

# THE PORTFOLIO

THE NORMAN ROCKWELL MUSEUM • STOCKBRIDGE, MASSACHUSETTS

VOL. 8, NO. 1

Spring 1991

## Announcing Groundbreaking! Construction to begin in April on Museum's New Building



Museum President Lila Berle and Director Laurie Norton Moffatt are ready for construction to begin. They pose, holding a model of the new building, in Norman Rockwell's studio. This photograph, taken by Associated Press photographer Alan Solomon, appeared in newspapers nationwide.

On April 13, 1991, at 11 A.M., the quiet tranquility of our Linwood site will be replaced by the sounds of backhoes, bulldozers, and other construction equipment. Soon, there will be a hole measuring about one-third of an acre where there is now only a pretty field dotted with surveyer's markers.

No one's complaining. In fact, the museum's staff and trustees are overjoyed. That large, noisy hole will become the foundation of our long-awaited new home. After years of negotiating, planning, and fundraising, the first physical step toward the construction of our new facility will be taken with groundbreaking. The building is scheduled for completion in 1992. An official opening date has not yet been established.

On February 2, 1991 at a special meeting, the museum's board of trustees voted unanimously to proceed with construction and to award the construction contract for the \$4.1 million building to Peabody Construction Co., Inc. of Braintree, Massachusetts. Peabody was one of nine general contractors invited to submit offers. Although the firm is based in Braintree, at least 40% of the labor and materials used in construction of the new building will come directly from Berkshire County. Museum President Lila Berle said that "the board's decision to break ground confirms a strong faith in the future of the museum and a commitment to preserve and exhibit the works of America's favorite illustrator for generations to come."

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## From The Director

Laurie Norton Moffatt

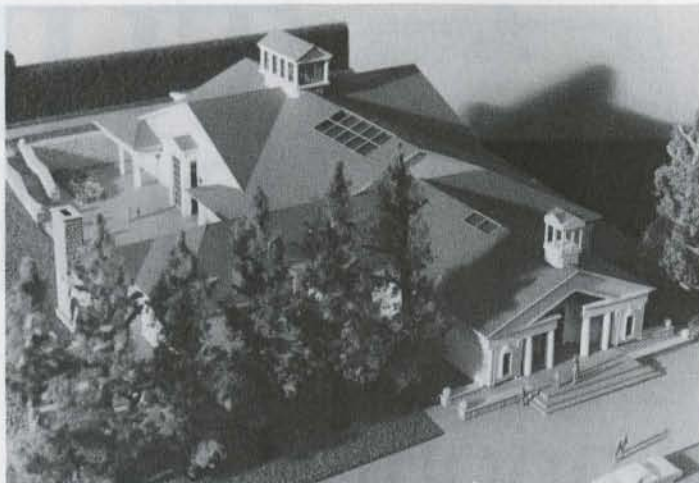
Groundbreaking! It is the day we have all been awaiting. With our board's decision to commence construction on April 13, 1991, the new building is well on its way to becoming a reality.

This milestone is the culmination of years of hard work by many people. It is a great moment to celebrate. I hope all of you will be with us to cheer on April 13 as the backhoes begin digging. We could not have come this far without the help each of you has provided.

We have witnessed many milestones in this quest to provide a permanent and secure home for Norman Rockwell's collection—the studio move, carriage barn renovation, Linwood House renovation, selection of an architect, design of the new building, the bidding, selection of a contractor, and raising the funds necessary to execute our plans. The remaining steps to construct the building and to move into our new home are at hand.

We have proceeded with purpose and care, evaluating each step of the way so that the museum will continue to be on a strong footing when we move to the building. Throughout these years, the museum has continued to grow, a testament to the appeal of Norman Rockwell. Without the good work and support of our members and donors, we would not be where we are today.

The reward for all of our efforts will be the preservation of an American treasure, the art of Norman Rockwell, and the experience of viewing that art in a spacious, wonderful environment designed especially for Rockwell's work. We all can be very proud.



