

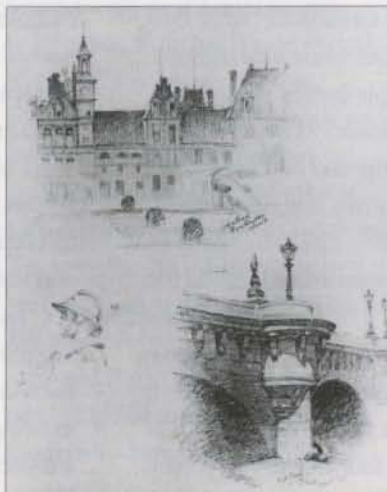
# The Portfolio

Volume 10, No. 3 Fall 1993 The Norman Rockwell Museum at Stockbridge

## Director's Tour

Laurie Norton Moffatt,

Director of the Museum



*Chateau Fountainebleu from the European Sketchbook is one of my favorite images.*

One of my favorite activities is to wander through the museum after hours when the galleries are quiet, and linger with Norman Rockwell's paintings. Our galleries present the collection from a wonderful new perspective, and the walls are alive with the richness of his legacy. I would like to take you on a tour of the pictures I pause in front of and share why they are special to me.

Come with me as we enter the main barrel-vaulted Fitzpatrick Gallery. The overhead skylights softly illuminate the room with natural daylight. Surrounded by some of the artist's most important works, I am drawn to the far corner to *Aunt Ella Takes a Trip*, a wonderful, light, airy, painting featuring a little girl riding with her aunt in a horse-drawn buggy. The early morning sunshine infuses the scene with a golden

glow, sparkling off the butterflies and flowers that dot the field.

On the wall opposite, we look at two richly-painted canvases, *Checkers* and *Girl at the Mirror*. Deep red tones resonate from each image. The circus tent in *Checkers* casts a warm golden light on the costumed characters arranged around the checker board. By contrast, the young girl in *Girl at the Mirror* studies herself in a private moment, perhaps pondering the insecurities of growing up.

We wander to the adjoining Lehman Gallery to pause at the artist's 1932 European sketchbook. Drawings from England and Paris document the artist's studies in Europe in the 1920s and early '30s.

As we enter the exhibit "Mirror on America" through the Golub Gallery, we are jolted out of our travel reveries by *The Problem We All Live With*, which deals with the subject of school integration during the 1950s and '60s. The young girl walks with dignity to school while being escorted by U.S. marshals. This civil-rights painting is a powerful reminder of the complexity of life in America and of Rockwell's versatility in keeping pace with changing times.

We next pause in the center octagonal gallery and look at *Freedom from Fear*, a painting that has taken on new meaning to me since the birth of my daughter this year. The parents lovingly gaze at

their two children as they tuck them into bed—a daily ritual experienced around the world, which too often is taken for granted.

Our stroll continues through the Kay-Bee Gallery into the exhibit "From Idea to Illustration" where we examine several studies, including the many steps in the process Rockwell used to create *The Art Critic*. Examples of Norman Rockwell's finest talent can be seen in his charcoal drawings on the rear wall in the Mead Gallery.

A brief stop at *Ichabod Crane* and *Strictly a Sharpshooter* in the Curtis Gallery reveals two richly-painted illustrations from the 1930s and early '40s, a favorite period of mine. The atmosphere in each image transports you to another setting. Ichabod sharpens his quill in the old schoolroom, and the prizefighter duke it out in the smoky ring.

We rest for a moment in the Goessel Gallery to enjoy the bronze bust of Norman Rockwell by his son Peter. From here we gaze out over the rolling landscape toward two of Peter Rockwell's sculptures of children tumbling.

Back inside we stroll into the Bradford Gallery for the exhibit "My Best Studio Yet." We find an intimate photograph of Norman at rest on his favorite couch. We slip into the Stephenson Alcove and enjoy Jarvis Rockwell's toy installation before we proceed across the grounds to the artist's studio.



# We're Listening

Maud Ayson, Assistant Director for Education and Program

*Keep up the good work. This is the first time I've ever smiled my way through an entire museum. Scituate, MA*

*I am ten years old and Rockwell's pictures show me a time and place of a different generation. Brooklyn, NY*

*All the wonderful ideas about family, love, and generations are found in Rockwell's art. Wonderful museum—clear, clean, and pleasant. European museums could take some lessons from you! France.*

*We've been to The Old Corner House many times. Coming back here will be an added pleasure... always something new to see, think about and understand. Bravo!! Concord, MA*

These visitor comments were culled from thousands which we received from April to September. Visitors are invited to write reactions and suggestions on comment cards and post them on a bulletin board in the Terrace



*Visitors listen intently to guide Roberta Wolff. Museum staff listen to visitors, too. Comment cards provide the best constructive suggestions and insight.*

Photograph by Paul Rocheleau

Gallery for the next visitor to read. This ever-changing "visitor-curated" exhibit has been a wonderful way for the staff to learn more about the visitor's experience.

