

SUMMER & FALL 2010

portfolio

NORMAN ROCKWELL MUSEUM

William Steig: Love & Laughter

June 12 through October 31, 2010

by Stephanie Haboush Plunkett,
Deputy Director/Chief Curator, Norman Rockwell Museum



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As a child, William Steig (1907-2003) wished that he could run away to sea; and if the Great Depression hadn't intervened, the acclaimed "King of Cartoons" may have done just that. Renowned for his uproarious comic art, best-selling illustrated novels, and picture books, which kept America laughing through thick and thin for more than 70 years, this master illustrator continues to inspire in an exciting new exhibition at the Norman Rockwell Museum.

William Steig: Love & Laughter explores the richness of the artist's imagery from his 1930s *Small Fry* series, recalling the colorful Bronx neighborhood of his youth; *New Yorker* covers and gag cartoons; to beloved picture books like *Shrek!*, (the inspiration for the blockbuster DreamWorks animated films) and *Alpha Beta Chowder*, written by his wife and fellow artist, Jeanne Steig. Love, laughter, and everyday life—recurring subjects of the artist's fascination with

life—emerge in extraordinary, intuitive drawings, in which friends are giving and couples are loving, "just not every single minute." An astute observer of the world around him, Steig "remembered his childhood like it were yesterday," said Jeanne Steig; and children and animals always captivated his attention. A deep affection for cats, dogs, and every manner of creature is evident in hilarious scenarios inspired by his ongoing speculations about what they might be thinking and what they would say or do, if only given the chance.

Nearly 300 original Steig drawings are accompanied by the vibrant dimensional sculptures and assemblages of Jeanne Steig, a gifted artist and accomplished author, and Steig's wife of 35 years. Inspired to make art by her husband, Jeanne creates compelling artworks made almost exclusively from unique street finds and other discarded objects; from rusted pieces of metal and weathered scraps of wood to colorful cloth, buttons, and stones. Starting out during the early years of their relationship, "I protested my lack of skill and training, but the truth was that I had always wanted to make things, and somehow he figured that out." The installation reveals the joys of their creative co-habitation and the emergence of themes in both artists' work which speak to their shared vision.

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FROM THE DIRECTOR

SUNDAY DOOR DUTY

On a recent Sunday afternoon, I delighted in chatting with some of our visitors; while awaiting the arrival of friends, I sat in the front lobby and personally welcomed each guest who came through the doors.

We had visitors of all ages that day—from families with energetic toddlers, to an elderly couple who were happy to borrow a Museum wheelchair. A photographer came to view *Behind the Camera*, and remarked on Rockwell's meticulous working process directing each scene. Three young women were thrilled to learn they could use their college IDs for discounted admission.

My most poignant encounter was with a woman who asked me for directions back to the highway. "I don't usually drive," she said. "My husband always did the driving. He has less than a month to live, and I wanted him to see the Museum. I'm so glad we came," she remarked. I was moved deeply by this overwhelming life moment to have Norman Rockwell Museum mean so much to them.

Through the hour I welcomed guests, listened to stories, chatted about the art, and marveled at the diversity of visitors from near and far. Norman Rockwell's art touched many lives that day as it does every day here in Stockbridge and around the globe, whether visiting one of the Museum's traveling exhibitions or viewing our website. The common thread was the pleasure and delight they shared in community with his art.

That vibrant sense of community comes alive on the walls of the Museum this summer with the hilarious artwork of William Steig, cartoonist and cover artist for *The New Yorker*. His work, together with that of his wife Jeanne Steig, will be on view in *William Steig: Love & Laughter*. Best known for his cartoons



about relationships, family life, and marital relations, Steig was a keen and gifted observer of human nature.

We are deeply grateful to receive the largest gift of art the Museum has ever received, with more than 800 images by William Steig gifted to the Museum by the artist's widow.

BOARD OF TRUSTEES NEWS

Norman Rockwell Museum is proud to announce the new leadership team of Thomas L. Pulling (Board Chairman) and Anne H. Morgan (Board President) to its Board of Trustees; the leaders were sworn in during the Museum's recent Board of Trustees meeting, held on March 19, 2010. New board members Richard J. Kelly and Murray Tinkelman were also elected to three-year terms at the Museum's Annual Board of Trustees meeting held on September 25, 2009. Off-going trustees include Catharine Deely, Clarke Bailey, and Dan Cain, who served as Board President from 2006 to 2010. We are grateful for the outstanding service from our past trustees, and look forward to working with our newest board members in the future.