With the coming of groundbreaking, we will soon be looking at more than models of our new building.

## The Museum In the News

Bea Snyder, manager of public affairs

The museum has been receiving national and international press coverage as a result of two articles written by Associated Press reporter Michelle Locke and a photograph taken by Associated Press photographer Alan Solomon. The photo appears on the cover of this newsletter.

In December, Locke reviewed *Flops!*, our current exhibition of images Rockwell viewed as unsuccessful. The article appeared in newspapers from Maine to Hawaii. In January, Locke again visited the museum for a lecture given by former Rockwell models. She interviewed Franklin Lischke, who posed for Rockwell during the time the artist lived in New Rochelle. Solomon took a photo of Mr. Lischke, now 82, in front of *No Swimming*, which Lischke posed for at the age of 13.



Member Helen Palmquist chats with Rockwell model Franklin Lischke and museum Director Laurie Norton Moffatt. Ms. Palmquist came all the way from Lincolnshire, Illinois for a lecture given by former Rockwell models.



## Museum to Receive Award Benefit Dinner May 9

In recognition of the museum's role in preserving the artistic legacy of Norman Rockwell, the National Arts Club of New York will honor The Norman Rockwell Museum at Stockbridge with the club's Gold Medal at a benefit gala on May 9 in New York. Tickets are \$250, with proceeds earmarked for The Campaign for Norman Rockwell. The Gold Medal award is presented annually; past recipients include Robert Motherwell and Salvador Dali.

Thomas Hoving, former editor of *Connoisseur*, will serve as master of ceremonies. Museum Director Laurie Norton Moffatt and architect Robert A.M. Stern, who designed our new building, will speak. The National Arts Club, which is located at 15 Gramercy Park South in New York City, will have an exhibition of 35 original Rockwells on view from April 23 through May 12. The show is being organized and sponsored by Judy Goffman Fine Art. For ticket information and further details about the gala, please call (413) 298-4239.



## Trumbull Joins Board

The museum is pleased to announce the addition of Douglas Trumbull to its board of trustees. A Hollywood legend in the field of special photographic effects, Trumbull has set new standards for the film industry and created state-of-the-art technology with his award-winning special effects in films such as *2001: A Space Odyssey* and *The Andromeda Strain*. Trumbull is president of Berkshire Motion Picture and Berkshire Ridefilm Corporation, located in nearby Housatonic, Massachusetts. The board now has 27 members.

## A New Summer Lecture Series! Thomas Sgouros First Speaker July 8



Award-winning artist and illustrator Thomas Sgouros will kick off *The Golden Age of Illustration and Beyond*, the museum's summer lecture series, when he speaks on July 8, at 7 P.M., at The Red Lion Inn. Each talk in the three-part series will explore a different aspect of illustration

and will be presented by an expert in the field.

Sgouros is an award-winning illustrator and painter who chairs the Design Division at Rhode Island School of Design, where he earned a bachelor of fine arts degree more than 40 years ago. While still a student, he had his first piece published in 1949. Since then, his work has appeared in such publications as *Time* and *Life*, and he has created advertising work for companies like TWA and Coca-Cola. Sgouros's watercolors are included in public and private collections.

Make a night of this event by participating in a special after-hours tour of the museum prior to the lecture (5:30-7 P.M.). The admission fee for the tour/lecture is \$8.00, \$3.00 for our members. The lecture-only fee is \$5.00, \$3.00 for members. Space is limited, and preregistration is advised. Call (413) 298-4065 to preregister. Reserve August 12 and September 9 for the other two lectures in the series. Speakers and details will be announced soon.

## Museum Has Record Year

The museum enjoyed a record year in 1990. Attendance for last year totaled 147,687 people, an increase of 970 visitors over 1989.



