawings**

by James Barre Turnbull (1909-1976)  
Early 1940, Ink and charcoal on paper  
Gift of Steven Hirsch

**Untitled**, Winfield Scott Lukens  
(dates unknown, active 1896-1905)  
Late 1890s, Oil on Board  
Gift of Wendell Minor

### **Madame Giry: Illustration for Phantom of the Opera**

Robert Heindel (1938-2005)  
1986, Oil on Canvas  
Gift of Rose Heindel (artist's wife)

### **Portrait of Norman Rockwell**

Gene Pelham (1909-2004)  
c. 1950, Oil on Canvas  
Gift of Michael J.P. Collins Family  
(former President of the Rockwell Society of America)

## CONTEMPORARY ARTWORK

Peter Rockwell, an acclaimed sculptor and art historian and Norman Rockwell's youngest son, has generously enhanced the Museum's collection of his sculptural work by contributing the following items:

### **Portrait of Laurie Norton Moffatt**

Peter Rockwell (b.1936)  
2008  
Bronze  
Gift of Peter Rockwell

### **Abstract of My Father**

Peter Rockwell (b.1936)  
Early 1970s  
Bronze  
Gift of Peter Rockwell

### **"Happy Couple"**

Peter Rockwell (b.1936)  
c. 1980  
Bronze  
Gift of Peter Rockwell

## CONTEMPORARY ILLUSTRATIONS

### **Abraham Lincoln Comes Home**

Wendell Minor (b.1944)  
2008/2009  
15 full-color watercolor paintings  
from Minor's illustrated book  
Gift of Wendell Minor

### **Two Generations**

Murray Tinkelman (b.1933)  
Date unknown  
Pen and ink  
Gift of Murray Tinkelman

### **Women & Madness**

Barbara Nessim (b.1930), 1972  
Ink and watercolor book jacket illustration  
Gift of Barbara Nessim

### **The Golden Spike at Promontory Summit, Utah**

Ed Vebell (b.1921)  
Late 1980s  
Ink and Gouache  
Gift of Ed Vebell



## ARCHIVAL ACQUISITIONS

**The Famous Artists School Collection (1940-1971)** is the generous gift of Sam Baytar, comprised of photographs, negatives, transparencies, and writings that provide insights into Norman Rockwell's involvement with illustrator Al Dorne's Westport, Connecticut correspondence school. Notable former students are identified in rare photographs, including Carol Burnett, Dinah Shore, and Charlton Heston. Several 1967 photographs capture Rockwell with Edward Kennedy as he was reviewing the young Senator's own artwork.

Jacquelyn Swan, a former student of Taft Elementary School in Burlington, Vermont, has donated **Records of the Taft School Class of 1946**, the year that her sixth grade class took a trip to Rockwell's Arlington studio. Included are illustrated notes and drawings from

the students to Rockwell, and materials relating to Rockwell's extraordinary gift of *The Babysitter*, his November 8, 1947 *Saturday Evening Post* cover, to the children of Burlington.

Longtime admirer and collector of illustration art, Robert T. Horvath, has generously provided **The Robert T. Horvath Correspondence Collection**, featuring his personal correspondence with established names in the field, including letters from celebrated illustrators Tom Lovell (1909-1997), Mead Schaeffer (1889-1980), and Saul Tepper (1903-1972), among others. Unique insights into the business of magazine illustration during the twentieth century, and techniques that artists use in creating their work, are provided through their writings.

Russell S. Broad, Jr. has provided **a 1960 silver gelatin print featuring Rockwell in**

**his Stockbridge studio**. Fine collections of illustrated magazine cover tearsheets by Norman Rockwell and other artists were contributed by Kevin Lyseth and Linda Gumble.

Marcia Gellert and Marion Heim have made available a noteworthy collection of **illustrated bound periodicals from late nineteenth and early twentieth century** publications like *Scribner's*, *Harper's*, *Century*, and *McClure's*, an important body or research materials.

An anonymous donor has provided extensive descriptive material relating **Norman Rockwell's hand signed and numbered limited edition prints**, published by Eleanor Ettinger, Inc.

We are most grateful for these important materials, which enhance our understanding of the art and business of American illustration.



## exhibitions

### **Norman Rockwell's 323 Saturday Evening Post Covers**

Ongoing

This comprehensive exhibition of original *Saturday Evening Post* tear sheets features every one of Norman Rockwell's cover illustrations for the noted American publication, created over the course of forty-seven years (1916 to 1963).



### **A Day in the Life: Norman Rockwell's Stockbridge Studio**

May 1 - October 21, 2009

The first reinstatement of Norman Rockwell's Stockbridge Studio, *A Day in the Life* brings visitors back to October 1960, when the artist was hard at work on one of his most famous *Saturday Evening Post* covers, *The Golden Rule*. Recently digitized, an extensive archive of photographic negatives has made the exact recreation of a moment in time possible.

### **American Chronicles: The Art of Norman Rockwell**

July 11 - October 12, 2009

*American Chronicles: The Art of Norman Rockwell*, which returned from national tour for the summer season, reacquainted the public with some of Rockwell's best-loved artworks from the Museum's permanent collection—featuring engaging humorous compositions like *Art Critic*, autobiographical explorations like *Triple Self-Portrait*, and his socially significant commentary on racial equality, *The Problem We All Live With*.



### **The Fantastical Art of Peter Rockwell: A Sculptor's Retrospective**

July 11 - October 25, 2010

*The Fantastical Faces of Peter Rockwell: A Sculptor's Retrospective* showcased more than 40 years of the artist's works in stone, bronze, and clay. Filled with exuberance and the spirit of play, Peter Rockwell's artworks inspired by acrobats, gargoyles, monsters, and creatures in motion are unmistakably the work of a self-described "humorist as sculptor." The exhibition, featured in the Museum's galleries, was the perfect complement to the artist's large-scale tumblers and stone carvings on the Museum's grounds, climbing sculptures that invite visitor interaction.



### **Conserving Norman Rockwell's United Nations**

July 11 - October 25, 2010

*Conserving Norman Rockwell's United Nations* explored the world of art conservation by detailing a conservator's step-by-step process—from the evaluation of a work of art to its remarkable restoration. Norman Rockwell's United Nations drawing, a large scale charcoal which became the inspiration for *The Golden Rule*, was painstakingly conserved by Leslie Paisley of the Williamstown Art Conservation Center. Her intensive work on the drawing, captured on video for installation in the exhibition gallery, was of great interest to Museum visitors.

### **Graphic Identity: The Art of Barbara Nessim**

September 25 - November 14, 2009

Internationally-renowned American artist, illustrator, educator, and past member of the Norman Rockwell Museum Board of Trustees, Barbara Nessim was named the first recipient of the Museum's Artist Laureate Award in honor of her dedication, support, and outstanding professional accomplishments. Her original illustrations for magazine and book covers, international corporations, and advertisements were on view.

### **I Am a Part of Art! The Artists of Community Access to the Arts**

October 4 - 25, 2009

An inspiring exhibition of works by the artists of CATA, a regional organization which nurtures and celebrates the creativity of people with disabilities through shared experiences in the visual and performing arts.

### **Norman Rockwell: Behind the Camera**

November 7, 2009 - May 31, 2010

*Norman Rockwell: Behind the Camera*, was the first in-depth exhibition to explore Rockwell's richly detailed study photographs, created by the artist as references for his iconic paintings. Organized with author and guest curator Ron Schick, the exhibition and related book, published by Little, Brown and Company, revealed a rarely seen yet fundamental aspect of Rockwell's creative process, and unveiled a significant

new body of Rockwell imagery in an unexpected medium. Generous support for *Norman Rockwell: Behind the Camera* was also provided by the Stockman Family Foundation and the Max and Victoria Dreyfus Foundation, Inc. The recreation of a scale version of Norman Rockwell's 1957 Colorama, *Closing Up A Summer Cottage*, was made possible by Eastman Kodak Company; additional marketing support was provided by Little Brown and Company. Scheduled for travel, the exhibition will begin its tour to museums nationwide in November 2010.

**Curator's Choice: Selections from the Permanent Collection**

November 7, 2009 - February 7, 2010

A selection of images from Norman Rockwell Museum's permanent illustration collection, as chosen by Rockwell Center for American Visual Studies Curator Joyce K. Schiller, PhD. Artists on view included such noted illustrators as James Montgomery Flagg, David Maculay, Maxfield Parrish, Howard Pyle, and N.C. Wyeth.

**The Duchess of Whimsy: The Art of Peter de Sève**

November 20, 2009 - January 4, 2010

Peter de Sève's richly painted watercolors for *The Duchess of Whimsy*, an acclaimed picturebook written by Randall de Sève and illustrated by Peter de Sève, delighted audiences this holiday season. The couple spoke to a packed house in November at the exhibition opening, a family event that included art-making activities and a special booksigning.

**To Rockwell with Love: Fan Mail and The Saturday Evening Post**

January 16, 2010 - May 16, 2010

A groundbreaking archival exhibition that invited visitors to step back in time to explore Rockwell's imagery for *The Saturday Evening Post*, which prompted an outpouring of reader reaction during the artist's forty-seven year tenure with the magazine. Shifting American values, World War II and the rise of national identity, the Baby Boom and the growth of the middle class, are some of the themes that were brought to life in *To Rockwell With Love: Fan Mail and The Saturday*

*Evening Post*, an engaging installation of letters and photographs from Rockwell's recently processed fan correspondence.

