

March 17, 2017

**MEDIA
ALERT**

Norman Rockwell's Iconic *Four Freedoms* to Tour in Major Traveling Exhibition

*First International Exhibition of Celebrated Rockwell
Works Launches in New York City in Summer 2018
Arrives in Caen, France, in Summer of 2019*

EXHIBITION

Enduring Ideals: Rockwell, Roosevelt & the Four Freedoms

OVERVIEW

Enduring Ideals: Rockwell, Roosevelt & the Four Freedoms is the first comprehensive traveling exhibition devoted to Norman Rockwell's iconic depictions of Franklin Delano Roosevelt's Four Freedoms: Freedom of Speech, Freedom of Worship, Freedom from Want, and Freedom from Fear. It illuminates both the historic context in which FDR articulated the Four Freedoms and the role of Rockwell's paintings in bringing them to life for millions of people, rallying the public behind the War effort and changing the tenor of the times. In telling the story of how Rockwell's works were transformed from a series of paintings into a national movement, the exhibition also demonstrates the power of illustration to communicate ideas and inspire change.

In addition to his celebrated paintings of the Four Freedoms, the exhibition brings together numerous other examples of painting, illustration, and more, by both Rockwell and a broad range of his contemporaries—from J.C. Leyendecker and Mead Schaeffer, to Ben Shahn, Dorothea Lange, and Gordon Parks, among others—as well as historical documents, photographs, videos, and artifacts; interactive digital displays; and immersive settings. While exploring the response of an earlier generation to the plea for defense of universal freedoms, the exhibition also resonates with our own time.

ORGANIZATION

Enduring Ideals: Rockwell, Roosevelt & the Four Freedoms and its international tour are organized by the Norman Rockwell Museum, Stockbridge, MA. The exhibition is co-curated by Stephanie Plunkett, Deputy Director/Chief Curator, Norman Rockwell Museum, and James Kimble, Associate Professor of Communication, Seton Hall University.





Norman Rockwell, 1943. *Freedom of Speech, Freedom from Fear, Freedom from Want, Freedom to Worship*; illustrations for *The Saturday Evening Post* (c)SEPS, Curtis Licensing, Norman Rockwell Museum Collections

EXHIBITION
TOUR TO DATE

New-York Historical Society
New York, NY
May – September 2018

Mémorial de Caen
Normandy, France
June – October 2019

The Henry Ford Museum
Dearborn, MI
October 2018 – January 2019

Museum of Fine Arts
Houston, TX
December 2019 – March 2020

George Washington University
Washington, DC
February – May 2019

Norman Rockwell Museum
Stockbridge, MA
June – October 2020

SUPPORT

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Media sponsor: Curtis Licensing, a division of *The Saturday Evening Post*, and Norman Rockwell Family Agency.

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ABOUT NORMAN ROCKWELL MUSEUM, STOCKBRIDGE, MA

Norman Rockwell Museum is dedicated to education and art appreciation inspired by the legacy of Norman Rockwell. The Museum holds the world's largest and most significant collection of art and archival materials relating to Rockwell's life and work, while also preserving, interpreting, and exhibiting a growing collection of art by other American illustrators throughout history. It engages diverse audiences through onsite and traveling exhibitions, as well as publications, arts and humanities programs, and comprehensive online resources.

