

THE PORTFOLIO

THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE, STOCKBRIDGE, MASSACHUSETTS

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Robert A. M. Stern Wins Museum Gallery Competition: Board of Trustees Approves Design



A model of Robert A. M. Stern's design for the new gallery building

Yankee Intern to Assist With Studio Project

Norman Rockwell's studio, closed since the artist's death in 1978 and moved to Linwood in 1986, will be alive with activity again this summer thanks to *Yankee* magazine and the National Trust for Historic Preservation.

The Norman Rockwell Museum was one of 40 institutions (out of an applicant pool of 109) chosen by the *Yankee* Intern Program to host an intern this summer. The program is sponsored jointly by the magazine, which is based in Dublin, New

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The firm of Robert A. M. Stern Architects of New York is the winner of the limited invitational competition conducted by the Museum to select the designer of the new gallery building. The two other participants in the 13-week contest were Hardy Holzman Pfeiffer Associates of New York and Thomas Gordon Smith of Chicago.

Stern's entry, which was designed with his associate, William Georgis, was chosen as the winning design following presentations by the architects and deliberations by a five-member selection committee. Serving on the selection committee were: George Adams, chairman of the building committee; Lila Berle, president of the board of trustees; Heinrich Klotz, director of the German Architecture Museum in Frankfurt; Thomas Krens, director of the Williams College Museum of Art and director designate of the Guggenheim Foundation; and Laurie Norton Moffatt, director of The Norman Rockwell

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Hennessey Named Curator

Maureen Hart Hennessey, a collections management specialist, has been appointed curator of the Museum. Hennessey comes to us from the Baltimore City Life Museums in Baltimore, Maryland, where she had been the registrar since 1984.

The position of curator was vacated by Laurie Norton Moffatt, when she became director of the Museum in 1986. Since that time, Moffatt has continued to oversee the curatorial operations of the Museum with the aid of Curatorial Assistant Linda Russell.

"We are extremely pleased to have a museum professional of Maureen's caliber as curator of the Museum," noted Moffatt. "At this critical juncture in our history, her collections management and other curatorial skills will be essential to our success."

Hennessey will play a key role in developing and overseeing collections management policies; assisting with acquisitions, cataloging, and object research; coordinating loans with other institutions; and collections care and maintenance. She will also install and maintain exhibitions and participate in the long-range planning process for the Museum's new gallery building.

In addition to her last position at the Baltimore City Life Museums, Hennessey has served as assistant registrar at the Kansas Museum of History (Kansas State Historical Society) in Topeka, Kansas, and as a cataloger at the Kansas State Historical Society Museum in Topeka.

Hennessey earned a bachelor of arts degree in English and history from the University of Rochester in 1978 and a master of arts degree in American civilization and a New York State Professional Certificate in Museum Studies from New York University in 1983.

Norman Rockwell: A Definitive Catalogue More Than One Thousand Five Hundred Copies Sold!

When The Norman Rockwell Museum began the great task of researching and assembling all the known works of the artist more than ten years ago, little did it realize that the result would be a 15-pound, slipcased, 1,200-page set containing 3,594 reproductions (96 in full color) of Rockwell's works — of which seventy-five percent are republished for the first time.

With more than 1,500 sets sold, galleries and Rockwell admirers across the country are able to appreciate the scope and breadth of this great artist. Not only are his well-known magazine covers illustrated in this handsome set, but all of his known advertising and commercial art; story and book illustrations; portraits; and numerous sketches and working drawings are included. An ephemera section filled with personal sketches is a delight.

Copies are still available through your mail-order catalog at \$195 (members \$175.50).



Photograph by Doug Munson

A rendering of the primary elevation of Robert A. M. Stern's winning design

Robert A. M. Stern Wins Museum Gallery Competition

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Museum. The board of trustees voted to approve the design at a March 21 meeting.

The new building will be constructed at Linwood, the 40-acre Stockbridge site purchased by the Museum in 1983. It is anticipated that the gallery will be completed by 1991. The Museum has launched a \$5 million campaign to raise funds to construct the new gallery. More than half of the goal has been raised.

Stern's design, which is in keeping with his Postmodern orientation, draws on a variety of architectural traditions, including the New England meeting house, and interprets them in a contemporary way. Highlights of the design, which is set into a hillside, include: a simple, classically inspired pedimented entrance framed by white pine and spruce trees; an octagonal gallery dedicated to Rockwell's famous *Four Freedoms* works; a sophisticated lighting system employing natural and artificial light; a white clapboard exterior, with green trim framing the windows and doors; skylights; a series of gable and hip-roof pavilions done in Vermont mottled green natural slate; and a garden facade on the south side with a wide terrace. Stern has selected oak and slate floors with painted and natural finish trim and moldings for the interior of the building.