**24th Annual Berkshire County High School Art Show**

February 6 - March 7, 2010

A lively and diverse exhibition of original artworks by Berkshire County high school students in celebration of the region's talented youth. The exhibition is sponsored by Legacy Banks.

**Norman Rockwell: A Life in Art**

March 6 - June 20, 2010

An intimate exhibition including artworks spanning Norman Rockwell's career, and unique personal mementos from the Norman Rockwell Archives—from the artist's infant-wear to custom—designed vertical bifocals that aided him in his work.

**Norman Rockwell and the Boy Scouts of America**

May 29 - November 27, 2010

In celebration of the 100 year anniversary of The Boy Scouts of America, this exhibition offers an insightful look at Norman Rockwell's extensive body of work created for the Scouts, through original tearsheets, personal mementos, and props.

**William Steig: Love & Laughter**

June 12 - October 31, 2010

*William Steig: Love & Laughter* explores the richness of the artist's imagery—from his New Yorker covers and cartoons, and symbolic drawings offering commentary on the human condition, to beloved picturebooks like *Shrek!*, the inspiration for DreamWorks animated films. William Steig's brilliant drawings are accompanied by the vibrant dimensional sculptures and assemblages of Jeanne Steig, a gifted artist and accomplished author, and Steig's wife of 35 years. Inspired to by her husband to "make things," Jeanne creates compelling artworks almost exclusively from unique street finds and other discarded objects. This acclaimed exhibition reveals the joys of the artists' creative co-habitation and wonders of their shared vision. The exhibition is scheduled to travel following its run at Norman Rockwell Museum.



# traveling exhibitions

## *American Chronicles: The Art of Norman Rockwell*

Museum of Art, Fort Lauderdale, Florida  
November 14, 2009 through February 7, 2010

Wichita Art Museum, Wichita, Kansas  
March 6 through May 30, 2010

## *Building Books: The Art of David Macaulay*

Bing Stanford Gallery, Washington, D.C.  
October 19, 2009 through February 5, 2010

## *Dinotopia: The Fantastical Art of James Gurney*

Delaware Art Museum, Wilmington, Delaware  
February 6 through May 16, 2010

Norton Museum of Art, West Palm Beach, Florida  
June 10 through September 5, 2010

## *LitGraphic: The World of the Graphic Novel*

Toledo Museum of Art, Toledo, Ohio  
October 2, 2009 through January 3, 2010

Huntington Museum of Art, Huntington, West Virginia  
February 20 through May 24

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

National Museum of the Marine Corps, Triangle, Virginia  
September 28, 2009 through January 9, 2010

## *Norman Rockwell's Tom Sawyer and Huckleberry Finn*

Alvin Sherman Library, Nova Southeastern University, Florida  
November 14, 2009 through January 29, 2010

Minnesota Marine Art Museum  
June 15 through August 8, 2010

Averitt Center for the Arts/Statesboro Arts Council, Inc.,  
Statesboro, Georgia  
March 12 through May 7, 2010

## *Picturing Health: Norman Rockwell and the Art of Illustration*

Gari Melchers Home and Studio, Fredericksburg, Virginia  
October 31, 2009 through January 31, 2010

## *Stockbridge Models Project*

Stockbridge Town Hall, Stockbridge, Massachusetts  
Ongoing

---

## art & archival donors

### PERMANENT COLLECTION ART DONATIONS

Caroline D. Bain  
Michael J.P. Collins  
Laurie Cormier  
Senator Jack & Mrs.  
Jane Fitzpatrick

Rose Heindel  
Steven Hirsch  
Robert T. Horvath  
Everett Raymond Kinstler

John and Virginia Low  
Wendell Minor  
Barbara Nessim  
The Roger P. Nordblom Family

Peter Rockwell  
Jeanne Steig  
Murray Tinkelman  
Ed Vebell

### ARCHIVAL DONATIONS

Anonymous Donor  
Caroline D. Bain  
Sam Baytar  
Edward C. Bloom  
Russell S. Broad, Jr.

Holly Chorba  
Miriam Dornbier  
James A. Edgerton  
Marcia Gellert & Marion Heim  
Linda Gumble

Robert T. Horvath  
Thomas & David Lowell  
Johnson  
John T.C. Low  
Kevin Lyseth

Bonnie Rosenberg  
Jacquelyn Swan  
Ann Lamone White

### LENDERS TO NORMAN ROCKWELL MUSEUM EXHIBITIONS

Anonymous Lender  
American Legion Post #193,  
Winchendon, Massachusetts  
Steward Babbott  
Thompson C. Chew  
Carlos D. De Mattos  
Kay Dore  
The Dowd Family  
Eleanor Ettinger & Barbara  
Stevens

Phillip M. Grace  
Virginia and Douglas Haight  
The Estate of Thomas Hoving  
Oliver C. Kempton, Jr.  
Herbert Lobsenz  
Idella Ludwig  
Marino Family Trust  
Family of Angus Macdonald  
John and Nan MacEwen  
Kelly Meany

Elizabeth Montgomery/The  
Family of William S. Miles  
Don Mott  
The Musselman Family  
Lowell Paddock  
Pfizer Inc.  
Gail and Thomas Rockwell  
Jarvis Rockwell  
Peter Rockwell  
Kenneth Salem

Mrs. Mary Alice Schwarz  
Nelson Severinghaus  
The Stuart Family  
William Stuart  
Sun-Maid Growers of  
California  
Williams High School Alumni  
Association



# exhibition loans

## LENDERS TO NORMAN ROCKWELL MUSEUM EXHIBITIONS

### ***Building Books: The Art of David Macaulay***

David Macaulay

### ***Dinotopia: The Fantastical Art of James Gurney***

James Gurney

### ***The Duchess of Whimsy: The Art of Peter de Sève***

Peter de Sève

### ***The Fantastical Art of Peter Rockwell: A Sculptor's Retrospective***

Butler Museum of American Art                      Mary Rockwell  
Geoffrey and Peigi Rockwell                      Peter Rockwell  
John Rockwell

### ***Graphic Identity: The Art of Barbara Nessim***

Barbara Nessim

### ***LitGraphic: The World of the Graphic Novel***

Jessica Abel	Niko Henrichon	Dave Sim
Sue Coe/Galerie St. Etienne	Mark Kalesniko	Barron Storey
Howard Cruse	Peter Kuper	Lisa Thamasett
Scott Eder	Estate of Harvey Kurtzman	Estate of Lynd Ward
Estate of Will Eisner	Matt Madden	Lauren Weinstein
Brian Fies	Frans Masereel	Mark Wheatley
HA Galleries	Terry Moore	
Marc Hempel	New York Society Library	

### ***Picturing Health: Norman Rockwell and the Art of Illustration***

Pfizer Inc	Cora Lynn Deibler	Whitney Sherman
American College of Cardiologists	Cathy Dineen	Elwood Smith
Melinda Beck	Teresa Fasolino	Mark Ulriksen
Cathie Bleck	Frances Jetter	
Guy Billout	Stephen Ledwidge	
Juliette Borda	Gregory Manchess	
Charles Cross	Peter de Sève	

### ***Norman Rockwell: Behind the Camera***

Berkshire Museum	Mary Whalen Leonard	Smithsonian Air and Space Museum
Brooklyn Museum	Memorial Art Gallery	The Swyers Family
Columbus Museum of Art	National Press Club	Taubman Museum of Art
Connecticut Valley Historical Museum		

### ***William Steig: Love & Laughter***

Jeanne Steig  
Eric Carle Museum of Picturebook Art  
Anonymous Donor



## ATTENDANCE

<b>Total Visitation</b>	<b>121,527</b>
Daily Visitation, children	10,430
Daily Visitation, college students	4,536
Group Tourism	13,930
School Programs, on site	4,236
School Programs, off site	986
Scout Programs	281
Family Days	184
Linwood Living History Programs & site walks	3,416
Other Adult Public Programs	1,557
Other Child Public Programs	634
Festivals and Community Days	1,464
Shared Ticket Incentives	8,350
Audio Tours	9,081
Library Passes	2,911



## education & visitor experience

### PUBLIC PROGRAMS

An exciting array of learning experiences engaged audiences of all ages at Norman Rockwell Museum and in communities around the nation this year. The Museum celebrated the book release of *The Unknown Rockwell: A Portrait of Two American Families*, in October, with the book's author James Buddy Edgerton and co-author Nan O'Brien. Mr. Edgerton, who was a next-door neighbor and model for Norman Rockwell during his years in Arlington, Vermont, spoke to a packed house, which included Norman Rockwell's sons Jarvis and Tom, other Vermont models and friends.

On June 4, 2010, **NASA astronaut/Berkshire native Stephanie Wilson** paid a visit to Norman Rockwell Museum to return a reproduction of a 1964 photo of Norman Rockwell and astronauts John W. Young and Virgil I (Gus) Grissom, which accompanied her aboard the space shuttle Discovery in 2007. Ms. Wilson offered remarks about her experiences during a special public program.

**Private Lives, Public Personas**, the

Museum's summer 2009 lecture and performance series, delved into the fascinating and often complex relationship between the public personalities and private lives of artists. A well-attended evening talk by Peter Rockwell offered insights into his artistic development and working process, and his personally-led gallery and grounds walks were enjoyed by the many visitors in attendance. Illustrator James Warhola shared memories of his uncle Andrew Warhola, better known as Pop Art impresario Andy Warhol (1928-1987). Acclaimed actress Robin Lane portrayed iconic Mexican artist Frida Kahlo (1907-1954) in a one-woman performance that brought this creator of powerful personal images to life. The life of American painter John Sloan (1871-1951), who began his career as an illustrator and cartoonist, creating reflections on urban life for the nation's magazines, was explored by Rockwell Center for American Visual Studies Curator Joyce K. Schiller, PhD. Summer workshops for the young and the young at heart offered lively opportunities for artistic discovery.

