

THE PORTFOLIO

THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE, STOCKBRIDGE, MASSACHUSETTS

Vol. 4, No. 3

Autumn 1987

An Amazing Story: The Spielberg/Warner Communications Gift



Volunteers Sought for New Education Program

The Education Department of the Museum, in conjunction with area teachers, is in the process of developing a new program for second- and third-grade classes. The pilot stage of the project will be launched in February and will be available to the public in March. Demand for this program is already so great that people are needed to lead tours.

"This is an opportunity to actively participate in the Museum's growth," noted Barbara Allen, education coordinator at the Museum. "Volunteers will reap benefits that include the satisfaction of introducing students to the enjoyable world of art museums, an increased knowledge of Norman Rockwell and his works, and the fun of associating with others who share an interest in the arts."

Museum staff members Elna Nugent and Maryann Nordell will attest to the joys of exposing children to the art of Norman Rockwell

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Steven Spielberg, the renowned film producer and director, in conjunction with Warner Communications, Inc., has made a major donation to the capital campaign. This substantial gift will fund the central museum gallery to be named the Steven Spielberg/Warner Communications Gallery.

Spielberg is also an active member of the campaign's national steering committee.

The filmmaker is an avid Rockwell collector, owning eight original paintings including *The Connoisseur*, a 1965 *Saturday Evening Post* cover. Spielberg and his wife, Amy Irving, are frequent visitors to the Museum and the Berkshires.

"A gift of this magnitude from a creative artist of Mr. Spielberg's prominence and an industry leader such as Warner Communications is a wonderful expression of support for The Campaign for Norman Rockwell," noted Laurie Norton Moffatt. "It will be a pleasure to name the main gallery in their honor."

Spielberg directed his first film at the age of 13. While a student at California State University, he was put under contract to Universal Studios. Two of his early films, *Jaws* and *Close Encounters of the Third Kind* were nominated for multiple Academy Awards. *Raiders of the Lost Ark* received five Academy Awards. In 1982, he cowrote and coproduced the thriller *Poltergeist* while concurrently directing *E. T. — The Extra-Terrestrial*. He directed *The Color Purple* in 1985, winning the coveted Director's Guide of America Award. In 1987, he was honored with the Thalberg Award, which is voted on by the Board of Governors of the Academy of Movie Arts and Sciences to commend a creative producer and has been given only 27 times in the Academy's 60-year history.

May The Best Firm Win— Architect of New Museum Building to Be Chosen by Competition

On November 1, the Museum announced that the architect for the new Museum building at Linwood would be selected through a limited architectural competition. "Under architect Warren Platner's direction, the first phase of development of the new site at Linwood has been completed," noted board president Lila Berle. "We are delighted with the results of this first phase—the relocation of Rockwell's studio, renovation of the Victorian carriage barn, and general structural refurbishing of Linwood House."

In announcing the decision to host the competition, building committee chairman George Adams commented, "We are excited by the creative possibilities the competition will foster and look forward to the variety of designs that will emerge. Designing the new home of the Norman Rockwell Museum offers the challenge of creating a building that will blend in with the architectural styles of existing buildings at Linwood and conform to the image of

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From the archive . . .

by Linda Russell, curatorial assistant

My first thought upon hearing that this issue of *The Portfolio* would feature our recent acquisition of three delightful letters written by Norman and Mary Rockwell to excuse the school absences of their son Tom was that we would be venturing into a bit of someone's very private life and exposing it in a quite public way.

It reminded me of a line from one of my favorite books in which the heroine remarks, "One of the disadvantages of almost universal education was the fact that all kinds of persons acquired a familiarity with one's favorite writers [you could substitute "artists" here]. It gave one a curious feeling; it was like seeing a drunken stranger wrapped in one's dressing-gown."

Well, Tom, forgive us as our *Portfolio* readers traipse through your dressing room for a sec' and share this moment from your past. We do so only because our imaginations have been inspired by your father's pictures. Seeing and reading these letters, we are granted a glimpse at the "total" picture.

The three letters, written while Tom was attending high school in Arlington, Vermont, are adorned with ink drawings beguiling enough to charm away any number of unexcused absences.

Join the Family Membership Offers Something for Everyone

As the Museum grows and develops, it is fortunate to have a firm foundation of membership support on which to build. This base is expanding rapidly, as more and more Rockwell admirers are becoming members and giving generously to the Museum in recognition of the artistic legacy it represents.