"This interesting, architecturally significant new gallery building will enable the Museum to exhibit its collection to full advantage," noted board president Lila Berle. "We are all extremely pleased with the design and the selection of Mr. Stern."

Models and schematics relating to all three submissions to the competition are on view in *Three Designs: The Norman Rockwell Museum Gallery* at The Old Corner House in Stockbridge (current home of the Museum) through May 31. The winning design will be on view through the fall.

Photograph by Doug Munson



Maureen Hart Hennessey

From the Director

by Laurie Norton Moffatt

In this issue of *The Portfolio*, we mark two milestone events in the life of this institution. First, we celebrate the selection of Robert A. M. Stern's exquisite winning design for the new Museum gallery. Years of planning, begun in 1980, culminate in this exciting design. It will propel our Museum into the next century of service to the community, the nation, and those friends from around the world who admire the works of Norman Rockwell. One of the most immediate goals now before us is the successful conclusion of the capital campaign, which will enable the building construction phase to begin as soon as possible. We ask for your help in fulfilling this dream now within our reach.

The second major event occurred on April 11, when special friends and board and staff members gathered at The Old Corner House to celebrate David Wood's devoted service as the Museum's director from 1974 to 1986. Under David's leadership, the Museum's vision for the future began to take shape, a process which continues today. His many accomplishments, his deep understanding of Norman and Molly Rockwell, and his continuing counsel are very important to those of us who carry on the tradition of excellence for which he is known.

Please join me in celebrating these two hallmark events which have helped to shape the direction of our Museum.

Looking Forward to Summer

by Margaret Batty,
assistant director of the Museum

The Museum ended the year 1987 with 123,000 visitors to The Old Corner House, the biggest year ever. What great changes have taken place in many areas since the opening of the Museum in 1968, when there were fewer than 5,000 visitors for the entire year! Predictions are that 1988 will be another banner year. The Department of Tourism in Boston anticipates that tourism will be up for the entire Berkshire area. The department has been offering special publicity about the Berkshires. Undoubtedly, Tanglewood will attract more than the usual number of visitors this summer, as it celebrates Leonard Bernstein's 70th birthday as well as the 50th anniversary of the founding of the Tanglewood School of Music. Another popular area of attraction, The Berkshire Theatre Festival, is observing its 60th anniversary this year. These hallmark events and seasons should increase visitorship to the Museum during the already busy summer season. We're looking forward to another record year.



Rockwell sets the scene for *After the Prom* Photograph by William Scovill

Archival Acquisitions

by Linda Russell, curatorial assistant

A number of interesting objects have been received since our last issue of *The Portfolio*. Edward and Lois Knight of Lenox, Massachusetts, have made a very special gift to the Museum of the actual prom dress worn by their daughter Sylvia for the May 25, 1957, *Saturday Evening Post* cover illustration *After the Prom*. Sylvia was a sophomore at Williams High School at the time. Pictured in the archival photograph shown here are Rockwell, Sylvia Knight, and Louie Lamone as the soda jerk. The identity of the young man is not known at present. Together with a group of archival photographs that show a variety of poses and expressions under consideration for the final painting (gifts of Rockwell photographers William Scovill and Louie Lamone), the prom dress offers interesting exhibit possibilities for the new gallery at Linwood.

Another acquisition that offers exhibit possibilities is the gift of 32 black and white candid photographs of Norman Rockwell from Hallmark, many of them taken during visits to Hallmark headquarters in Kansas City in the early 1950s.

A copy of *Scouting with Daniel Boone* by Everett T. Tomlinson, with illustrations by Rockwell, was acquired from James H. Dozois of Harper Woods, Michigan. The Daniel Boone illustrations were commissioned by The Boy Scouts of America in 1914 to accompany the serialized story in *Boys' Life* magazine from June 1914 to January 1915. Whereabouts are known for only two of the 19 original illustrations produced for the story. Rockwell was just 20 years old at the time he created the illustrations.

The Choosing of an Architect



(l. to r.) Thomas Krens, director of the Williams College Museum; trustee Charles Schulze, and Lila Berle review Thomas Gordon Smith's design



Robert A. M. Stern presents his design



Board President Lila Berle talks with reporter William Hunt of The Springfield Union-News at a press conference held to announce the winner of the competition



Heinrich Klotz, director of the German Architecture Museum in Frankfurt, at the architectural presentations



Architect Malcolm Holzman discusses his firm's design



Architect Thomas Gordon Smith presents his design



(l. to r.) Trustee Jorja Marsden, Museum Director Laurie Norton Moffatt, trustee David Klausmeyer and building committee Chairman George Adams look over Robert A. M. Stern's winning design



Trustee Patricia Deely and architect Malcolm Holzman at the architectural presentations



Robert A. M. Stern discusses his design before members of the staff and board of trustees

CURATOR'S CORNER

by Maureen Hart Hennessey



Liberty Bell (Celebration) by Norman Rockwell. Oil on canvas, 45 x 33 inches, 1976, *American Artist*: July 1976 cover. Copyright © 1976 Billboard Publications, Inc.