# Members' Voices—Let's Hear from You

Bea Snyder, manager of membership

*I grew up enjoying Rockwell on the Post covers—it was wonderful to find that my children found them as rivetting. The tour and staff were great. My family looks forward to seeing more of his work in your wonderful new museum.*

Woman from Pennsylvania, age 54

*This was my first visit. I was totally overwhelmed by his talent and especially loved the humor in his art. You'll be seeing me again in your new place, but promise to keep it as gracious as your staff.*

Man from Ontario, Canada, age 36

These are just two of hundreds of comments collected during a survey of our museum visitors begun in July of 1990. Upon conclusion of a tour, visitors are invited to complete a simple questionnaire. These surveys are continuing and, by June, we will have gathered a complete year's worth of valuable information. This survey provides basic demographics and an important seasonal profile of our visitors. The more we know about who our visitors are, why they come, and how they learn about our museum and its programs, the better able we are to plan for an exciting future.

In the past five years, audience has emerged as a major focus in thinking about how well museums serve their missions and publics. Current research reveals that visitation patterns will change dramatically during the last decade of this century. Museums across America are exploring ways to serve expanded audiences—from students, to people with disabilities, to older adults. *Who* is being discussed not only in relation to age and income, but in terms of interests, learning styles, education, and the needs of a rapidly changing marketplace.

Our museum's growing audience reflects the ever-increasing popularity of Norman Rockwell. He continues, more than a decade after his death, to be one of America's most beloved illustrators. This popularity is reflected in our museum's attendance, which has shown a steady increase since we opened in 1969, when 5,000 visitors "came to see the paintings." Over the next 20 years visitation expanded dramatically, both in total numbers and geographic representa-

tion. Summer surveys in July and August revealed that, generally, our visitors are adults (75%) with most of them (64%) 35 years and older. Families and student groups presently comprise between 10 to 15% of our total, and these percentages are increasing because of the many new programs designed especially for students and children. Geographically, 9% came from Berkshire County, 20% from Massachusetts, and 75% were from the Northeast. Foreign visitors represented 7%. Repeat summer visitors accounted for 18%.

Ongoing surveys offer insights and perspectives on why The Norman Rockwell Museum continues to be the most-visited cultural attraction in Berkshire County.

As the opening of the new building gets closer, now is the perfect time to find out more about our members. What we learn from you will enable us to be more responsive to your needs and expectations of interesting exhibitions and programs for the new museum. Over the past three years, membership has grown 63%. We have members in all fifty states and nine foreign countries. We want to know more about you than simple statistics.

Please take a few minutes out of your busy lives to complete our first members' survey. We've been told that people often do not respond to surveys. However, our membership is a loyal and committed group that has always come through when we needed it. We need your help now. Anyone who completes a survey will be sent a token of our appreciation. We have enclosed a postage-paid envelope for your convenience. Thank you for taking the time to help us get to know you better.

## Calling All Artists

If you are an artist interested in displaying and selling your original work as part of our annual art sale on July 27 and July 28, call Bea Snyder at (413) 298-4239 for details and an application.





## The Norman Rockwell Museum Membership Survey

**T**he Norman Rockwell Museum wants to learn more about you. Please take a few minutes and complete this survey. This information will be used only by The Norman Rockwell Museum. We have provided a postage-paid envelope for your convenience. Just drop the survey in, and send it off. Thank you for your time and cooperation!

### Tell Us About Yourself...

**Are you a member of The Norman Rockwell Museum? ✓ one.**

☐ Yes ☐ No

**If no, why not?**

**Please ✓ your membership.**

☐ Individual

☐ Family/Dual

☐ Special Society

**Where do you live?**

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Your Age** \_\_\_\_\_

**Number of adults in family** \_\_\_\_\_

**Number of children in family** \_\_\_\_\_

**What are your special areas of interest?**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Please list other museums and organizations that you or your family belong to.**