The **Summer Art Club** engaged children in on-site drawing and painting as a tool for seeing, and **Create Together** offered hands-on interactive parent-child experiences in the Museum's galleries. **Art in Action**, a series of Sunday drop-in art classes, were enjoyed by young visitors and their families. Award-winning artist Irena Roman, whose watercolors are featured in galleries and in editorial, publishing, and advertising venues, led a **weeklong intensive art workshop for adults**.

Four unique summer programs invited visitors to look back in time. **Model Citizens** connected many delighted visitors with real-life models who actually posed for Norman Rockwell. **In Rockwell's World** introduced audiences to the important people in the artist's life; and **Meet Mr. Butler** brought the owner of Linwood, the 1859 cottage that graces the Museum's grounds, to life. The property's heritage also inspired **Historic Property Walks**, which explored the Linwood Estate's bucolic landscape and legacy before becoming home to Norman Rockwell Museum.

In October, *Norman Rockwell: Behind*



*the Camera* shed new light on Norman Rockwell's artistry and creative process, inspiring a popular series of related programs and events. Guest curator/photographic historian Ron Schick offered a behind-the-scenes look at the works on view, and photographer Michael Flower discussed commercial photography and its vital connection to the art of illustration. The Museum's Saturday evening series **The Artist & The Photograph** invited noted photographers Kevin Sprague, Gregory Crewdson, and Jonathan Doster to share their thoughts on contemporary pathways in photography—from assembled narration to the moving image. On Memorial Day weekend, *Vanity Fair* contributing editor David Kamp discussed his exhibition-related article, which offered fresh perspectives on Norman Rockwell's art and role in American culture.

*Behind the Camera* also inspired hands-on art programs for adults and children. Photographer Sabine Vollmer von Falken helped amateur image-makers to navigate their digital camera in **Camera Clinic**, sharing aesthetic and practical pointers.

Writer Vivian Dorsal and her students put pen to paper during **Picture This: Writing with Photographs**, which employed visual memoir as a literary spark. **The Art of the Photographic Portrait** examined the fine art of portrait photography, practiced by Julie McCarthy.

Family events inspired children of all ages to strike poses and capture stories in art. **Play Ball! An All American Festival** brought many enthusiastic visitors to the Museum in celebration of Rockwell's art and a much-loved national pastime, during the July 4th weekend. February and April vacation workshops encouraged creativity through the exploration of the works on view in **Paint Up a Storm!** and **Gallery Sleuths!. Got Ink? Creating a Graphic Novel**, led by educator and artist Tim Callahan, and **Moving Pictures: Creating Animation**, taught by illustrator Elizabeth Buttler, offered exciting approaches to creating sequential imagery for teens. **Kids Create: A Pre-School Art Program** provided unique gallery experiences for young art lovers and their caregivers throughout the year.

Norman Rockwell's art for *The Saturday*

*Evening Post*, and the public response it received, was celebrated at a special exhibition opening for **To Rockwell, With Love: Fan Mail and The Saturday Evening Post** in January. Accompanied by musician Mike Schiffer, designer Hope Aaron and radio personality Mimi Rosenblatt brought visitors back to America's mid-century with a dramatic reading of select Rockwell fan correspondence. The artist's covers for the *Post* were further explored in **Food for Thought: A Lunchtime Lecture Series** with curatorial staff members Jessika Drmacich, Stephanie Plunkett, and Joyce K. Schiller. Norman Rockwell's 1960 painting, *Golden Rule*, provided the inspiration for **World Rhythms Day**, an afternoon of family fun with an international flavor featuring multicultural music, traditional kamishibai Japanese storytelling, classic 1960s cars, a *Runaway*-inspired diner, and the May reopening of Norman Rockwell's Stockbridge studio.

**Contemporary illustrators** working in Rockwell's beloved profession offered compelling conversations about their art and diverse aspects of the field. Barbara

Nessim, an award-winning illustrator and the Museum's inaugural Artist Laureate, discussed her ever-evolving imagery and career. James Gurney, the famed creator of the *Dinotopia* book series, introduced children and families to approaches that inspired his recent book, *Imaginative Realism: How to Paint What Doesn't Exist*. Peter de Séve and Randall de Séve spoke to visitors about the process of creating their popular illustrated book, *The Duchess of Whimsy*. In June, *William Steig: Love & Laughter* was brought to life by family members Jeanne Steig, the artist's wife of 35 years, and Maggie Steig, the artist's daughter, both talented creators who shared reflections at the exhibition opening.

## SCHOOL PROGRAMS

Interactive, curriculum-based programs for school groups, grades kindergarten



through high school, inspired students to explore language arts (Narrative and Nuance), studio arts (Art and Inspiration), and social studies (Moments in History) through original works of art by Norman Rockwell. Interrogative teaching methods, drawing as a tool for seeing, creative writing in the galleries, and close ups encounters with historical artifacts relating to the works on view brought the Museum's collections into focus for students and their teachers.

**Generous support from the High Meadow Foundation and the Deputies of Berkshire County** offered schools much appreciated underwriting support for bus service and Museum admission, making visits possible in challenging economic times. Resource packets for educators, available on CD, and downloadable lesson plans, remained a popular way for educators working

across disciplines to bring the art of Norman Rockwell into the classroom.

Many college students joined us for advanced and behind-the-scenes tours that extended their classroom learning in illustration art, history, education, and women's studies.

This February, almost 200 students and their families attended the exhibition opening for the

Museum's **24th Annual Berkshire County High School Art Show**, which featured illustrator/cartoonist John Roman as an inspirational opening commentator. A diverse array of two and three-dimensional artworks from students from 14 Berkshire County schools were on view in this time-honored installation.

## COLLABORATION AND OUTREACH

This year, new collaborations provided exciting opportunities to engage diverse audiences with the work of the Museum. The Museum found programmatic synergy with Multicultural BRIDGE, bringing interactive programs promoting literacy, tolerance, healthy living, and respect for the environment to the youth of our region. Literacy Network of South Berkshire, a nonprofit organization that makes instruction in basic academic skills accessible to adults living and working in Southern Berkshire County, joined us for a series of group and independent visits promoting literacy through art.

Education staff worked with students and teachers at the Richmond School on a successful pilot series of illustration-based programs that inspired creativity and consideration of the power of images to communicate ideas and narratives. Outreach visits to schools, libraries, museums, and communities near and far brought the art of Norman Rockwell to a broad spectrum of organizations and their constituents.

## scholarly contributions

Photo historian Ron Schick's use of the Museum's Archives and ProjectNORMAN from 2006 through 2008, resulted in the fall 2009 publication of *Norman Rockwell: Behind the Camera* (Little Brown and Company), a fascinating look at Rockwell's use of elaborately staged reference photography to compose his iconic images. The following researchers who utilized the Archives this year for upcoming projects regarding Norman Rockwell and the field of illustration:

**Bridget R. Cooks, Ph.D.**, a professor of Art History and the Program in African

American Studies at the University of California, Irvine, gathered material for a planned publication on the art of the Civil Rights Movement.

**Jane Allen Petrick, Ph.D.**, an organizational psychologist and independent author, visited the Museum to research the topic of her planned book about, in her words, "the other people in Norman Rockwell's America." She is interviewing many of Rockwell's models, and analyzing documents from our Archives as she investigates the artist's illustrations depicting people of color.

**Patti Philippon, Chief Curator** at the Mark Twain House and Museum in Hartford, Connecticut, utilized the archives relating to Rockwell's illustrations for Tom Sawyer and Huckleberry Finn.

**Virginia Mecklenburg, Ph.D.**, Senior Curator of painting and sculpture at the Smithsonian American Art Museum, examined correspondence, photographs, news clippings, and many other resources in preparation for her exhibition and book, *Telling Stories: Norman Rockwell from the Collections of George Lucas and Steven Spielberg*.

## ROCKWELL CENTER FOR AMERICAN VISUAL STUDIES

This year, the Rockwell Center for American Visual Studies at Norman Rockwell Museum invited its first applications for participation in the **Rockwell Center's 2011 Fellows Program**. Dedicated to the art of illustration, this national research institute is the first of its kind in the nation, and has been established to bring new scholarly attention and resources to this important art form. The Rockwell Center will award two fellowships promoting the study of illustration art and an understanding of the role of published images in shaping and reflecting our world. Open to senior scholars, museum professionals, and advanced graduate students working in diverse fields, Fellowship applications are due on November 12, 2010 with research

to commence in the spring of 2011.

The Rockwell Center website ([www.rockwell-center.org](http://www.rockwell-center.org)) has been established, providing new scholarship relating to the art of illustration and works in the Museum's collections on a weekly and bi-weekly basis. These illustrated postings have attracted a broad audience of more than 50,000, prompting commentary from scholars, museum professionals, and the general public. The Rockwell Center website also features information about its institutional partners, their collections, and their illustration-based exhibitions.

A comprehensive three-year work plan outlining long-range goals, programming, and outreach for the Rockwell Center is currently being finalized. Research and planning for upcoming exhibitions relating to American visual culture is underway.