This country's bicentennial was celebrated in a variety of ways in 1976, all distinctly American. *American Artist* magazine chose Norman Rockwell, the quintessential American artist, to paint the cover illustration for its July 1976 issue, *Celebration*. In an accompanying article, Editor Susan E. Meyer wrote, "And so it seemed fitting that America's favorite art magazine should commission America's favorite painter to celebrate the occasion of the nation's 200th birthday."

It is equally fitting that the Museum acquired this painting in early 1988. The painting (oil on canvas), done when Rockwell was 82, was his last magazine cover illustration. It depicts the artist and another American symbol, the Liberty Bell. Rockwell's concept was simple: the artist and his paint box, the bell, and a celebrative red *happy birthday* banner. The painting focuses on the essence of the bicentennial celebration, as Americans took time away from their responsibilities to celebrate American life, freedoms, and values with their country and each other.

Celebration is an important addition to the Museum's collection. The painting is another in a series of self-portraits. It was his second cover illustration for *American Artist* (the first appeared in 1964). Rockwell himself appeared on the cover in 1940, shortly after the magazine was founded. According to Gerald S. Hobbs, chief executive officer/president of Billboard Publications, Inc. and publisher of *American Artist*, "It [*Celebration*] also represented the culmination of a long relationship between Rockwell and the magazine. . . ."

As Rockwell celebrated America's bicentennial with *Celebration*, we now celebrate the arrival of *Celebration* at its new permanent home.

Area Student Artwork On View at Linwood in May

The first exhibition to be held at Linwood will feature artwork reminiscent of Norman Rockwell's beginnings in the field of art, when the Museum and the Pittsfield Art League cosponsor a show of works by Berkshire County high school students May 14 through May 21. The exhibition, hung throughout the first floor of Linwood House, will be open to the public from 10 a.m. to 5 p.m. Funding for the exhibition was also provided by the Pittsfield Arts Lottery Council.

Entries will be accepted at Linwood on Wednesday, May 11, and will be judged in four categories: acrylic, pencil, sculpture,

and works on paper. Award winners will be announced at an opening reception on Saturday, May 14.

"Since Rockwell began his career while in his teens, it seems only proper that the Museum work to foster an interest in art among students at the same age level," noted Barbara Allen, education coordinator at the Museum. "This show of county-wide student work will provide a needed arena for exhibiting student art, promoting student involvement in the arts, and increasing awareness of young, local talent."

SKETCHES

(Being a miscellany of odd but perhaps interesting items)

The Museum salutes member Paul McGrevy of Indianapolis, Indiana, for his persistent, unfortunately unsuccessful, efforts to visit the Museum. Two years ago, he wrote to us to describe that he had driven miles out of his way to visit The Old Corner House only to find it closed during the one hour he had to spend there. We sent him complimentary admission passes and urged him to try again. This time, Mr. McGrevy planned to arrive in Great Barrington on October 4, 1987, and spend the next day in Stockbridge. The area was hit with a freak snowstorm on October 4, and the Museum was forced to open a little later than usual on October 5. Mr. McGrevy had to continue on to his next destination without visiting the Museum. We've sent him two more passes and hope he'll try again.

More than 1,000 students have become acquainted with Norman Rockwell and his work this spring. The year-old Visually Speaking program for grades four, five, and six, and the new Parts of the Whole program for second and third graders are providing area school children with a new way of looking at Rockwell's illustration.

Stockbridge Day will be held on May 22, from 10 a.m. to 5 p.m. as part of International Museum Week. This annual event encourages members of the community to visit the Museum. Admission for the day is free for all town residents. The event is being organized by trustee Jorja Marsden.



In February, Museum Director **Laurie Norton Moffatt** testified before the Massachusetts Senate's Ways and Means Committee in support of the proposed Massachusetts Museum of Contemporary Art in North Adams.

Laurie Norton Moffatt and Director of Development **Christian Kersten** attended Cultural Advocacy Day in Washington, D.C. on April 12 and 13 as part of the American Association of Museum's spring legislative conference. The event consisted of two days of briefings, meetings, and lobbying to educate national public officials on issues of importance to the nation's cultural community.