_____	_____
_____	_____
_____	_____
_____	_____

**How long have you been a Norman Rockwell Museum member? \_\_\_\_\_ years**

**How did you learn about membership?**

☐ During a visit

☐ Mail-order catalogue

☐ From a friend

☐ Membership solicitation

Other \_\_\_\_\_

**Aside from supporting The Norman Rockwell Museum, please ✓ the benefits of membership that are most important to you.**

☐ Unlimited free admission to the museum

☐ Advance notice of museum events

☐ Meeting other people interested in Rockwell

☐ Learning more about Rockwell

☐ Member discounts for purchases and programs

☐ Receiving catalogue and shop mailings

☐ Participating in exclusive events and tours

Top: Rockwell *Looking for Models* by Norman Rockwell. © 1946 The Norman Rockwell Family Trust

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# The Norman Rockwell Museum Membership Survey (continued)

PLEASE DETACH SURVEY AND MAIL IT IN

## Tell Us How We Serve You

Number of visits to The Norman Rockwell Museum in the past 12 months \_\_\_\_\_

✓ the programs you have attended.

- ☐ Exhibition opening receptions
- ☐ Sunday at 3 Gallery Talks
- ☐ Lectures
- ☐ Family tours and workshops
- ☐ Bike tour of Stockbridge
- ☐ Bus trip
- ☐ Evening at Linwood
- ☐ Art in the Yard

Which of the following would increase the frequency of your museum visits?

- ☐ More temporary exhibitions
  - ☐ Different museum hours
  - ☐ More activities for children
  - ☐ Different tours of the collection
- Other \_\_\_\_\_

Please rate the usefulness of the members' newsletter, the *Portfolio*. Please ✓

- ☐ Very informative
- ☐ Moderately informative
- ☐ Not very informative
- ☐ Unaware of benefit

## Tell Us What You Would Like to See in The Future

Are there programs or special events you have attended at other museums that The Norman Rockwell Museum should consider? Please note the museum and the program.

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What topics or columns would you like to see included in future *Portfolio* issues?

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What changes or activities would you like to see when you visit the new museum?

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Are you interested in regional members' groups? If so, please write in your name and telephone number.

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# Calendar

Spring/Summer 1991

THE NORMAN ROCKWELL MUSEUM

## Events

April 13

### GROUND BREAKING

Builders will begin work on our new home at 11 A.M. All are welcome to be a part of this historic event. Call (413) 298-4239 for details and to R.S.V.P. Linwood, 11 A.M.

April 21

### Sundays at 3 Gallery Talk

Topic: *Off His Walls: A Curator's Perspective*  
The Old Corner House, 3 P.M.

April 23

### New York Opening Reception

Metropolitan New York area members might want to attend this opening reception for an exhibition of 35 original Rockwell works at the National Arts Club. The show, which will be on view through May 12, is sponsored by Judy Goffman Fine Art in New York. Call (212) 475-3424 for details. National Arts Club, 5 Gramercy Park South, New York City.

April 27

### Members' Bus Trip to Connecticut

Members' trip to The New Britain Museum of American Art and The Wadsworth Atheneum, with lunch at Joe's American Bar and Grill. Nonmembers welcome too. Bus leaves The Old Corner House at 7:45 A.M., returns at about 5:45 P.M. Members' price: \$35.00. Nonmembers' Price: \$45.00. Prices include all gratuities, bus fare, lunch, and admission to museums. Call (413) 298-4239 for reservations and details.

April 28

### Family Workshop

#### Ordinary Places

Spend an afternoon discovering different places found in Rockwell's art. This family program will stimulate observation, curiosity, and creativity. Recommended for families with children ages five to ten. FREE for museum members; nonmembers (adults and child) \$2.00 per person. The Old Corner House. Program is continuous from 1 P.M. to 4 P.M.

May 3

### Spring Flowers Workshop

#### Flower Arrangements Made Easy

This workshop is our contribution to Stockbridge's Daffodil festival. Designed for adults, the program will demonstrate easy and beautiful arrangements suited for any springtime occasion. Fee for flowers and materials. Call (413) 347-4065 for registration and details. The Old Corner House, 1 P.M.