It is interesting to note the growth in attendance since 1969, the museum's first year, when 5,000 people came to The Old Corner House. When the OCH closed at the end of March '93, more than two million people from all fifty states and many foreign countries had visited the museum. This past July, after only four months in our new quarters, the museum staff welcomed our 100,000th visitor, one of a family of four from New Jersey. After a visit to the museum and other surrounding Berkshire attractions, they said that they planned to return and wondered (as have many others) if we intended to expand in the future.

Throughout the summer, attendance records were broken regularly due to the generous publicity our museum received from the national and international press. Our staff tell wonderful stories about how visitors find themselves engaged in energetic conversations with complete strangers as they swap responses and details about Rockwell's art.

The most dramatic and visible increase in our attendance has been in families and adult bus groups. Families appreciate being able to take strollers into the galleries and participating in the many new programs for children.

Visitors agree that there is much more to see and do in our new surroundings. People have enjoyed

visiting Rockwell's studio, strolling the grounds and viewing the outdoor sculptures and magnificent vistas. An average summer visit is about two hours. Most of our museum-goers feel that a visit is not complete without a trip to Stockbridge to see the REAL Main Street and spend the rest of the day in area restaurants and stores.

As we move into our first winter season, the staff is looking forward to visiting the Terrace Gallery and reading the comment cards to see "how we're doing." Visitors' suggestions and comments have been enormously helpful to us in bringing about changes that make a museum visit most memorable. With your help and thoughtful opinions, we hope to entice everyone into making many return visits.

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## Be a Part of Our Freedom Celebration



Come to The Norman Rockwell Museum on October 23rd and 24th for a weekend of programs and events celebrating Rockwell's renowned Four Freedoms paintings. Inspired by Franklin D. Roosevelt's 1941 speech outlining the principles of democracy, these images were distributed as war-bond posters during World War II. Rockwell's paintings became national symbols of democracy and human compassion, and they remain as compelling and relevant today as they were during wartime. These enduring images were first seen 50 years ago in the *Saturday Evening Post*.

Spend the weekend enjoying our inaugural exhibitions and new programs. Saturday highlights

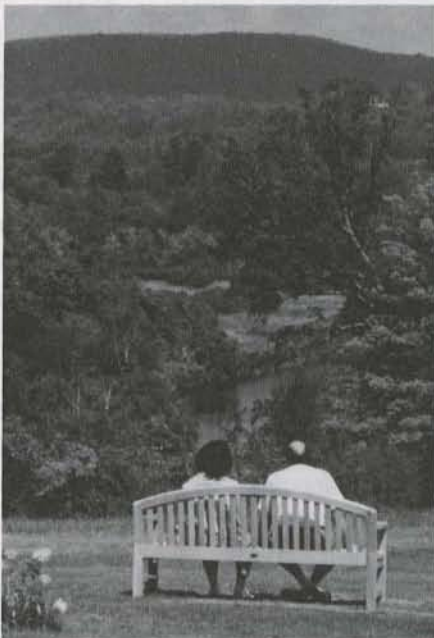
include an adult-drawing class with award-winning author and illustrator David Macaulay, a musical tribute by the internationally known Zeeland Boy's Choir, an educator's seminar, and an evening member's program and reception entitled *Persuasive Images*.

Sunday events are designed for children and families. Highlights include family-day gallery activities, a souvenir coloring booklet, an illustration workshop with noted artist and teacher Murray Tinkelman, and an informative slide presentation on 1940s home-front illustrators entitled *Images that Inspired a Nation*.

For reservations and details, check the Programs & Events page or call (413) 298-4100, ext. 220.

Pick up a copy of *Norman Rockwell's Four Freedoms—Images that inspire a nation*. This beautifully designed book tells the fascinating story of the paintings from FDR's speech through their national and international acclaim from 1941 to the present. The book, co-authored by Stuart Murray and James McCabe, concludes with essays by five distinguished contemporary commentators on the relevancy and meaning of these freedoms today. Mr. McCabe was also the guest curator of the museum's exhibit "Mirror on America." The book, which retails for \$24.95 in the hard cover edition and \$14.95 for the soft cover, is available by calling The Norman Rockwell Museum at (413) 298-4111.