I hope you will plan a visit to Norman Rockwell Museum this summer. Whether the Museum is in your backyard and you can enjoy the beautiful grounds, Rockwell's studio, lunch on the terrace, and our changing exhibitions, on a regular basis; or you are making a yearly pilgrimage, your first or last visit of a lifetime, the Museum is a magical place filled with memory and meaning.

I look forward to opening the door for you.

Warmly,

Laurie Norton Moffatt
Director/CEO

programs & events

June - October 2010

for children & families

Play Ball! An All-American Festival

Saturday, July 3, 12 - 4 p.m.

Celebrate America's favorite pastime and the art of Norman Rockwell. Meet Linda Ruth Tosetti, Babe Ruth's granddaughter; learn about the Major Leagues from Brian Daubach, former Red Sox first baseman; explore the art of baseball with illustrator Graig Kreindler; take a lively look at the history of the sport with Anna Wade, Director of Education at the National Baseball Hall of Fame; toss the ball with the Pittsfield Colonials (bring your mitt!); create a baseball-inspired work of art with 3-D artist Charles Fazzino; and try the fast pitch booth with the Tri City Valley Cats. Fuel up with an all-American grill on the Museum's terrace. Program free with Museum admission.



FESTIVITIES FOR FAMILIES

Cartoon Network Presents: Move It!

Friday, July 9, 11 a.m. - 3 p.m.

Cartoon Network, Time Warner, and Norman Rockwell Museum, are bringing the brand new MOVE IT MOVEMENT to Stockbridge! Action-packed activity and learning stations include a Skate Park Challenge, NBA/WNBA Fit Activity Zone, Crayola Outdoor Challenge, NFL PLAY 60, Soccer Shootout Challenge, CNN Fit Nation Kiosk, and Cartoon Network Chill Zone. Walk the Museum's scenic site as an added challenge! Celebrate active and healthy living. Free! Museum admission for adults is additional.



William Steig: Love & Laughter

continued from cover

Born in Brooklyn, New York on November 14, 1907, William Steig was the son of Eastern European Jewish immigrants, a family of artists who nurtured his creative gifts from an early age. As a child, he dabbled in painting and drawing, and was an avid reader of literature. After attending high school, he spent two years at City College in New York, three years at the National Academy of Design, and a mere five days at Yale School of Fine Arts. To support his family during the Great Depression, Steig began showing his drawings to publishers, and eventually found work at *The New Yorker*; his *Small Fry* cartoons depicting children in extraordinary situations,



his *Small Fry* cartoons depicting children in extraordinary situations,

became a regular feature in the magazine, and were subsequently published in a number of popular cartoon collections.

In 1939, Steig released the first of a collection of “symbolic drawings” inspired by psychoanalysis and modern art, which pushed the boundaries of cartoon art. The illustrator continued to experiment with artistic style and subject matter, becoming a highly influential visual commentator on the joys and challenges of everyday life and matters of the heart. During his lifetime, Steig created more than 1600 drawings and 117 covers for *The New Yorker*, and authored and illustrated more than 40 children’s picture books, often with an existential bent. Bursting with promise throughout his lifetime, the artist has left an unforgettable legacy.

We are honored that William Steig’s legacy will live on at Norman Rockwell Museum, with the donation of an outstanding collection of more than 800 original

works by the artist to the Museum’s permanent collection of illustration art. This generous gift, spanning the artist’s seven-decade career, is made possible by Jeanne

Steig, who wishes to share her husband’s art through ongoing public access and preservation. We are thrilled to become the custodians of this important col-

lection by a true visionary in the field of illustration, and are grateful to Ms. Steig for sharing her husband’s great gift with us; “William Steig made me laugh too,” she reflected. “His drawings— which he sometimes referred to as doodles— offered an endless, tender commentary on life in the city. They will make a perfect pairing with the work of Norman Rockwell— equally tender and observant— of life in a small town.”

William Steig: Love & Laughter will be on view at Norman Rockwell Museum from June 12 through October 31, 2010. We hope that you will enjoy the exhibition and participate in the many exciting programs inspired by the vibrant imagery created by this distinguished American artist.

I think I feel a little differently than other people do. For some reason I've never felt grown up.