May 4

### Children's Workshop

#### A Springtime Sketchbook

Join illustrator Bill Langley for an hour of outdoor sketching with a special seasonal emphasis on nature. Designed for children ages seven to 12. FREE. The Old Corner House. Two sessions: 11 A.M.-noon and 1 P.M.-2 P.M.

May 5

### Sundays at 3 Gallery Talk

Topic: *Rockwell's Children: The Young Models*. The Old Corner House, 3 P.M.

May 9

### N. Y. Gold Medal Presentation and Benefit Dinner

Black-tie gala and award presentation. For information and tickets (\$250 per person) call (413) 298-4239. The National Arts Club, 15 Gramercy Park South, New York City

May 12

### Mother's Day

All moms admitted free in honor of this special day.

May 19

### Family Day

Families '50s Style! Bring your family back to the 1950s when leisure meant backyard barbecues, hoola hoops, and visits to a soda shop. Listen to our storyteller talk about family life during the '50s. Help recreate a Rockwell picture with your family. Leave a family photograph to be placed in an album celebrating the day's activities. FREE with museum admission. The Old Corner House, 11 A.M.-3 P.M.

### Sundays at 3 Gallery Talk

Topic: *Rockwell in the '50s*. The Old Corner House, 3 P.M.

June 2

### Sundays at 3 Gallery Talk

Topic: *A Look into Literary Illustration*  
The Old Corner House, 3 P.M.

June 15

### Tour de Rockwell Bicycle Trip for Families

Follow Rockwell's favorite peddling tours. Specially paced for families. Reservations requested. Adults: \$5.00; children: \$2.50. Includes half-price admission coupon to the museum. Members \$2.50; Members' children: FREE. For details and reservations, call 298-4065. 10 A.M.-noon.

June 16

### Father's Day

All dads admitted free in honor of this special day.

### Sundays at 3 Gallery Talk

Topic: *Aspects of Fatherhood*. The Old Corner House, 3 P.M.

July 7

### Sundays at 3 Gallery Talk

Topic: *Portrayals of Freedom*. The Old Corner House, 3 P.M.

July 9

### Summer Lecture Series

#### The Golden Age of Illustration and Beyond

Artist Thomas Sgouros kicks off this series. After-hours tour of the museum (5:30-7 P.M.). Tour/lecture fee: \$8.00, \$3.00 for our members. Lecture-only fee: \$5.00, \$3.00 for members. Space is limited; preregistration is advised. Call (413) 298-4065 to preregister. The Red Lion Inn, 7-8:30 P.M.



July 13  
**Special New Building Events**  
Details to be announced.

July 17  
**Tour de Rockwell Bicycle Trip for Adults**  
Explore some of Rockwell's Stockbridge haunts by bike in this tour for adults. Reservations requested. Adults: \$5.00. Includes half-price admission coupon to the museum. Members: \$2.50. For information and reservations, call 298-4065. 9 A.M.-11 A.M.

July 21  
**Sundays at 3 Gallery Talk**  
Topic: *Artists Remembering Rockwell*  
The Old Corner House, 3 P.M.

July 27 and 28  
**Art in the Yard**  
Artists from all over New England will have their work for sale in the yard of The Old Corner House. 10 A.M.-5 P.M. Artists interested in participating in this show should call Bea Snyder at (413) 298-4239.

August 4  
**Sundays at 3 Gallery Talk**  
Topic: *An Idea Becomes a Painting*  
The Old Corner House, 3 P.M.

August 12  
**Summer Lecture Series**  
*The Golden Age of Illustration and Beyond*  
Keep this day open. Speaker and details to be announced.

August 18  
**Sundays at 3 Gallery Talk**  
Topic: *The Shaping of an Artist*  
The Old Corner House, 3 P.M.