## PUBLICATIONS

*The Fantastical Faces of Peter Rockwell*, catalogue for the 2009 exhibition, featuring an interview with the artist, and commentary from former *New York Times* art editor Annette Grant, and Norman Rockwell Museum Director/CEO Laurie Norton Moffatt, Chief Curator/Deputy Director Stephanie Haboush Plunkett, and Curator of Archival Collections Corry Kanzenberg. The catalogue received a 2010 New England Museum Association Publication Award.

The expanded 40th anniversary edition of *Portfolio* (the Museum's member magazine) was published in July 2009. The comprehensive overview of the Museum's first 40 years went on to receive a 2010 New England Museum Association Publication Award.

## the public dimension



Along with attracting significant press both nationally and internationally, Norman Rockwell Museum continued its efforts to reach new and existing audiences through a combination of ambitious marketing and online efforts. Collaborations with area cultural organizations resulted in such joint ticketing efforts as American Icons (Chesterwood, Hancock Shaker Village and The Mount), and dual ticket offers with The Clark, Mass MoCA, Ventfort Hall, and Tanglewood.

Strategic budgeting and planning provided the opportunity for increased outreach with online resources, placement with outdoor advertising, and leveraged the Museum's first ever television campaign. The Museum added a digital video screen to its lobby in order to post current and upcoming programs and exhibitions, provide visitor service information, and promote membership, the Museum store

and café, plus other cultural attractions in the Berkshires. The system utilizes a web interface for updates.

### WWW.NRM.ORG

The Norman Rockwell Museum website received 381,000 unique visits during the fiscal year 2009-2010, a 37 percent increase from the previous year. In collaboration with the Studio Two marketing agency, the Museum redesigned its website, with the objective of championing web 2.0-oriented technologies and techniques, and relaunched the site in October of 2009. Web visitation, participation, and online store sales increased considerably, with average visitation up over 60 percent from the previous year. The enhancements and improvements were affirmed by an honorable mention for best website in the New England Museum Association's 2010 Publication Awards Competition.

This year aggressive search engine optimization strategies were employed, yielding over 300 percent increased traffic to the website from the three largest search engines: Google, Yahoo, and MSN/Bing. On February 3, 2010, Google paid tribute to Norman Rockwell's

116th birthday by modifying its homepage banner to incorporate the artist's April 24, 1926 *Saturday Evening Post* illustration *Boy and Girl Gazing at Moon (Puppy Love)*. The surprise "Google Doodle" resulted in an extraordinary amount of international interest in Rockwell, and temporarily crashed the Museum's website due to the increased visitation and direct links from international media. On that day the Museum's site received over 60,000 visits (about ten times the usual traffic), with traffic noted from such regions as North America, Europe, Asia, The Middle East, and South America. In the spring, the Museum was recognized as one of over 100,000 "favorite places on Google" based on Google users' interaction with local business listings.

### THE ONLINE COMMUNITY

The Museum further strengthened its online community through increased participation in the social networking sites Facebook, Twitter, YouTube and ArtBabble. Launched in late 2008, the Museum's Facebook page received over 2,500 fans by March 2010, and has remained a popular complement to the main Museum website.



# advancement

This year Norman Rockwell Museum was successful in raising funds from its growing community of supporters despite the uncertain economic climate. In fiscal year 2010, development income provided 36 percent of the Museum's overall revenue. Institutional support from foundations, corporations and government provided much needed funding for a wide variety of projects and programs at the Museum, including continuing archiving efforts for ProjectNORMAN, the installation of a new HVAC (heating, ventilating, and air conditioning) system, and the annual high school art show. Contributions from Trustees, the National Council, and members allowed the Museum to continue to provide top quality programming, events, and exhibitions to the more than 120,000 visitors to the Museum, as well as the more than 360,000 people who viewed one of its traveling exhibitions across the country.

## GRANTS

Grant funding represents a significant portion of the Museum's development revenue. In fiscal year 2010, grant awards accounted for more than 24 percent of the Museum's total operating budget—a revenue source that consistently has been second only to admissions income.

Grant sources include foundations large and small, as well as federal, state, and municipal government opportunities. All are highly competitive, and only a small percentage of applications submitted result in an actual award. In recent years, the Museum has prepared applications requesting a total of \$4 to \$8 million with a success rate of 10 to percent depending on the year.

The following is a description of grants made to the Museum in fiscal year 2010 by program:

### ProjectNORMAN - preservation, digitization, and public access initiatives

Once again, the federal **Institute for Museum and Library Services** (IMLS) and an **anonymous foundation** awarded \$150,000 and \$200,000 respectively to advance ProjectNORMAN, in particular to make collections information more broadly accessible to the public. The

Museum also secured a first-ever "basic processing" grant from the **National Archives and Research Administration (NARA) National Historical Publications and Records Commission** to reorganize the Norman Rockwell Archive to current archival standards. This prestigious award of \$108,213 supports a two-year effort to overhaul the entire archive, positioning the Museum to pursue subsequent NARA grants for detailed processing in the future. **The Stockbridge Preservation Committee** also awarded \$25,000 to continue its multi-year

**Berkshire County Sheriff's Office** to underwrite the Museum education program costs and transportation costs for Berkshire County school groups that come from Title I and other economically distressed public schools.

**Ruth and Nicholas Boraski** continued to support Museum education initiatives with an additional \$30,000 grant to The Ruth P. and Nicholas Boraski Family Children's Fund, which they established in 2008.

In fiscal year 2010, Norman Rockwell Museum installed a fire suppression system in the Studio funded in part by two



commitment to digitization, research, and development of finding aids for the Stockbridge Models Project - a subset within ProjectNORMAN that addresses film-based collections related directly to the Town's cultural heritage.

### Exhibitions and programming

*Norman Rockwell: Behind the Camera* was supported by a \$25,000 grant from the **Stockman Family Foundation** and a \$15,000 grant from the **Max and Victoria Dreyfus Foundation**.

As in years past, **Legacy Banks Foundation** supported the *24th Annual Berkshire County High School Art Show*, with a new three-year commitment of \$12,000, for years 2011, 2012, and 2013.

Once again, the Museum was fortunate to receive a \$6,000 grant from the

grants received in fiscal year 2009. The Museum received a \$20,000 grant from the **1772 Foundation** that was matched by a \$25,000 grant from the **Burton D. Morgan Foundation** to support this long overdue project. **Petricca Industries** also contributed \$16,000 in services to the project. Construction took place during the winter of 2010 when the studio was closed to the public.

### Operating support, capital projects, endowment grants and special projects

For fiscal year 2010, the Museum was fortunate to receive the following institutional support for general operating expenses. **The Massachusetts Cultural Council** (\$21,300), the **Burton D. Morgan Foundation** (\$10,000 with an additional \$25,000 toward the Museum's



endowment fund), **Berkshire Life Insurance** (\$25,000).

The **Henry R. Luce Foundation** awarded a grant of \$100,000 to support the curatorial department for one year, through its American Art Renewal Fund (AARF). The foundation established AARF in 2010 to strengthen American art museums during this current economic downturn.

Once again, the Museum was fortunate to receive \$50,000 from the **High Meadow Foundation** to underwrite the “Kids Free” Program. High Meadow Foundation has sponsored this program since fiscal year 2004. Through this program, children under the age of 18 have enjoyed free admission to the Museum.

An **anonymous foundation** awarded \$25,000 to the Museum to hire a consultant to work with trustees and senior staff to draft a financial report for the Museum. This report will help the Museum address some of the financial challenges it has faced over the past several years and allow it to plan for the future.

The Museum redeployed a \$190,000 **State Cultural Facilities Grant** received in fiscal year 2009 to replace its 19-year old chiller climate control system, which failed in July 2009. Professional engineers determined that the cooling system had to be redesigned and the chiller replaced immediately. The Museum expedited this expensive project to avoid putting its world-class art collections at risk. In addition to the Cultural Facilities Grant, a **Norman Rockwell Museum Board Member** and **United Technologies Corporation** (UTC) generously awarded a \$25,000 gift and a \$5,000 grant respectively toward

the cost of replacing the chiller. As a result, the Museum was able to replace the failed system quickly with a more state-of-the-art model by May 2010.

The **Henry Luce Foundation** also awarded \$5,000 to underwrite Museum Director Laurie Norton Moffatt’s trip to Moscow on behalf of the Association of American Museums (AAM). Norton Moffatt represented AAM and the Museum on the United States delegation arranged by the U.S. State Department. **The Clark Institute of Art** and the **Berkshire Taconic Community Foundation** also contributed \$2,500 and \$500, respectively to this unique project.

## MEMBERSHIP & INDIVIDUAL GIVING

Membership and individual support continue to play an important role in generating income during an unsettled economic climate. Nearly 1,600 members and donors made financial commitments this past year. Combined, members and individuals provided almost \$300,000 (\$295,877) in revenue to the Museum in fiscal year 2010. Increased efforts and new initiatives increased the number of new members increased over last year by 17.5 percent, however, the annual membership renewal rate decreased slightly over the previous year (three percent). The fiscal year 2010 renewal rate was 66 percent— a large share of which came from long-time members who continue to keep the spirit of Norman Rockwell’s art alive.

In fiscal year 2010, the Museum continued to receive income from attendees of the 40th Anniversary

gala, implemented a successful year-end appeal, and increased stewardship activities that yielded additional income for the year. Cultivation events for members and donors were held in Williamstown, Massachusetts in October, and Fort Lauderdale, Florida in November. There were also strong member turnouts at the *Norman Rockwell: Behind the Camera* and *Love and Laughter: the Art of William Steig* exhibition opening nights in November and June.