## Dedicate A Bench—A Special Way to Be Remembered



Enjoying the view from the Lila Berle bench dedicated by her daughter Mary Berle Carman.

Photograph by Paul Rocheleau

Teak and white-lacquered benches are located at key points in the museum's galleries and on the sprawling landscape. These benches are more than resting places. On many, an engraved brass plaque indicates that it is a commemoration in honor of a loved one, a gift from a long-time museum member, or a celebration of an idea, such as "Semper fidelis!"

These new benches are extremely popular with visitors of all ages. They provide a convenient and welcome

resting spot for the weary visitor or chance to contemplate the surrounding Berkshire Hills. For a donation of \$2,500 you, too, may dedicate a bench. Your contribution will help support the expanded programs and exhibits at the new Norman Rockwell Museum. Please remember that any museum donation is tax deductible. For more details on how you may make a bench dedication, please contact the Development Office at (413) 298-4120.



## Curator's Corner

Maureen Hart Hennessey, *Curator*



Norman Rockwell's process for creating an illustration included a number of steps as he progressed from getting the initial idea to sending the final oil painting to the editor or other client. For Rockwell, the pencil or charcoal drawing was a critical step in the development of an illustration. "It is in the charcoal drawing that I start with the first rough sketch and, with the help of the photographs of models and props, completely develop the story and solve, to the best of my ability, all the problems of drawing, composition, and tone—in fact every problem but that of color." The charcoal drawing and the final painting were both done in the



*Santa Looking at Two Sleeping Children - pencil on paper, 1948, by Norman Rockwell.*

same size, whereas the color study was done to the size of what the reproduced, or printed piece, would be. These charcoals are wonderfully detailed and show clearly Rockwell's ability as a draftsman. The museum is pleased to announce that an original, previously undocumented charcoal drawing has been generously donated to our collection by Raymond & Ardis Edgerton Clark.

*Santa Looking at Two Sleeping Children* is a pencil on paper drawing done as a study for a Hallmark Christmas card. While the depiction of Santa and his elves with two young children asleep has become a favorite holiday illustration, Rockwell talks about this particular image in the "FLOPS!" chapter of his autobiography, *My Adventures as an Illustrator*. "The Christmas card is the only kind of illustration which is sold only for itself ... So it's either right or a flop." This particular card was considered a "flop" by Rockwell because "the Santa is accompanied by one little boy and one little girl and so many people in selecting it felt it was not appropriate unless they, too, had a boy and a girl."

Before her marriage, Ardis Edgerton was a neighbor of the Rockwells in West Arlington, Vermont, and she posed for Rockwell over the years. Her brother Buddy and sister Joy were

also models, and according to the autobiography, her father Jim Edgerton served as the inspiration for Rockwell's *Freedom of Speech*. The Santa drawing, which is inscribed "To My Friend Ardis Edgerton," was given to Mrs. Clark by Rockwell in 1948.

Mr. and Mrs. Clark presented this wonderful pencil drawing to the museum before the opening of our new building, and it is included in "From Idea to Illustration," the opening exhibition which focuses on Norman Rockwell's working process. During her visit, Mrs. Clark mentioned that she had enjoyed the drawing for 45 years, and that it represented her "last strong [physical] tie with the Rockwell family."

For the museum, this pencil study represents an important addition to our collection, both as an excellent example of one of Rockwell's process pieces and as our first Santa Claus picture in the permanent collection. Gifts such as the Clarks' donation are important to the museum as our collection continues to grow. Also important is the fact that this donation is now in an atmosphere where it will be preserved, protected, and shared with the public for many years to come. We are very grateful to Raymond and Ardis Edgerton Clark for their generous and thoughtful gift.



# Programs & Events

## October

3 Sunday 3pm

### Gallery Talk

*The Gossips and Other Neighbors*  
Free with museum admission.

9 Saturday 11am

### Sketch This!

Join watercolorist Richard Heyer for an hour-long workshop on sketching landscapes. Heyer will guide participants in a variety of landscape-sketching techniques. Adults \$15, Members \$7.50, Children \$5, includes a watercolor demonstration, materials and admission to the museum. Group size is limited, so please call to reserve your space.

9 Saturday 8:30am-3pm

### Odds and Ends

Come hunt for treasures at The Norman Rockwell Museum tag sale! Among the many items for sale are pieces from Linwood House and The Old Corner House.