August 24 (August 25 rain date)  
**Tour de Rockwell Bicycle Trip for Members**  
Members will have the opportunity to explore some of Rockwell's favorite Stockbridge bike routes. Picnic to follow at Linwood, site of our new building. Reservations required. For information and reservations, call 298-4239. The tour is FREE for members. Nonmembers: \$5.00. Bring your own picnic, or we'll supply a box lunch for an additional \$10.00 per person. 10 A.M.- noon.

Please Note: *Sundays at 3* gallery talks continue on the first and third Sundays of each month. Talks begin at 3 P.M. and investigate perspectives on Rockwell as artist and social historian. Talks are free and are held at The Old Corner House.

☎ Call (413) 298-4065 for further information about events and exhibitions. Museum hours: May-October, daily, 10 A.M.-5 P.M. November-April, weekdays, 11 A.M.- 4 P.M.; weekends, 10 A.M.- 5 P.M. During school vacation weeks, 10 A.M.- 5 P.M. daily.

The Old Corner House is located on Main Street, Stockbridge.  
Linwood House is located on Route 183, Stockbridge.  
The Red Lion Inn is located on Main Street, Stockbridge.

## Exhibitions

Through January 1, 1992

### **Flops!**

Norman Rockwell, in his autobiography, *My Adventures as an Illustrator*, devoted a chapter to *Flops!* The impression and stories recounted in this chapter serve as the inspiration of this exhibition. A flop is described by Rockwell as a "good idea gone bad." The exhibition focuses on those images which Rockwell discusses in his chapter.

Through December 31, 1992

### **Off His Walls**

A special exhibition of illustration art from the personal collection of Norman Rockwell. The pieces in the show were part of a study collection from which Rockwell drew both inspiration and great enjoyment. Included are works by Charles Edmund Brock, Thomas Fogarty, A.B. Frost, John Held, Jr., J.C. Leyendecker, Maxfield Parrish, Edward Penfield, Howard Pyle, Arthur Rackham, and Hugh Thomson.

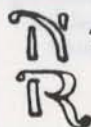


*The Three Spinners* by Arthur Rackham are just a few of the intriguing characters found in *Off His Walls*.

April 23-May 12

### **Off-site Rockwell Exhibition**

Thirty-five original Rockwell works and a small exhibit about our museum. The show is sponsored and organized by Judy Goffman Fine Art in New York. Call (212) 475-3424 for details. National Arts Club, 5 Gramercy Park South, New York City.



THE NORMAN ROCKWELL MUSEUM  
STOCKBRIDGE, MA  
413-298-4065



# Groundbreaking

*continued from page 1*

## We've Come A Long Way

Plans for the new museum started as early as 1980, when it became clear that there was a severe problem with overcrowding at the present site. In 1983, the museum acquired the Linwood property, which overlooks the Housatonic River and includes a large nineteenth-century marble house and a Victorian carriage barn. Between 1985 and 1986, these buildings were renovated. The carriage barn was completely rebuilt to provide on-site caretaker housing, and the main house was renovated to accommodate the museum's administrative offices. Norman Rockwell's studio, which was left in trust to the museum, was moved from the center of Stockbridge to Linwood on March 4, 1986. The studio will be open to visitors when the new museum is complete.

## The New Building

The new museum was designed by internationally-known architect Robert A.M. Stern of New York City after an invitational architectural competition held in 1987. Plans call for the building, which includes galleries, classrooms, an auditorium, a library, studios, and archive storage, to cover an area of 27,000 square feet. There will be 12,000 square feet on the main level and 15,000 square feet on the lower level. The new gallery will have 7,500 square feet of exhibition space as compared to the 1,500 square feet at the present location.

## About Our Builders

Peabody Construction Company, Inc. has been in the construction business for more than 100 years. President Edward Fish, Jr. is the fourth generation to assume the leadership role at Peabody. The firm has just completed the addition to the Kennedy Library in Boston, which was designed by internationally-known architect I.M. Pei.