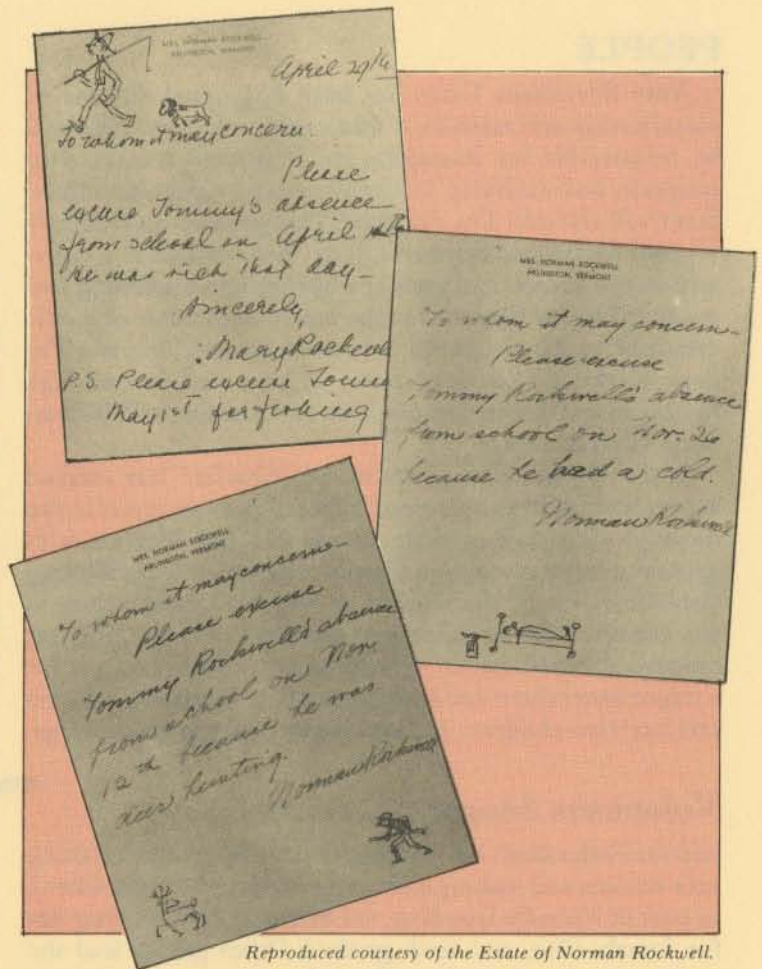
Members enjoy many privileges and are encouraged to become involved with the Museum and its programs. An individual may subscribe for membership for \$25. This entitles him or her to free Museum admission; invitations to previews and special events; *Portfolio*, the Museum's tri-yearly newsletter; a membership card; a 10% discount in the Museum shop and on catalogue sales (excluding artist's proofs); catalogue and Museum shop mailings; and a decal.

A subscription to a family (dual) membership is \$45 and offers all the benefits of an individual membership to two adults and all children in the family under 18.

For a donation of \$100 or more, a member becomes a part of the Illustrator's Roundtable. Members of the Roundtable receive family membership benefits, 10 complimentary admissions to the Museum, and a gallery poster.

A gift of \$500 or more entitles a member to become a part of the Four Freedoms Associates. Membership in the Associates entitles the participant to all the benefit of family membership as well as private tours by arrangement and a framed *Main Street* print.

Membership in the Studio Society is secured with a gift of \$1,000 or more. This entitles the member to all the benefits of the Four Freedoms Associates as well as the video



Reproduced courtesy of the Estate of Norman Rockwell.

"Norman Rockwell—The American Dream," and an invitation to an annual trustee event.

Members of the Norman Rockwell Circle give \$5,000 or more and receive all of the benefits of the Studio Society and use of Linwood Estate and/or the Museum for a private event, a director's private tour and reception, and a 20% discount in the Museum shop (excluding artist's proofs).

Anyone interested in becoming a member of the Museum is invited to contact the Development Department at (413) 298-4239 or to write to the Museum.



Board president Lila Berle presents Harry Stuart with a proclamation of appreciation in honor of his eight-year term as a Museum board member at the annual trustee dinner held at Linwood on September 14.