10 Sunday 3pm

### Afternoon Amble

Stroll the grounds of The Norman Rockwell Museum. Enjoy this outdoor tour of the landscape, buildings and sculptures. Free with museum admission.

13 Wednesday 11am

### Sketch This!

See October 9 listing for details.

17 Sunday 3pm

### Gallery Talk

*Rockwell's Children: The Young Models*  
Free with museum admission.

20 Wednesday 2pm

### Two Artists' Studios

Join The Norman Rockwell Museum and Chesterwood in a collaborative program. Here's your chance to see the studios of Rockwell and the sculptor Daniel Chester French in a special combined tour. Similarities between these two artists will be examined. Tour starts at Rockwell's studio. Participants will have the opportunity to tour both The Norman Rockwell Museum and Chesterwood following the studio tours. Tour begins at The Norman Rockwell Museum. A \$15 admission includes both sites. Members of both museums are admitted free. Group size is limited, so please call The Norman Rockwell Museum to reserve space.

23/24 Saturday-Sunday

### A Freedom Celebration Weekend

Come to The Norman Rockwell Museum on October 23 and 24 for an anniversary weekend of programs and events celebrating 50 years of Rockwell's renown "Four Freedoms" images.

On October 23:

### Through an Illustrator's Eyes

Art Class  
9:30-11am  
Adults \$25, Members \$15  
Group size is limited, so please call to reserve your space.

### The Zeeland Boys Choir

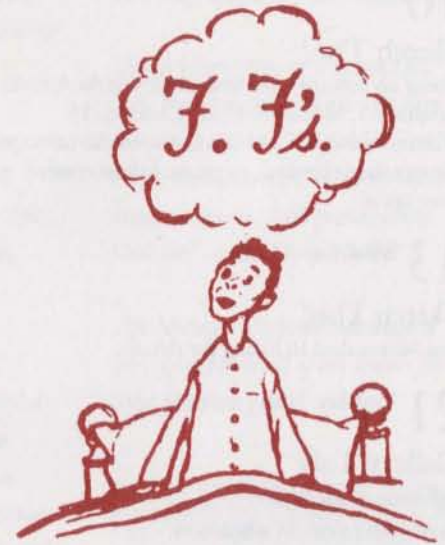
Performance  
Noon  
Free with museum admission

### Impressions from the Homefront

Seminar for Teachers  
2-4pm  
Fee of \$25, Members \$15, includes resource packet and museum admission. Reservations required.

### Persuasive Images

Four Freedoms Panel Presentation and reception  
5:30-7pm  
Adults \$5, Members free



On October 24:

### Family Day: Bringing the Past and Present Together!

1-4 pm  
Adults with children half price, Members free.

### What's New: Illustration Today

Presentation for Adults and Children  
1-2pm  
Free with museum admission.

### Images that Inspired a Nation

Gallery Talk  
3pm  
Free with museum admission.

31 Sunday 1-4pm

### Family Day: Color Your Mood

Join us for the first of a series of three family workshops entitled "Artful Expressions" that investigates Rockwell's technique. Families will tour the museum using an activity guide that explores how color affects the mood of paintings. Families participate in art activities after viewing the galleries. Adults with children are admitted at half price, Members free.





## November

7 Sunday 3pm

### Gallery Talk

*People Together*  
Free with museum admission.

10 Wednesday 11am

### Sketch This!

Focus on realism with instructor Gloria Arnold. Adults \$15, Members \$7.50, Children \$5, includes materials and admission to the museum. Group size is limited, so please call to reserve your space.

13 Saturday 11am

### Sketch This!

See November 10 listing for details.

21 Sunday 3pm

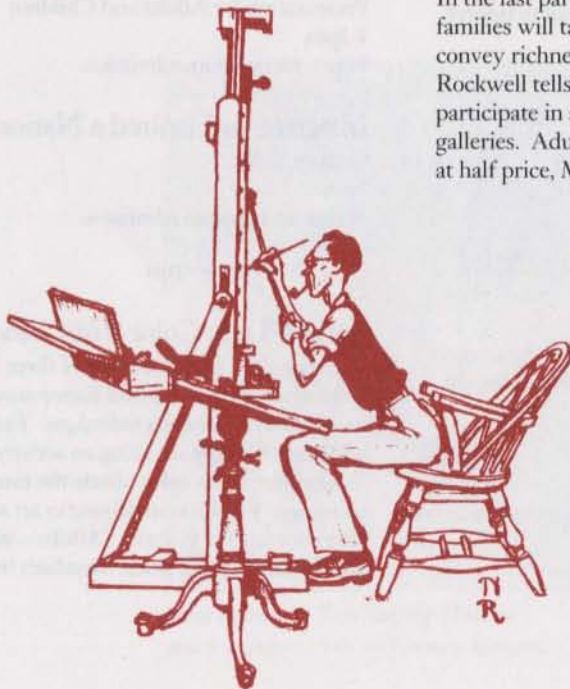
### Gallery Talk

*Influences on Rockwell*  
Free with museum admission.