## Paying for it All - Where We Stand

Our board approved a financing plan which will insure successful completion of the project, according to William Napolitano, treasurer. The plan includes an ongoing capital campaign, which has raised \$3.2 million to date; outside financing of \$3.5 million of a tax-

exempt bond program developed by the Massachusetts Industrial Finance Agency; leverage of museum real estate properties; profits from the museum store; sale of limited-edition prints signed by Rockwell as an endowment for the museum; revenue from the museum's mail-order program, admissions, and membership programs; and campaign gifts.

## Cause to Celebrate!

Many festivities are being planned to celebrate construction. The first event is groundbreaking on April 13, at 11 A.M., at our Linwood site. See the calendar for other important dates.



Museum board and staff members at the February 2 meeting.



(Left to right) Museum board members Mark Selkowitz and Jack Batty toast the decision to break ground in April.

## We Need Your Help Now More than Ever

Keep the momentum going on the new building by sending a donation today to The Campaign for Norman Rockwell. A postage-paid envelope is provided for your convenience.



## Silvio Conte Dead at 69

Honorary Museum Trustee and  
U.S. Representative

Henry H. Williams, Jr., assistant director for finance and administration



Silvio Conte with Norman Rockwell in 1972

The Norman Rockwell Museum lost a friend with the death of Congressman Silvio O. Conte on February 8, 1991 in Washington, D.C. Mr. Conte, an ardent supporter of the museum, wrote in 1985 when accepting a position on the Capital Fundraising Committee, "Norman Rockwell has long been a favorite of mine, and I am honored to be associated with a man who so represents the soul of America." From his position of power in Washington spanning 32 years, he responded to museum needs. He was instrumental in persuading President Ronald Reagan to serve as honorary general chairman of phase one of the museum's capital campaign. He and his staff stood ready to help with any request, and at the time of his death, he was pursuing with the U.S. Postal Service a commemorative stamp to be issued on the 100th anniversary of Norman Rockwell's birth in 1994. Silvio Conte will be missed by us all.

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## Members' Bus Trip April 27

Our spring trip will take you to two great Connecticut museums, The New Britain Museum of American Art in New Britain and The Wadsworth Atheneum in Hartford. Illustration scholar Walt Reed will be along to answer questions. Nonmembers are welcome too, at an additional charge.

After leaving The Old Corner House on Saturday, April 27, we will visit The New Britain, the oldest museum collection devoted exclusively to American art and the home of more than 3,000 works. There are

portraits by Copley and Cassatt and landscapes by Cole and Church. There's even a Rockwell image or two.

After we whet your appetite at the New Britain, we'll satisfy your hunger at Joe's American Bar and Grill before going on to the Wadsworth. We will tour for about an hour—just enough time to get a small taste of the more than 45,000 works in this collection, which includes *Girl with a Black Eye* by Rockwell.

Anyone who would like to join us at the sites is more than welcome. Members: \$35.00; Nonmembers: \$45.00. Prices include gratuities, bus fare, lunch, and admissions. For reservations, call (413) 298-4239 as soon as possible.

## Bike Tours Rockwell Style

Bicyclists, young and old, will explore Norman Rockwell's Stockbridge haunts in bike tours sponsored by the museum. Rockwell and his wife were avid cyclists and could be seen several times each week in spring, summer, and fall bicycling through the village and countryside.

Starting in June and continuing through October, we will revisit Rockwell's bike routes. Experienced museum guides will lead the trips and provide commentary on historical and cultural aspects of the routes, and insights into Rockwell's character and his special recreational avocation. See our calendar for details. Further information on specific tours is available by calling (413) 298-4065.



Norman Rockwell bicycling with friends in Stockbridge, circa 1964. Norman Rockwell Studio Archive Collection photograph. ©1971 The Norman Rockwell Family Trust.