—William Steig

Rockwell and the Movies

July 3 through October 31, 2010

by Joyce K. Schiller, Ph.D., Curator, Rockwell Center for American Visual Studies

In 1948 Rockwell roughed out an idea for a *Post* cover as a parody of an English murder mystery called, *Who-Dun-It*. Not long after, Rockwell was in Los Angeles and he asked Twentieth Century-Fox if they could help him arrange for movie stars to serve as models for the picture. Since the scene was intended to be set in a castle with an old lady owner, they suggested Ethel Barrymore to pose as the lady. The sinister chef character was played by Boris Karloff. A scandalous but glamorous actress was played by Linda Darnell. Loretta Young posed as the demure upstairs maid. Richard Widmark posed as a wastrel. Clifton Webb played the part of the haughty butlers, and Lassie was the model for the dog. Rockwell also needed a body to serve as the corpse. For that, the studio provided Van Johnson, even though only his legs would be visible in the picture.

After serving as a model for Rockwell’s *Who-Dun-It* in 1948, later that year Linda Darnell requested to meet and study painting with Rockwell through the Institute of Commercial Art in New York, also known as The Famous Artist School. With Rockwell’s agreement, she traveled to Arlington, Vermont late in August, 1948 for private painting lessons. Darnell had painted since her high school days in Texas. While in Rockwell’s studio she also posed for some study photos for his *Murder Mystery*,



Murder Mystery (Who-Dun-It) (study), 1948 Proposed Saturday Evening *Post* cover. Oil on board. Norman Rockwell Museum Collection, NRAM.1997.17



Reference photo of Linda Darnell for Norman Rockwell’s *Murder Mystery (Who-Dun-It)*, 1948. Norman Rockwell Museum Archival Collection, ST1976.6623. Licensed by Norman Rockwell Licensing, Niles, IL.

as seen in this photograph.

Unfortunately *The Post* was not interested in this for a cover. The objection was that the “. . . movie stars [would] kill it. The readers will be so busy recognizing the stars that they’ll miss the whole point of the cover.”

SuperSteig Day! Festivities for Families

Saturday, July 24, 1 - 4 p.m.

Join us for a trash-to-treasures art workshop with Jeanne Steig, and storytelling by actress Ann Undeland, who brings William Steig's children's books to life. Jeanne Steig, whose dimensional creations assembled from found objects are on view, will inspire and delight. Kids free to age 18! Adults free with Museum admission.



©William Steig, *Shrek*, from the collection of Eric Carle Museum, a gift of Jeanne Steig. All rights reserved.

Laugh Out Loud! Festivities for Families

Saturday, August 14, 1 - 4 p.m.

Laugh together during this *Shrekalicious* family day filled with music, storytelling, and art-making inspired by the art of William Steig. At 2 p.m., *Rockalicious* performs rock n' roll classics for kids. Kids free to age 18! Adults free with Museum admission.

BOY SCOUTS CELEBRATE 100 YEARS!

Norman Rockwell and the Art of Scouting

Saturday, October 23, 12 - 4 p.m.



Good Friends, Norman Rockwell, 1927. Licensed by Norman Rockwell Licensing, Niles, IL.

Enjoy talks on Norman Rockwell's art for the Boy Scouts of America and the opportunity to earn your Rockwell Award Patch. Beloved Boy Scout illustrator Joe Csatari and his son, *Men's Health* editor Jeff Csatari, will join us to discuss their recent book *Norman Rockwell's Boy Scouts of America*. Book-signing will follow.

Halloween Bash!

Sunday, October 31, 2 - 4 p.m.

for ages 6 and up

Celebrate William Steig's cast of extraordinary characters, from the villains of *Rotten Island* to friends from *Shrek*, *Dr. DeSoto*, and *Sylvester and the Magic Pebble*. Mary Jo Maichack's Halloween tales will be sure to delight with just the right amount of fright. Art activities and seasonal treats! \$6, \$5 members.

children's art workshops

Summer Sketch Club

Tuesdays, July and August

10 a.m. - 12 p.m.

For ages 7 and up

Enjoy these on-location drawing and painting classes which encourage self-expression and experimentation. Bring a sketchbook or drawing pad; other art supplies are provided. Class is outdoors, weather permitting; bring bottled water, insect repellent, hats, and sunscreen. Take one class or take them all! \$6, \$4 members.

Creating Together: A Parent-Child Experience

Wednesdays, July and August

10 - 11:30 a.m.