28 Sunday 1-4pm

### Family Day: Getting Into Shapes

In part 2 of the "Artful Expressions" series, families tour the museum using an activity guide that encourages a closer look at how shapes enhance & balance the composition in Rockwell's work. Families participate in art activities after viewing the galleries. Adults with children are admitted at half price, Members free.



## December

4 / 5 Saturday-Sunday

### Main Street at Christmas

The museum has planned a weekend of holiday celebrations including story readings, a Gallery Talk and performances by the Albany Berkshire Ballet. A special gallery guide will be available. Call the museum for more information.

5 Sunday 3pm

### Gallery Talk

*Norman Rockwell Paints the Holidays*  
Free with museum admission.

8 Wednesday 11am

### Sketch This!

Learn about pastels with artist June Parker. Adults \$15, Members \$7.50, Children \$5, includes materials and admission to the museum. Group size is limited, so please call to reserve your space.

11 Saturday 11am

### Sketch This!

See December 8 listing for details.

19 Sunday 3pm

### Gallery Talk

*My Adventures as an Illustrator*  
Free with museum admission.

26 Sunday 1-4pm

### Family Day: The Texture of Things

In the last part of the "Artful Expressions" series, families will take a closer look at how textures convey richness and reality to the stories Rockwell tells in his paintings. Families participate in art activities after viewing the galleries. Adults with children are admitted at half price, Members free.

## January

2 Sunday 3pm

### Gallery Talk

*Rockwell and The Saturday Evening Post*  
Free with museum admission.

8 Saturday 11am

### Sketch This!

Investigate watercolors with Nancy Bautzman. Adults \$15, Members \$7.50, Children \$5, includes materials and admission to the museum. Group size is limited, so please call to reserve your space.

12 Wednesday 11am

### Sketch This!

See January 8 listing for details.

Please call (413) 298-4100, ext. 220 for reservations or information about events and exhibitions. All programs, unless otherwise noted, take place at The Norman Rockwell Museum at Stockbridge, Route 183, Stockbridge, MA 01262.

## Current Exhibitions

### My Adventures as an Illustrator

Explore Norman Rockwell's life and career through some of his most familiar paintings.

### My Best Studio Yet

This exhibit offers a look at the business, personal and social aspects of Norman Rockwell's daily life.

### Mirror On America

Examine Rockwell as a chronicler of American society and political and social ideals.

### From Idea to Illustration

Follow Rockwell's creative process as an idea grows and changes to become an illustration.

### Norman Rockwell's Studio

Norman Rockwell left his studio and the bulk of his private art collection in trust to the museum. Visiting the studio is an intimate and personal experience. The building is open seasonally, May - October.



# Archival Acquisitions

Linda Szekely, Assistant Curator



Listed here, in order in which they were received, are the latest archival acquisitions.

Helen Pigott of Stockbridge, MA, has donated two issues of the *Saturday Evening Post* from the 70s.

Staff member Lillian Smith, of Great Barrington, MA, has donated a copy of *National Geographic*, which contains a Rockwell ATO ad.

Carol Bain, of Cambridge, MA, has donated a photograph of NR with Henry Williams Dwight, Mrs. Bain's father and a good friend of the Rockwells, and a photograph of Mr. Dwight posing for Rockwell.

Richard B. Wilcox, Chief of the Stockbridge Police Department and member of the museum's board of trustees, has donated two copies of the 1961 MA State Police Christmas card illustrated by Rockwell.

Anne Braman, of Stockbridge, has donated blank sheets of Norman Rockwell's personalized stationery.

Norma G. Ogden, a founder and honorary board member of The Norman Rockwell Museum, has donated an original Old Corner House poster, signed by Rockwell.

Lisa Jo Segalla, of Milwaukee, WI, has donated a *Look* tearsheet of Norman Rockwell's 78th Spring.

Mr. & Mrs. John H. Fitzpatrick, of Stockbridge, have donated the typewriter used by secretary Dorothy MacGregor in Norman Rockwell's studio.