## CURATOR'S CORNER

Linda Szekely, assistant curator



The fairy tells time by the number of spins of his hat in *The Magic Foot-Ball*, currently on view in *Off His Walls*. © 1914 The Norman Rockwell Family Trust.

Norman Rockwell's painting for *The Magic Foot-Ball*, a children's story by Ralph Henry Barbour, appeared in *St. Nicholas magazine* in 1914. This is a fanciful story in which dream becomes reality and the limits of our imagination are stretched.

Billy Piper dreams of being a football hero, and suddenly, from a dark corner of the room, a fairy emerges and grants Billy's wish. The fairy gives Billy a magic football that responds to commands of "og" (meaning go) and "come."

In addition to the football being magical, the fairy's hat tells time by the number of spins it makes when being twirled on the end of a feather on the bridge of the fairy's nose. "I never tell time," the fairy tells Billy, "Time tells me."

Rockwell's painting of the scene between the fairy and Billy is as richly detailed as the

author's characterization. Though Rockwell was just 19 when he painted this picture, his concern for detail and human expression is already evident.

Rather than including only the basic elements needed for the illustration, Rockwell created an interior setting with numerous furnishings and objects which help to create a mood. The play of light between the brightness of the window seat on one side and the boy's brightly lit face, accentuating his expression of awe, emphasizes the mystery of the dark areas and symbolizes the contrast between reality and dream.

The little fairy in the story is painted in a style similar to that of two illustrators whom Rockwell admired, Arthur Rackham and Howard Pyle. Their work, as well as *The Magic Foot-Ball* painting, is represented in *Off His Walls*, the museum's exhibition of Rockwell's personal art collection.

This fairy closely resembles a depiction of Rumpelstiltskin done by Arthur Rackham in 1900. The proportions and manner of the figure are similar to Rackham's creature. The faces are not alike except for the ears, but the features of Rockwell's fairy are typical of Rackham's other fairies. Rockwell's figure is also similar to Pyle's "mannikin," created in 1886.

The myth of a strange creature, at once frightening and intriguing, who has magical powers to fulfill wishes, is restated through Rockwell's picture for another generation of children as a tradition to be carried on and on.



Detail of Arthur Rackham fairy



# Spotlight on Saving Energy

Bill Boyer, facilities manager

The museum is dedicated to energy conservation on environmental and financial levels. All of our offices recycle, and we are working on making our buildings as energy efficient as possible. Two recent grant awards have made it possible to accomplish major energy-saving projects.

## Museum Awarded Energy Conservation Grant

The Commonwealth of Massachusetts's Nonprofit Energy Efficiency Program (NEEP) awarded the museum an energy grant of \$9,797.55. These funds were used to help finance such energy-conservation measures as weatherproofing, attic insulation, storm windows, and a more efficient boiler at the museum's administrative offices.

The NEEP grant provides technical and financial assistance to help nonprofit organizations improve the energy efficiency of their facilities. This grant will pay for part of a \$14,595.00 energy improvement project. Museum Director Laurie Norton Moffatt said, "We are grateful to the Commonwealth for this important con-

tribution to our energy conservation efforts."

## New Lighting at Old Corner House

The museum recently participated in an energy conservation program offered by The Massachusetts Electric Company. Mass Electric hired Torrico Electrical Contractors of nearby Great Barrington to replace, at no charge to the museum, lighting fixtures in the museum galleries and administrative offices. Included in the fixture replacement were gallery track lighting, hall and office lighting, and exterior lighting. In addition to providing more pleasing lighting, the new fixtures will save money on electrical costs.

The museum is very appreciative of this generous gift. Michael Horton, the senior lighting representative from New England Power Service (Massachusetts Electric's parent company) was sensitive to the museum's special needs revolving around displaying the collection of original artwork. Harry T. McDonough, president of Energy Advantage, was very helpful in administering the grant.



## The Norman Rockwell Museum at Stockbridge

Stockbridge, Massachusetts 01262

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