The following are some highlights of the Museum’s membership and individual support for fiscal year 2010:

- North American Reciprocal Museum program (NARM), a member benefit introduced in 2009 to Illustrator’s Roundtable and above-level memberships, has played an important part in encouraging members to renew, and new constituents to join at elevated levels. NARM members now have membership privileges at 421 North American Museums.
- Library memberships continue to increase and have become an important outreach tool for the Museum. Seventy-seven Regional libraries, a 12 percent increase over last year, from Massachusetts, Connecticut, New York, and Vermont participate in this unique program, which entitles library patrons to “check out” a pass for up to four individual admissions, expanding the accessibility of the Museum.
- The Year-End Appeal was one of the Museum’s most successful appeals in a long time, with \$51,406 raised overall. Several of the Museum’s trustees contributed more than \$33,000 to this year’s appeal, while non-trustees contributed more than \$17,000, representing a 76 percent increase (from non-trustees) over the previous year.

## NATIONAL COUNCIL

The National Council is a group of friends and supporters from around the country who serve as Rockwell advocates, providing important stewardship and national outreach for the Museum. In fiscal year 2010, National Council members contributed \$56,000 in revenue to the Museum, representing a more than 100 percent increase over the previous year.



# finance & administration

The 2010 fiscal year was a challenging one. However, Norman Rockwell Museum worked diligently to maintain a very efficient and effective operation which once again, successfully produced a strong balance sheet and an increase in net assets this year.

## HIGHLIGHTS OF THE 2010 OPERATING YEAR

- Welcomed over 120,000 visitors who generated over \$2.1 million in admissions income and net store operations.
- Increased sales from our store website by 20 percent.
- Produced just under \$500,000 from traveling exhibit fees.
- Received over \$700,000 in memberships, contributions and gifts from individuals and corporations from across the country.
- Successfully received \$950,000 in grants from government organizations and private foundations to support the continued stewardship of the Museum's collection and maintain its campus.

- Decreased operating expenses by five percent without sacrificing its mission.

As is the case with most other institutions, the Museum's ability to continue to raise revenues sufficient to cover operating expenses will continue to be challenged in the years ahead. To successfully accomplish this goal, the Museum will continue to focus on enhancing its visitors' experience, growing the membership and donor base, while striving to build a larger endowment.

## FINANCIAL STATEMENTS AS OF JUNE 30, 2010

### Condensed Statement of Financial Position

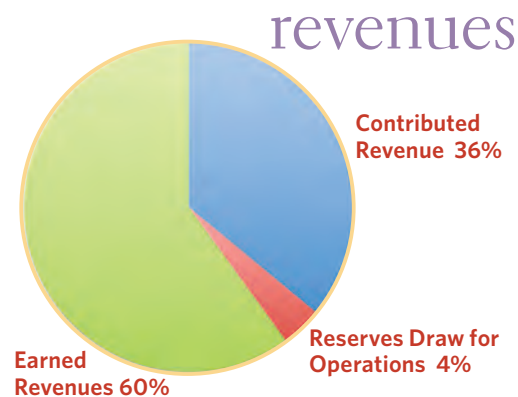
Assets		Liabilities and Net Assets	
Cash and cash equivalents	\$ 10,896	Payables	\$74,561
Receivables	448,493	Short and Long Term Debt	812,050
Store Inventory	597,934	Deferred Income	622,265
Investments	3,069,099	Total Liabilities	1,508,876
Property and Equipment	4,567,226	Total Net assets	7,184,772
<b>Total assets</b>	<b>\$ 8,693,648</b>	<b>Total Liabilities &amp; Net Assets</b>	<b>\$8,693,648</b>

### Condensed Statement of Operations

Operating Revenues		
Admissions Income	\$ 1,312,501	} 60%
Gross Profit from Store Operations	746,871	
Traveling Exhibition Fees	486,195	
Other Earned Revenues	193,017	} 36%
Contributions & Gifts	525,728	
Memberships	184,188	
Grants	948,393	} 4%
Reserves Draw for Operations	147,000	
<b>Total Revenue</b>	<b>\$ 4,543,893</b>	<b>100%</b>

Operating Expenses		
Exhibitions & Education	1,131,021	26%
Collections Care	556,522	13%
External Relations	373,006	9%
Facilities & Depreciation	787,823	18%
Communications & Marketing	554,430	13%
Administration & Business Operations	884,366	21%
<b>Total Expenses</b>	<b>\$4,287,168</b>	<b>100%</b>

**Change in net assets from operations \$256,725**



*The condensed statements of financial position and operations are derived from the Norman Rockwell Museum's June 30, 2010 audited financial statements by Wolf and Co., whose report expressed an unqualified opinion on those statements. A complete copy is available upon request.*



# contributors & donors

Norman Rockwell Museum is grateful to the following donors for their generous support from July 1, 2009 through June 30, 2010.

## \$100,000 AND UP

Anonymous  
The Henry Luce Foundation  
Institute of Museum and Library Services  
Valerie & George Kennedy  
Massachusetts Cultural Council  
National Archives and Records Administration/National Historical Publications & Records Commission

## \$50,000 AND UP

Jane & Jack Fitzpatrick  
High Meadow Foundation, Inc.  
Country Curtains  
The Red Lion Inn  
Blantyre  
National Endowment for the Arts/  
American Recovery and Reinvestment Act  
The Patricia N. & Clarke H. Bailey Foundation

## \$25,000-\$49,999

Berkshire Life Insurance Co. of America  
Ruth & Nicholas Boraski  
The Burton D. Morgan Foundation  
Jane & Neil Golub  
Anne Morgan & Jim Kelley  
Barbara Nessim & Jules Demchick  
Town of Stockbridge  
Community Preservation Fund  
Stockman Family Foundation Trust

## \$10,000-\$24,999

John & Pamela Goode  
Mark Krentzman & Caroline Vanderlip  
Max & Victoria Dreyfus Foundation  
Perri Petricca  
Duncan & Christen Pollock  
Eileen & Thomas Pulling  
Carole & Frederick B. Taylor

## \$5,000-\$9,999

Berkshire County Sheriffs Association  
Kathleen & Daniel Cain  
Steven & Susan Hirsch  
Deborah Hoover  
Richard & Mary Kelly  
Valerie & Jay Ireland  
Kate & Hans Morris  
Nelson & Ginny Severinghaus  
United Technologies Corporation  
Marilyn & Ron Walter

## \$2,500-\$4,999

Therese & Malouf Abraham  
Marty & Jim Bush  
Clark Art Institute  
Sally Hill Cooper  
Peter & Pamela D'Ambrosio  
Walter & Mary Jo Engels  
Eunice & Carl Feinberg  
Susan & Timothy Fidler  
Nancy Fitzpatrick & Lincoln Russell  
John V. Frank  
John & Chara Haas  
Louise Holland  
Carol Konner  
Pam & Barry Kriebel  
Ron & Diane Miller  
James & Barbara Richardson  
Elihu & Susan Rose  
Mark & Betsey Selkowitz  
Ted Slavin & Patricia Rubin  
John Spellman & Cynthia McCollum  
Cindy & Lee Williams  
Judy Francis Zankel

## \$1,000-\$2,499

Lila W. Berle  
Robert & Lonna Berridge  
Peter & Helen Bing  
Bruce & Sharon Bottomley  
Erik Bruun  
Michael JP Collins

Pam Deely  
The Dobbins Family Foundation  
Frank & Patricia Faucett  
GE Foundation  
GE Global Research Center  
Nancy & William Goessel  
Felda & Dena Hardymon  
Estelle Hendrickson  
Lola Jaffe  
Little, Brown and Company  
Dan & Judy Magrath  
Shirley & Jay Marks  
Philip & Kathy McKnight  
Chip & Bobbi O'Hare  
Kevin & Joyce Parks  
Robert A.M. Stern Architects, LLP  
Ann Schutt  
Sylvia Silverberg  
Aso Tavitian  
John Umlauf  
Jamie Williamson & Bill Marley  
Robert & Elizabeth Wilmers

## \$500-\$999

Anonymous  
Austen Riggs Center  
Henry W. D. Bain  
Berkshire Taconic Community Foundation  
Ruby Bridges  
Dorothy Byrne  
Judy Caywood  
Chicago Albumen Works  
Andrew & Jane Cohen  
William Cohn & Rita Kasky  
Bobbie Crosby  
Barbara Priester Deely  
A. King Francis  
Michelle & Chuck Gillett  
Roger & Fern Goldman  
Howard & Sue Gorham  
Mary Grant & James Canavan  
Scott & Ellen Hand  
Gene & Lynn April Hartline  
William & Barbara Henagan

Maureen & Paul Hickey  
Evelyn F. Hitchcock  
Kathleen & Neil Holden  
Richard & Lila Holland  
James & Joan Hunter  
The Inn at Stockbridge  
Nancy Kalodner  
Martin & Wendy Kaplan  
Isabel & Barry Knispel  
Anabel & John Konwiser  
Daphne & Bob McGill  
Barbara & Don McLucas  
Terence & Emily Meehan  
Wendell & Florence Minor  
Judith & Lorne Norton  
David & Janet Offensend  
Gail & Tom Rockwell  
Evelyn Segel  
Col. & Mrs. A. Park Shaw, Jr.  
Troy's Promotions  
Wheeler & Taylor, Inc.  
Peter C. Williams  
Mrs. Ralph Wilson, Jr.