For parents and children ages 4 and up



Children and their parents/guardians are invited to explore the galleries together during these interactive art experiences. A lively look at the works on view will inspire personal artworks created with a variety of materials and techniques. Take one class or take them all! \$6 per person, \$4 members.

art workshop for teens

Got Ink? Drawing Comics and Graphic Novels

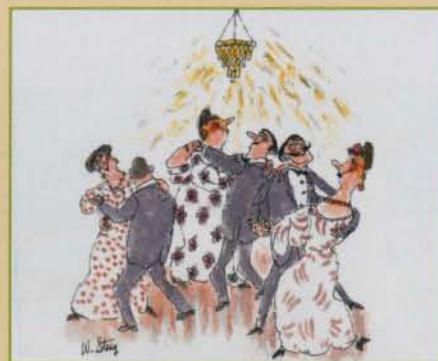
Monday through Friday, July 12 - 16, 10 a.m. - 3 p.m.

for ages 13 and up

Delve into the world of comics! This hands-on exploration of the art of comics and graphic novels is not to be missed. Gifted educators/graphic novelists Andrew Wales and Tim Callahan will teach students about the art of visual storytelling, effective layouts and character drawings, and the fundamentals of creating exciting, effective comics. Full week: \$125, \$100 members; Daily: \$25 or \$20 members. All materials provided. Please bring lunch, we'll provide beverages and snacks.



member's opening night dance party



William Steig: Love & Laughter

Saturday, June 12, 7 - 10 p.m.

Expect to laugh, and dance!

Join us for the opening celebration of the uproarious comic art and best-selling illustrated books of William Steig, featuring the dimensional assemblages of Jeanne Steig, the artist's wife and creative collaborator.

Music by Wanda Houston, Charlie Tokarz and Friends.

Free for members; \$25 guests.

art workshop for adults

The Luminous Watercolor with Dennis Nolan

Monday through Friday, July 26 - 30, 10 a.m. - 4 p.m.

Explore the richness of watercolor painting with award-winning artist, author, and educator Dennis Nolan. Techniques for creating dynamic, show-stopping images will be explored through engaging exercises, resulting in a full-scale finished painting by week's end. Dennis Nolan is Associate Professor at Hartford Art School and has illustrated many acclaimed books for children. Pre-registration is required. \$250, \$210 members.

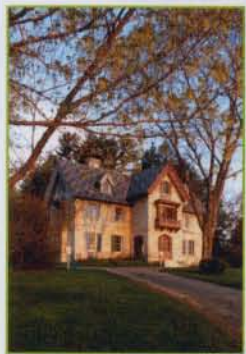


Dennis Nolan. All rights reserved.

programs for adults

HISTORIC PROPERTY TOUR

Time Travel



Tuesdays and Thursdays
June, July and August
2:30 p.m.

Explore the rich history of the region and Linwood, our 1859 Berkshire cottage. Curator of Education Tom Daly will lead an invigorating walk and talk on the Museum's bucolic grounds. Free with Museum admission.

GALLERY TALK

Meet Rockwell's Models

Wednesday, July 7 and August 4, 3 p.m.

Find out what it was like to pose for America's favorite illustrator from Rockwell's own models, who share their personal experiences. Free with Museum admission.



Reference photo for Norman Rockwell's *The Runaway*, 1958. Photographs uncredited. Licensed by Norman Rockwell Licensing, Niles, IL.

An Afternoon with Rockwell's Models

Saturday, September 18, 12 - 4 p.m.

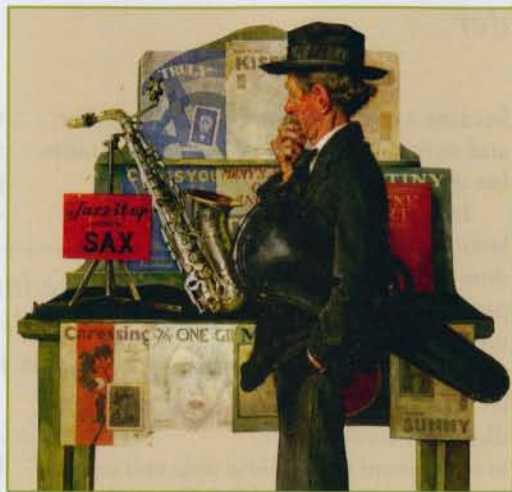
Runaway models Dick Clemens, Eddie Locke and fellow Rockwell models share stories about their experiences posing for America's favorite illustrator. Special gallery talks and print signings offer first-hand perspectives on Rockwell's creative process. Free with Museum admission.