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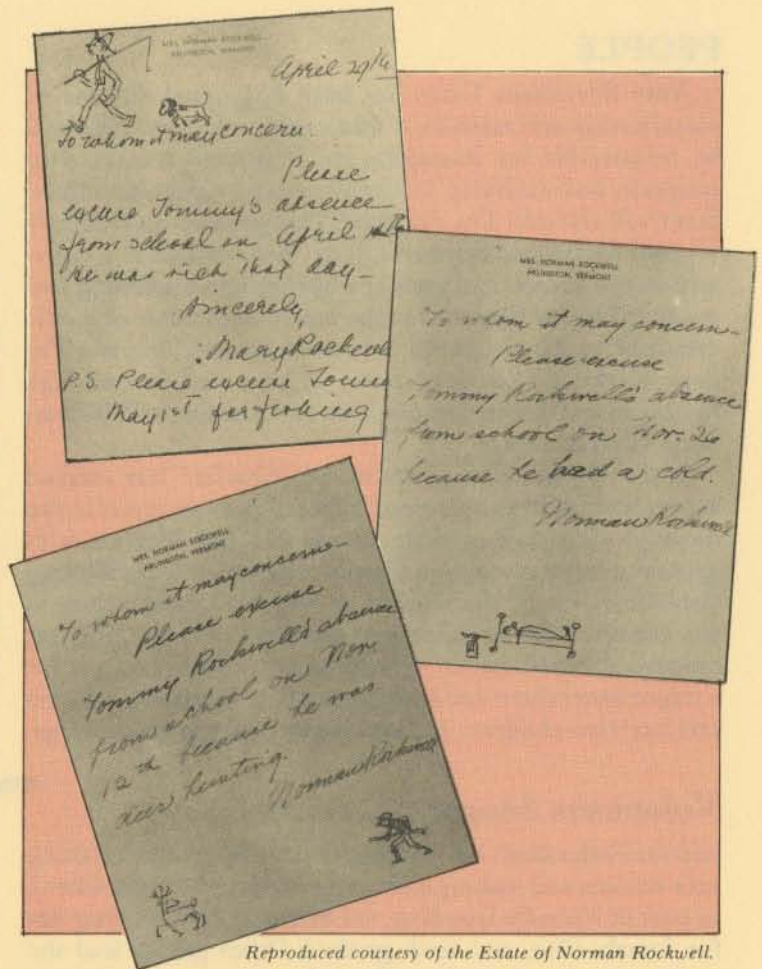
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PEOPLE

Janet Silverman Tobin has been appointed director of membership and assistant director of development. She will be responsible for managing the expanded membership program and assisting in the Museum's campaign effort. Janet will also edit *The Portfolio*. This position was recently vacated by Ginger Schwartz. Janet has worked as a copywriter and project manager at a Springfield marketing and public relations firm and as the assistant director of public relations at Rhode Island School of Design. She is a Phi Beta Kappa graduate of Bates College and earned high honors in art history. Janet and her husband live in Williamsburg, Massachusetts.

Leslie Moore, who is known as "Charlie," has trekked across the country to assume her position as secretary to the director. She will provide Laurie Norton Moffatt with general secretarial support. Charlie comes to us from Solvang, California, where she worked as an executive secretary to the president of an insurance services company. She has enjoyed a varied career, serving as a banquet manager for a major hotel chain and as a veterinarian's assistant. Charlie and her two children, Jez and Aleeza, live in Stockbridge.

Volunteers Sought *Continued from page 1*

and the enthusiasm his works generate. They began visiting area schools and making slide presentations on November 2 as part of *Visually Speaking*, the Museum's school program for fourth, fifth, and sixth graders. Other guides lead the students and teachers through the Museum on a special tour that teaches, through discussion and activities, how to "read" a painting.

HOLIDAY EXHIBITION

HAPPY NEW YEAR. (pencil, charcoal and inkwash on paper, 47" x 36"). Inscribed lower right to "Duke Richardson/Sincerely/Norman Rockwell," 1945. For September cover: 29 December 1945. This work is one of ten pieces on display in The Holiday Exhibition at the Museum through January 15.

Study for a copyrighted *Saturday Evening Post* cover. © 1945 Curtis Publishing Company.



An exhibition of holiday paintings, illustrations, and cards by Norman Rockwell will be on view at the Museum through January 15. Among the works included in the show are old favorites such as *The Discovery* (December 29, 1956), *Tiny Tim* (December 15, 1934), *The Homecoming* (December 25, 1948), and *Christmas Trio* (December 8, 1923).

Training sessions for volunteers for both *Visually Speaking* and the new program will begin in mid-January. No previous experience is necessary. If you are interested in participating in either of these programs, please contact the Education Department at 298-3822 or 298-3539.

The Museum will be closed January 19-January 30.



The Norman Rockwell Museum at Stockbridge

STOCKBRIDGE, MASSACHUSETTS 01262 413/298-3822

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