## \$250-\$499

Peter Abuisi  
Margaret Ackerman  
Alarms of Berkshire County  
John Anders  
Sara & Robert Awe  
Sherwood & Caroline Bain  
Harry I. Barney  
Jack & Carolyn Batty  
Bella Flora  
Berkshire School  
George & Roberta Berry  
Elaine & Aaron Blum  
Barbara Bonner  
Neal Borovitz & Ann Appelbaum  
Curtis & Patricia Buttenheim  
Cain Hibbard Myers & Cook  
Canyon Ranch in the Berkshires  
Alice Carter  
Climate Heating & Cooling Inc.  
Crescent Creamery

## LEGACY SOCIETY

Norman Rockwell Museum gratefully acknowledges and recognizes those individuals who have made provision for the Museum as a beneficiary in their estate plans:

Anonymous  
Robert & Lonna Berridge  
Adele Brennan\*  
Linda B. Day  
Catharine B. Deely  
James Thomas Duff\*  
Caroline Dwight Bain  
Jewel Flower Evans\*  
John V. Frank  
Robert T. & Lynne Horvath  
George D. & Valerie P. Kennedy  
Bill Millis  
Molly\* & Norman\* Rockwell  
Salvatore\* & Shirlee\* Scoma

Mickey & Arlene Sego  
Laughran Vaber  
Cindy & Lee Williams  
Claire Williams  
Ralph Wilson\*  
Jerome R. Zipkin\*  
Richard M. Ziter

\*Deceased

Doris & Foster Cummings  
 James & Catherine Daily  
 Wayne Donelon & Denise Brunkus  
 Excelsior Printing Company  
 David & Deborah Fehr  
 Foresight Land Services  
 Renee & Michael Garrett  
 General Systems Company, Inc.  
 Linda J. Gorham  
 Susan & Richard Grausman  
 Greylock Federal Credit Union  
 Peter & Catherine Hagen  
 John & Glenda Hammer  
 Paula & David Hellman  
 Naomi Ichikawa & Matthew Healy  
 Paul W. Ivory  
 Ken & Jean Jones  
 Michael F. Kerrigan  
 Robert W. Kohanski  
 Joan Kopperl  
 Lee Bank  
 Lenox National Bank  
 Edwin & Elaine London  
 Charles & Marcia Mandel  
 James D. Manning  
 Barbara & Roger Manring  
 Betsey & David McKearnan  
 Deborah & James McMenamy  
 Thomas McQueen  
 Faith A. Menken  
 Alan & Alice Model  
 Johanna & David Musselman  
 National Grid  
 O'Connell Oil Associates, Inc.  
 Pittsfield Cooperative Bank  
 Margaret & Brian Quinn  
 J. Bernstein & L. Rosenthal  
 David Rosenthal & Leslie Milton  
 Jean & Georgeanne Rousseau  
 Paul & Jeanne Russ  
 Karl & Judy Schumacher  
 Mickey & Arlene Sego  
 Jane & Terry Shea  
 Lester & Marilyn Shulklapper  
 Smith, Watson & Company, LLP  
 Elizabeth Strand & Dean Cimini  
 Arthur & Linda Tenenbaum  
 Tennessee Gas Pipeline  
 Rebecca Timchak  
 Albert & Jacqueline Togut  
 Donald Trachte  
 Laughran Vaber  
 Susan & Russ Waring  
 Wave Systems Corp.  
 Jerry & Karen Waxberg  
 The Wercks, Ltd.  
 Winstanley Partners, Inc.  
 Richard M. Ziter, M.D.

**\$100-\$249**  
 4DMusic Inc.  
 AAA Southern New England  
 Bunny & Jeffrey Aaron  
 Judith Abdalla  
 Mark & Stephanie Abrams  
 Marion F. Adler  
 Susan Andrew  
 Richard & Barbara Andrews  
 Anthony Knerr & Associates  
 AT&T Foundation  
 Sheila Auslander  
 Mary G. Avery  
 Larry & Beverly Bader  
 George S. Bain  
 Carliss Baldwin &  
 Randy Hawthorne  
 Dr. & Mrs. Bert Ballin  
 Bank of New York Mellon  
 Community Partnership  
 Rita M. Barredo  
 David R. Barrett  
 Cheryl & Frank Basch  
 Patricia Beardsley  
 William Bell  
 Mary A. Berle  
 Best of the Berkshires Map  
 Birchwood Inn  
 Mr. & Mrs. Leslie Blatt  
 Leslie & Susanne Blatt  
 Ed & Eleanor Bloom  
 Peter O. Bodnar & Robin M. Weiser  
 Jeffrey & Lynne Bolson  
 Polly & Richard Braham  
 Jane & Jay Braus  
 John & Debbi Brink  
 Nancy A. Brown  
 Roger Burdick  
 William Callahan  
 Cellia Campbell  
 Mary June & Michael L. Cancilla  
 Linda Cantoni & Joseph Guzman  
 Paul & Tonia Carlo  
 Castle Street Cafe  
 Roselle & Alan Chartock  
 Kim R. Choate  
 Richard & Joan Clemens  
 CME Foundation  
 Coghlin Electrical Contractors, Inc.  
 Phyllis & Joseph Cohen  
 William & Patricia Collins  
 Jeffrey Compton  
 Michael Considine  
 Leona Cooperman  
 William & Sally Cope  
 Cindy Corwith  
 John & Judith Crosier  
 Sue & Joseph Csatari  
 Richard Dannay & Gloria Phares  
 William & Jennifer Darger

Marianne De Gersdorff  
 Catharine B. Deely  
 Mike DeGREGO  
 Henry H. Dennis  
 Carroll & Pam DeWeese  
 Mario & Dianne Di Domizio  
 Harriette & Martin Diamond  
 Peter & Diane Dillon  
 Douglas Dornan & Ernestina Siver  
 Kitty & Mike Dukakis  
 J. Williar & Sue Dunlaevy  
 Joseph E. Dwyer  
 Henry & Ruth Ebbets  
 Bud & Dot Edgerton  
 James & Susan Egan  
 John & Janet Egelhofer  
 Janet & Don Eisenstein  
 George & Ginger Elvin  
 Monroe & Elise England  
 Eiko & Robert Engling  
 David & Judith Epstein  
 Ray & Barb Fabian  
 Marilyn & David Faust  
 Donald S. Feigenbaum  
 Peggy & Miles Feinstein  
 Michael Feller  
 Sharon & Paul Fentner  
 Richard & Joan Fenton  
 Barry Finch  
 Nancy & Peter Finn  
 Ann & Dale E. Fowler  
 Ralph & Audrey Friedner  
 Ruth Friendly  
 Mr. & Mrs. Stephen M. Fromson  
 John & Ann Galt  
 Jean & Andy Genovese  
 Anslern Gentle  
 Robert & Joan Gerhart  
 Richard & Monique Gershon  
 Bob & Gloria Gery  
 Carol & Steven Ginsburg  
 Mark Gold & Ellen Kennedy  
 Stanley & Carole Goldberg  
 Albert Goldberg  
 Olle & Elaine Haggstrom  
 Richard L. Hamilton  
 Thomas Harrelson  
 Thomas L. Harris  
 Mary W. Harrison  
 Bruce F. Hart  
 Maryann & George Hathaway  
 George & Joanne Hayes  
 David & Peggy Heck  
 Susie & Stuart Hirshfield  
 Robert & Lynne Horvath  
 Mr. & Mrs. Richard A. Huoppi  
 IBM Corporation  
 Ruth B. Ide  
 Myron & Kay Jaffe  
 Rachel Janairo

Craig & Rebecca Johns  
 Alistair D.K. Johnston  
 Lawrence & Joan Julien  
 Kate Baldwin, Private Chef  
 Dane & Martha Kennedy  
 Peter & Alice Kent  
 Nouna Kettaneh  
 Pamela Kinsey  
 Jerry & Susan Kirshenbaum  
 Judy & John Kittredge  
 David & Suzanne Klausmeyer  
 Phyllis & Harvey Klein  
 Wendy Laurin & Jeff Konowitch  
 Tom & Sue Kornacki  
 Howard Koslow  
 Jane E. Kostuch  
 Thomas & Cindy Krutsick  
 Norma & Sol Kugler  
 Dr. Stuart & Carol Kuller  
 Debbie & Mort Kunstler  
 Dr. Barry M. Lamont  
 Stanley & Alice Lane  
 Barbara & Jack Lapidus  
 William & Marilyn Larkin  
 Myron & Nina Lazar  
 David & Margaret Lazenby  
 Henry & Louise Leander  
 Dr. & Mrs. Eugene Leibowitz  
 Yuan & Olivia Liang  
 Allen & Sheila Liberman  
 Ira & Phyllis Lieberman  
 Light Horse Tavern  
 Carl & Beatrice Lindholm  
 Walter and Rosemary Lipman  
 Sharon & Ben Liptzin  
 The Literacy Network of  
 South Berkshire  
 Maurice & Stella Littlewood  
 George & Betsy Longstreth  
 Mr. & Mrs. Jack R. Lott  
 John & Bonnie Ludka  
 Mr. & Mrs. Peter Lunder  
 Charles MacDonald  
 John & Nancy MacEwen  
 MacFarlane Office Products, Inc.  
 Rock & Jennifer Magleby-Lambert  
 Kate Maguire & Eric Hill  
 Mahaiwe Tent, Inc.  
 Edith G. Malynowski  
 Barbara Mandell  
 Loraine Mandino  
 Robert & Jorja Marsden  
 Jeanette May  
 Sy & Edi Mayerson  
 Catherine McAllister  
 Ann & Tim McCann  
 Louise A. McCue  
 Leonard & Barbara McCue  
 Candy & Frank McNally  
 Linn Cary & Ved Mehta