Curator **Maureen Hart Hennessey** and Education Coordinator **Barbara Allen** have been sharing their knowledge and acquiring new expertise at a number of professional gatherings including: the Federation of Historic Sites Museum's Education Roundtable on March 7; *Critical Issues II: Philosophy and Ethics* sponsored by the New England Museum Association (NEMA) on March 28; and *Critical Issues III: Interdepartmental Long Term Planning* sponsored by NEMA on April 25.

Barbara Allen and guides **Elisabeth Quinn**, **Ginny Ramsay**, and **Claire Williams** attended a two-part workshop addressing the planning and skills necessary for communicating a museum's interpretive mission to its visitors sponsored by The Federation of Historical Services on March 14 and 28.

The Museum is pleased to announce two staff promotions and two appointments. **Barbara Allen**, formerly developer for education programs, has been promoted to education coordinator. Over the past year, Barbara developed and coordinated the Museum's program for school groups on a pilot basis and was also responsible for expanding interpretive programs and training. She has worked as a guide at the Museum and has taught art at the elementary and secondary school levels. Barbara earned a bachelor of arts degree in social studies and education from Alfred University in 1970 and was awarded New York teaching certification for junior and senior high in social studies. Barbara is currently working toward an associate's degree in visual arts at Berkshire Community College. An avid painter, Barbara has exhibited her work at numerous area shows.

William Boyer has been promoted from caretaker to facilities manager in recognition of his expanded responsibilities. Bill now oversees the security of the Museum as well as all buildings and grounds needs. He will work closely with the design team on the new building. Bill earned a bachelor of arts degree in plant and soil sciences from the University of Massachusetts in 1985. Before joining the Museum staff, he worked as the assistant nursery manager at Ward's Nursery in Great Barrington, Massachusetts, and performed general maintenance functions for The Red Lion Inn in Stockbridge.

Maureen Hart Hennessey has joined the staff as curator. (See article for details.)

Maureen Russo is the new administrative assistant in the Development Office. She comes to the Museum from the Lenox Division of Beloit Corporation, where she had been an administrative assistant since 1984. Maureen will help coordinate membership, development, and public relations activities for the Museum. Since her arrival in early March, Maureen has been hard at work mastering the Development Office's new computer system.

Membership on the Rise

The membership program experienced substantial growth in 1987, and the trend is continuing in 1988. Membership support is extremely important to the Museum, particularly during this period of growth and development.

Over the last 15 months, the Museum has enrolled 1,455 members representing \$58,610. (Of that number, 573 individuals have joined in the first three months of this year.) This figure represents an increase of 315% over the 1986 total of 458 members.

"The Museum is extremely pleased with the increased level of interest in membership," noted Janet Silverman Tobin, director of the program. "As the Museum expands its facilities, the benefits of membership will increase as well, particularly in the area of special activities and events for members."

Anyone interested in becoming a member of the Museum may call the Membership Office at (413) 298-4239 or write to:

Membership Office
The Norman Rockwell Museum at Stockbridge
Stockbridge, MA 01262.

Photographs by Doug Munson



William Boyer

Barbara Allen

Maureen Russo

Yankee Intern to Assist With Studio Project

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Hampshire, and the Northeast office of the National Trust.

The *Yankee* intern at The Norman Rockwell Museum will develop a plan to furnish the studio as it was during a significant period of the artist's creativity. The intern will rely on photographs and other archival materials, as well as interviews with family and neighbors, to locate the appropriate objects and design an installation plan. He or she will then develop an interpretive guide to the studio and its furnishings. If time permits during the 12-week internship, which will start in June, the intern will also assist in placing the objects in the studio.

"The studio offers a unique opportunity to provide visitors and scholars with a view of the artist's methods and personality," noted Curator Maureen Hart Hennessey. "The *Yankee* intern will allow us to complete the furnishing of the studio earlier than planned and to move closer to fulfilling Norman Rockwell's wish that his studio be open to the public. The awarding of this internship marks an exciting time for the Museum and represents public recognition by two major organizations of Norman Rockwell's importance as an artist and American figure."

The *Yankee* Intern Program began in 1980 in response to federal cutbacks in support of historic preservation and student aid. Nearly 200 interns have been placed thus far in institutions in New England and New York State. The Museum's intern, who

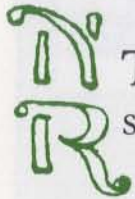
must be a resident of New England or New York State or be attending a college in one of those regions, will be chosen in early April.

It is anticipated that the studio will open to the public in 1991.



Norman Rockwell in his studio

Photograph by William Scovill



The Norman Rockwell Museum at Stockbridge

STOCKBRIDGE, MASSACHUSETTS 01262 413/298-4239

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of The Norman Rockwell Museum at Stockbridge

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