In memory of Charles Parker Swan, Jr., Charles Parker Swan III, of Northboro, MA, has donated two issues of the *Saturday Evening Post* with NR illustrations.

Cynthia Newman, of Washington, D.C., has donated a Rockwell family Christmas card, circa 1940, which pictures the Rockwells, including dog, Raleigh.

Joan M. and Erik Erikson, of Cambridge, MA, have donated a copy of *The Adventures of Tom Sawyer* illustrated by Norman Rockwell. The volume is personally inscribed to Erik Erikson and contains an original pencil sketch. Professor Erikson was on the staff of the Austen Riggs Center in Stockbridge in the 50s and 60s, and was a good friend of Rockwell.

Mr. and Mrs. Leo R. Maguire, of Lancaster, SC, donated a 1945 letter from Rockwell to Mr. Maguire's mother. She had requested to buy the painting *Home on Leave*, the *Post* cover for which her son modeled.

Margaret Hassig, of Fort Wayne, IN, has donated a typewritten letter from Rockwell in reply to her inquiry about a book of his work published by Harry N. Abrams.

Paul and Marilyn Flaum of Becket, MA, have donated 43 books to the museum's library. The gift includes titles from the Time-Life Library of Art series and volumes on individual museum collections. The Flaums have also given their time and energy to the museum.

Robert Bitzer, of Millers Falls, MA, has donated four issues of the *Saturday Evening Post* magazine.

Brian Haughin, of Coraopolis, PA, has donated a video of film outtakes about Colonel Willard F. Rockwell, founder of Rockwell International. NR painted the Colonel's portrait in 1967.

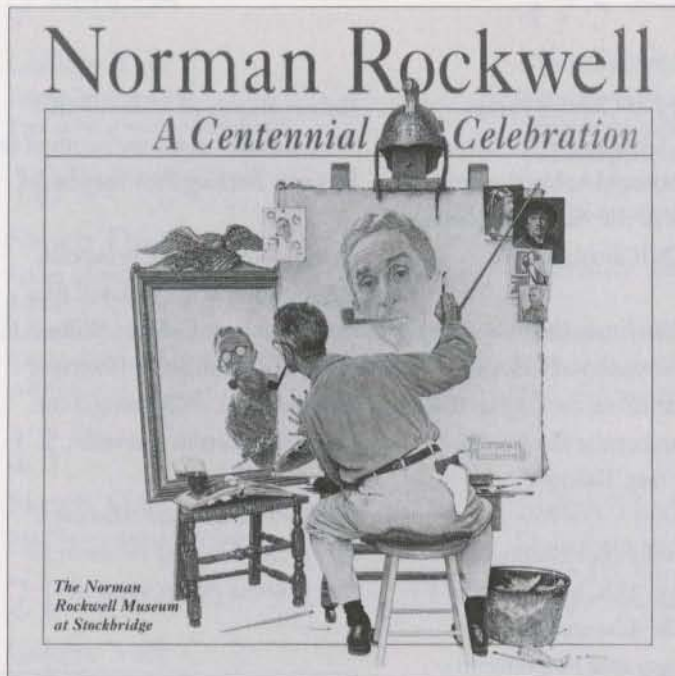
*The Norman Rockwell Museum is very grateful to all of the donors for their generous gifts.*



*An inscription below this Rockwell sketch in Erik Erikson's copy of Tom Sawyer reads, "All that I am, all that I hope to be I owe to Mr. Erickson. My thanks, devotion, love, admiration to my friend Eric most sincerely Norman Rockwell"*



## New Rockwell Book in Honor of Centennial!



Photograph courtesy of Michael Friedman Publishing Group, Inc.

*Norman Rockwell: A Centennial Celebration* will arrive in bookstores this fall in honor of the artist's one-hundredth birthday. Published by Michael Friedman Publishing Group, Inc., New York, this book was written by museum staff who helped in research and image selection. The book's unique format allows the Rockwell fan to trace the evolution of the artist and his craft year by year, through over 170 paintings, preliminary sketches and archival photographs. Features in-

clude a preface by museum curator Maureen Hart Hennessey, a discussion of Rockwell's life and career entitled, "A Great American Success Story," plus a section describing the precise and deliberate way in which the artist created his illustrations. This collection, filled with both the most popular paintings and the lesser known works, will delight audiences. The book, which retails for \$19.95, is available by calling The Norman Rockwell Museum at (413) 298-4111.

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The  
Norman  
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