Craig & Laurie Norton Moffatt  
Charles R. Moffatt  
Janice & Martin Morgenstein  
Holly & Raymond B. Murray III  
Mitch & Caitlin Nash  
Virginia R. Neri  
Drew & Linda Nicholson  
Bruce & Mary Ellen Nielsen  
John & Maureen Noblet  
George Obergfoll  
Tim O'Brien  
Jean Jacques Oliviero  
Dr. Stanley & Lesley Oransky  
Christopher Page  
John Palladino  
Helen & Jerry Palmquist  
Paula & Michael Panik  
Dean & Lorraine Parmelee  
Diane T. Penola  
Dr. William & Katharina Perlow  
Sharon & Irving Picard  
Ray & Madeline Pieczarka  
Bernard Pinsonnault &  
Dianne Cutillo  
Anthony J. Postale  
David & Margaret Poutasse  
Heramba Prasad  
Mr. & Mrs. Alan Price  
Mr. & Mrs. Michael Pulitzer  
Edward L. Pulling  
Joseph Quagliata & Sheila D'Nodal  
Joanne Quattrochi  
Stephen Rabb  
Carol & Sheldon Rabin  
Sandra & Edward Rappaport  
Cris Raymond  
Peter & Mary Rentz  
Philip D. Rich  
Donnie Richman  
Peter & Cinny Rockwell  
Stuart & Myrna Rodkin  
Esther F. Rosati  
Florence & Robert Rose  
Lydia Rosner  
Suzanne & Burton Rubin  
Jim & Georgina Ruetenik  
Cecelia Rufo  
Linda & Frank Russell  
Marty & Pat Salvatore  
Al & Mary Ann Sanborn  
Ruth Sanderson  
Judy & Fred Sargent  
Theresa Sawicki  
Ray & Susan Schieffer  
Gary Schieneman & Susan Fisher  
Alfred & Carole Schonberger  
James R. Schreiber  
Bruce Schreiber &  
Ronney Rosenberg  
John Schumacher & Jeanne Childs  
Sidney & Vivian Schwartz

William & Martha Selke  
Carol & Richard Seltzer  
Sandra Semel  
Donald & Arlene Shapiro  
Mr. & Mrs. T. C. Sheffield, Jr.  
David & Erika Sheldon  
Karl & Laurie Siebert  
Norma & Leon Siegel  
Robert & Scott Singleton  
Richard & Constance Sitzer  
Mitchell & Valerie Slotnick  
Turbi & Paul Smilow  
Terry & Ellen Smith  
SNE Building Systems  
Stephanie & Richard Solar  
Alan & Sandra Solomon  
Lorraine Sossin  
Carolyn T. Spicer  
Mr. & Mrs. Vernon Squires  
Mr. & Mrs. Kenneth Stark  
Lewis & Margery Steinberg  
Emmet & Toni Stephenson  
Robert & Virginia Stewart  
Lois & David Swawite  
Jack & Debbie Swanson  
Dorothy H. Tanner  
John E. Taylor  
Mr. & Mrs. Kerry Teague  
Leslie Teicholz & Bob Dahlen  
Teresa Mango, Harpist  
Lisa Thamasett  
Robert & Rebecca Thomas  
Sheila & Randy Thunfors  
Ruth & David Tomlinson  
Mr. & Mrs. Curtis Tompkins  
Richard & Mary Lou Torykian  
C. David Trader  
Bill & Nancy Tyrrell  
Union St. Public House  
Charles & Lorraine Useforge  
Robert Venables  
Donna Verrilli  
Chet & Madeline Vogel  
William & Diane Vogt  
Henry & Sallie Von Mechow  
Ward's Nursery, Inc.  
Grace E. Webber  
Jerry & Marjorie Weisskohl  
Claudia & Bob Wells  
Al & Muriel Wermuth  
George & Jane Wheeler  
Reid & Laird White  
Rick Wilcox & Joyce Butler  
Michael F. Wilcox  
Gary Joseph Wilk  
Joan Williams  
Henry & Jane Williams, III  
Windy Hill Farm, Inc.  
Terry Wise  
Bruce & Vivian Wise  
Anye & Edward A. Wolff III

Colleen S. Wright  
Hisashi Yamagata  
Linda & Ralph Zagaria  
Susan Zinny

#### LIBRARY MEMBERS

Adams Free Library  
Agawam Public Library  
Alford Free Public Library  
The Beardsley & Memorial Library  
Becket Athenaeum  
The Berkshire Athenaeum  
Bethlehem Public Library  
Brooks Memorial Library  
Cheshire Library Association  
Chicopee Public Library  
Clarksburg Town Library  
Clifton Park Halfmoon Public  
Library  
Cohoes Public Library  
Dalton Free Public Library  
David & Joyce Milne Public Library  
East Greenbush Community  
Library  
East Longmeadow Public Library  
Egremont Free Library  
Forbes Library  
Frederick H. Cossitt Library  
Goodwin Memorial Library  
Goshen Public Library  
Grace Hall Memorial Library  
Guilderland Public Library  
Hinsdale Public Library  
Holyoke Public Library  
Hubbard Memorial Library  
Joshua Hyde Library  
The Kent Memorial Library  
Kinderhook Memorial Library  
Lanesborough Public Library  
Lee Library Association  
Leicester Public Library  
Lenox Library  
Leverett Library  
Lilly Library  
Lucy Robbins Welles Library  
M. N. Spear Memorial Library  
Mason Public Library  
Middlebury Public Library  
Monson Free Library  
Town of Monterey Library  
New Lebanon Library  
New Marlborough Town Library  
North Adams Public Library  
Otis Library and Museum  
Palmer Public Library  
Porter Memorial Library  
RCS Community Library  
Ramsdell Public Library  
Roeliff Jansen Community Library  
Rutland Public Library  
Sand Lake Town Library

Savoy Hollow Library  
Shrewsbury Public Library  
Simsbury Public Library  
South Hadley Public Library  
Southwick Public Library  
Staatsburg Library  
Stephentown Memorial Library  
Stillwater Free Library  
Stockbridge Library Association  
Sunderland Public Library  
Topsfield Public Library  
Troy Public Library  
Tyringham Free Public Library  
Voorheesville Public Library  
Welles-Turner Memoria Library  
West Springfield Public Library  
West Stockbridge Public Library  
Westfield Athenaeum  
Wilbraham Public Library  
William K. Sanford Town Library  
Windsor Free Public Library

#### IN-KIND GIFTS

Jamie & Ethan Berg  
Thomas Branchick  
Roselle & Alan Chartock  
CINMAR/Grandin Road  
Classical Tents  
Peter de Seve  
Joe Dwyer  
Walter Engels  
Google  
Sheila Guimond  
Valerie & George Kennedy  
Daphne & Robert McGill  
Virginia Mecklenberg  
Microsoft  
Wendell Minor  
Barbara Nessim  
OPI Products  
Peter Rathbun  
Red Lion Inn  
Jean Steig  
Sun-Maid  
Times Union  
Laughran Vaber  
Linda VanderVoort  
Anne White  
Claire Williams  
Zip n Sort  
Richard Ziter

*The Norman Rockwell Museum is honored to acknowledge our donors' generosity. We strive to be as accurate as possible. Please call the Development Office at 413-931-2234 with any corrections. Thank you.*

# staff

Priscilla Anthony	Customer Service Researcher	Corry Kanzenberg	Curator of Archival Collections
Joseph Aubert	Manager of Visitor Services	Frank Kennedy	Information Technology Manager
Allen Bell	Manager of Warehouse and Safety	Jill Laraway	Warehouse Assistant
Alisa Blanchard	Office Manager	Jennifer Lilienthal	Bookkeeper/Campaign Coordinator
Leslie Boudreau	Gift Shop Floor Coordinator	Martin Mahoney	Manager of Collections & Registration
Terry Brown	Collections Advisor	Betsy Manning	E-Commerce/Sales Associate
Mark Carey	Maintenance Assistant	Ellen Mazzer	Sales & Marketing Coordinator
Jeremy Clowe	Manager of Media Services	Mary Melius	Manager of Traveling Exhibitions
Holly Coleman	Director of Human Resources	Laurie Norton Moffatt	Director/Chief Executive Officer
Thomas Daly	Curator of Education	Courtney Parker	Sales & Events Coordinator
Rob Doane	Associate Registrar	Stephanie Plunkett	Deputy Director and Chief Curator
Kathy Dowler	Membership Manager	Joyce K. Schiller	Curator/Rockwell Center for American Visual Studies
Jessika Drmacich	Archivist	Judy Shaw	Assistant to the Director for Special Projects
Lise Dubé-Scherr	Associate Director for Visitor Experience	Wesley Shufelt	Facilities Manager
Michael Duffy	Manager of Museum Store	Terry Smith	Chief Operating Officer
Melinda Georgeson	Chief Educator	Ann Sterlin	Executive Assistant to the Director
James Gilbert	Library Assistant	Laura Tota	Communications Receptionist/ Visitor Services Associate
Deborah Hanson Greene	Development Officer	Charles Urquhart	Associate Director of Museum Advancement
Daniel Heck	Webmaster	Edward Ziarnik	Warehouse/Distribution Assistant
Mary Ellen Hern	Director of Curatorial Advancement		
Russell Horton	Exhibition Manager		
Margit Hotchkiss	Director of Marketing and Communications		

## VISITOR SERVICES

Marge Blair, Peri Caverly, George Church, Barbara Clarke, Judy Daly, Thomas Daly, Alfred DeMaio, Valerie DeMarasse, John DeShazo, Rob Doane, Kathy Dubree, Patricia Feinman, Sheila Gershoff, Stephen Gershoff, James Gilbert, Elaine Gunn, Wray Gunn Jr., Joyce Hovey, Patricia Hubbard, David Johnson, Beverly Kaplan, Rebecca Karpus, Gino Longo, John Lundquist, Shaun Mackie, Lee Marino, Tyler Moore, Anna Myers, Larson Powell, Danielle Ross-Haughn, Barbara Rundback, Ilene Spiewak, Robert Stevens, Beverly Thompson, Laura Tota, Claire Williams, Meg Williamson

## MUSEUM STORE/WAREHOUSE

Leslie Boudreau, Elias John Fernandez-Aubert, Sherdyl Fernandez-Aubert, Allen Reid Earle, Patricia Feinman, Kyle Hatch, Charlotte Hern, D. Elizabeth Land, Jill Laraway, Susan Mani, Betsy Manning, Crystal Missaggia, Sally Melville, Thomas Mesquita, Grace Naughton, Robin Strauss

## VOLUNTEERS

Florence Andrews, Priscilla Anthony, Polly and Richard Braham, Robert Bujalski, Dick Clemens, Anita Cohen, Valerie Costas, Judy Daly, Carlton Dodge, Kathie Dubree, Frank and Patricia Faucett, Paul and Marilyn Flaum, James Gilbert, Joyce Hovey, Patricia Hubbard, Lenore Ladenheim, Ed Locke, Fran Locke, Phyllis Lieberman, Nancy Macy, Lee Marino, Julie Martino, Rick Masters, Tyra Mazzer, Tom and Ruth McNulty, Arnold Miller, Aubrey Milligan, Meagan Milligan, Marissa Milligan, Howard and Alayne Miner, Lesley Oransky, Joan Parker, Ingrid Richardson, Rod Robertson, Bernie Shaw, Molly Sheriff, Sylvia Silverberg, Myra Stern, Jill Wanderman, Anne White, Claire Williams, Maria Zweng

## INTERNS

Elizabeth Beatty, Christopher Boswell, Margaret Grant Cherin, Yuko Fujimoto, Elizabeth Held, Amanda Keating, Emily Manns, Tyler Moore, Claire Murphy, Anni Nagy, Allison Ni, Richard Plunkett, Anika Pommers-Dear, Angela Pratt, John Santana, Ashley Tuerffs, Venus VanNess, Daniella Zarlengo



IN MEMORIAM:

## Henry H. Williams, Jr.

DECEMBER 9, 1923-FEBRUARY 6, 2010



Henry H. Williams, Jr. served long and tirelessly for many Berkshire County non-profit organizations, all of whose missions he ardently supported, but his greatest love was for Norman Rockwell Museum. Returning to Stockbridge in 1973 from a brief stint at Beloit Corporation headquarters in Wisconsin, Williams joined the Museum Board of Trustees at the encouragement of his longtime friends, Jack and Jane Fitzpatrick (He remained on the Board until 1985, serving as Treasurer beginning in 1979). He joined the trust department of the Berkshire Bank & Trust Company, and Norman and Molly Rockwell became his trust clients. Williams loved working for the Rockwells, and was inspirational in helping them to form the Norman Rockwell Art Collection Trust, the backbone of the Museum's collection. After retiring from the Berkshire Bank, Williams joined the staff of the Museum in 1985 as its first chief financial officer, a post he held for nearly a decade before becoming a Trustee Emeritus in 1997. In addition, Williams was instrumental in fundraising and other support for the Museum's move from the Old Corner House to the present Linwood Estate.

In 2003 the Museum dedicated a bench on the Estate's grounds to him as tribute to his long affiliation. Williams cared deeply for the Museum's art collection, and in his honor the Museum established the Henry H. Williams, Jr. Art Conservation Fund in 2010. Williams will be remembered fondly; and his son Peter, who currently serves as a Trustee, continues his family's important and cherished contributions to Norman Rockwell Museum.

In 2003 the Museum dedicated a bench on the Estate's grounds to him as tribute to his long affiliation. Williams cared deeply for the Museum's art collection, and in his honor the Museum established the Henry H. Williams, Jr. Art Conservation Fund in 2010. Williams will be remembered fondly; and his son Peter, who currently serves as a Trustee, continues his family's important and cherished contributions to Norman Rockwell Museum.





## CREDITS

### COVER

*After The Prom* (detail). Illustration by Norman Rockwell, 1957, Private Collection. ©1957 SEPS. Licensed by Curtis Publishing, Indianapolis, IN; Photo by Bill Scovill, 1957. Licensed by Norman Rockwell Licensing, Niles, IL. From the permanent collection of Norman Rockwell Museum.

### PAGE 2

Photo by Sarah Edwards.

### PAGE 9

Photo by Sarah Edwards.

### PAGE 11

*Untitled Drawing (Fortune Teller at Thanksgiving)*, William Steig, 1992. ©1992 William Steig. All rights reserved. Norman Rockwell Museum Collection, Gift of Jeanne Steig.

### PAGE 12

Left to right: *Fishing Trip, They'll Be Coming Back Next Week*, Norman Rockwell, 1919.

*The Catch*, Norman Rockwell, 1919, Licensed by Norman Rockwell Licensing, Niles, IL. From the permanent collection of Norman Rockwell Museum, gift in honor of the Crocker Family by Rodger P. Nordblom.

*No Swimming*, Norman Rockwell, 1929. ©1929 SEPS: Licensed by Curtis Publishing, Indianapolis, IN. From the permanent collection of Norman Rockwell Museum, gift of Jeanie Kull Low and John T.C. Low.

### PAGE 13

*Abraham Lincoln Comes Home*, Wendell Minor, 2009. ©2009 Wendell Minor. All rights reserved. From the permanent collection of Norman Rockwell Museum, gift of Wendell Minor.

### PAGE 14

Top to bottom: Norman Rockwell answering fan correspondence in his studio; Stockbridge, Massachusetts, c.1971. Photograph attributed to Louie Lamone. Licensed by Norman Rockwell Licensing; Niles, IL. From the permanent collection of Norman Rockwell Museum.

Illustration from *The Duchess of Whimsy*, Peter de Sève, 2009. ©2009 Peter de Sève. All rights reserved.

Reference photos for Norman Rockwell's *Soda Jerk*, 1953. Photos by Gene Pelham. Photo montage created by Ron Schick. Licensed by Norman Rockwell Licensing, Niles, IL. From the permanent collection of Norman Rockwell Museum.

Cover illustration for *Boys' Life* magazine, Norman Rockwell, July 1933. Licensed by Norman Rockwell Licensing, Niles, IL. From the permanent collection of Norman Rockwell Museum.

### PAGE 15

Top to bottom: *Tree of Life*, Peter Rockwell, 2001. ©Peter Rockwell. All rights reserved.

Artwork from various artists, Community Access to the Arts. All rights reserved.

Artwork by William Steig. From the permanent collection of Norman Rockwell Museum, gift of Jeanne Steig. Norman Rockwell's Stockbridge studio.

### PAGE 17

Top, left to right: Cecilia Rufo, Helen Downey, and Anne White\_Lamone at Norman Rockwell: *Behind the Camera* exhibition opening.

Bottom, left to right: Madeline, Ron, Julie, and Lauren Schick, at *Norman Rockwell: Behind the Camera* exhibition opening.

### PAGE 19

Top left, left to right: Norman Rockwell models Ed Locke, Mary Whalen Leonard, and Wray Gunn.

Bottom right, left to right: Rick Sands, Gregory Crewdson, and Daniel Karp at *The Artist & The Photograph: Gregory Crewdson*.

### PAGE 21

Norman Rockwell Google Doodle, 2010. Courtesy of Google. *Boy and Girl Gazing at Moon (Puppy Love)*, Norman Rockwell, 1926. ©1926 SEPS: Licensed by Curtis Publishing, Indianapolis, IN.

### PAGE 22

Top to bottom: Smithsonian photographer with *The Runaway* models Ed Locke and Richard Clemens.

NPR reporter Jacki Lyden interviews *New Kids in the Neighborhood* model Wray Gunn.

CBS *Sunday Morning* interviews *Day in the Life of a Little Girl* model Mary Whalen Leonard.

### PAGE 23

Announcement of American Recovery and Reinvestment Act (ARRA) Stimulus Grants for the Arts in Massachusetts, Norman Rockwell Museum, September 18, 2009. Left to right: United State Representative (First Congressional District) John Olver; Norman Rockwell Museum Director/CEO Laurie Norton Moffatt; National Endowment of the Arts Director of Dance/ARRA Program Manager Douglas Sonntag; Massachusetts State Representative William Smitty Pignatelli; Massachusetts Culture Council Executive Director Anita Walker; Massachusetts Cultural Council Board Member Ira Lapidus; Massachusetts State Representative (Third District) Rosemary Sandlin.

### PAGE 26

Melinda, Jeanne, Lily, and Maggie Steig at *William Steig: Love & Laughter* exhibition opening.

### PAGE 30

Left: Norman Rockwell model Claire Williams. Photo by Sarah Edwards.

### BACK COVER

Photo by Sarah Edwards

# NORMAN ROCKWELL MUSEUM

Box 308, 9 Glendale Road, Stockbridge, MA 01262

www.nrm.org