POETRY READING AND BOOKSIGNING

Nostalgia's Thread: Ten Poems on Norman Rockwell's Paintings

Saturday, October 9, 1 p.m.

Author Randall R. Freisinger will read from his recent volume of poems inspired by Norman Rockwell's art, with a booksigning to follow. Free with Museum admission.



Man Looking at Soapstone Upright with a Sax, Norman Rockwell, 1929. SPS. Licensed by Curtis Publishing, Indianapolis, IN.

PERFORMANCES

Pneuma Brass Quintet

Thursday, July 1, 5:30 p.m.

Enjoy this Independence Day-inspired musical performance, which kicks off an exciting all-American weekend at the Museum. Free with Museum admission.

Berkshire Choral Festival

Wednesdays, July 14, 21, 28 and August 4
2:30 p.m.

Enjoy these inspired short performances of American music by the gifted singers of the Berkshire Choral Festival. Free with Museum admission.

The Stockbridge Sinfonia

Saturday, August 21, 2 p.m.

Enjoy an afternoon of music with an outstanding community orchestra which celebrates the talents of developing musicians and seasoned performers. Free. Museum admission additional.

PERFORMANCE & BRUNCH

To Rockwell, With Love: Fan Mail & The Saturday Evening Post

Sunday, July 11, 11 a.m.

Experience the outpouring of reader reaction to Norman Rockwell's art during his 47 years with *The Saturday Evening Post*. Jeffrey Borak, arts and entertainment editor for *The Berkshire Eagle*, and actress/designer Hope Aaron will perform a dramatic reading of these heartfelt letters from around the world. Archivist Jessika Drmacich will offer cultural perspectives. A delicious brunch is included! \$20, \$16 members.



Photograph attributed to Louise Lamore.

american storytellers

a lecture and performance series

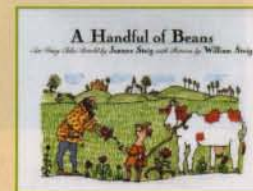
Thursdays at 5:30 p.m.

Join us for inspiring conversations and performances celebrating the art of visual storytelling and the contributions of noted American illustrators—from Norman Rockwell to William Steig—who inspire us to see the world in new and exciting ways. All programs are free with Museum admission.

July 8

Uncommon Treasures: An Evening with Jeanne Steig

Meet Jeanne Steig, a self-taught visual artist working almost exclusively in street finds and discarded materials. The author of several books including *Alpha Beta Chowder*, *A Handful of Beans*, and *A Gift from Zeus: Sixteen Favorite Myths*, Ms. Steig is the widow of noted illustrator William Steig and her latest book, *The Lost Art of William Steig*, will be published by Harry N. Abrams next year.



July 15

Norman Rockwell's Art for the Movies: An Evening with Curator Joyce K. Schiller

Step behind-the-scenes with Curator Joyce K. Schiller, Ph.D. for a lively look at Rockwell's many brushes with fame which he encountered during the creation of artworks for posters advertising the classic feature length films of his day.

July 22

Music and the Movies: An A Cappella Evening with Quintessential

Enjoy an evening of songs from the silver screen with Quintessential, a Berkshire-based ensemble of a cappella singers which includes tenors Al Thorp, Jay Wise and Jim McMenamy, and bass/baritones John Miner and David Anderegg, whose performances feature an engaging blend of wit and whimsy.



July 29

Classic Folk: An Evening with The Berkshire Ramblers

Join Roselle and Alan Chartock, Joe Brody and friends, for a lively evening of classic folk music. These gifted regional musicians have been sharing their love for this time-honored American art form for well over 40 years.



August 5

Mystery and Mayhem: An Evening with New York Times Columnist Carol Kino

Join writer Carol Kino for a behind-the-scenes preview of her latest breaking story. Carol Kino, whose incisive articles on art and culture have appeared in *The New York Times*, *The Atlantic Monthly*, *Art & Antiques*, *Artforum*, and other noted publications, will offer a first-hand glimpse into the exciting life of an arts journalist

August 12

Comic Genius: An Evening with Cartoonist Liza Donnelly

Explore the art of *The New Yorker* through the eyes of one of its most ingenious comic creators. A cartoonist for the magazine for more than 25 years, Liza Donnelly will share her best illustrated jokes, gag cartoons, and slice-of-life drawings, offering a rare first-hand glimpse of the creative process. Her latest book, *When Do They Serve the Wine*, will be available for signing at a reception following the program.



August 19

The Naked Cartoonist: An Evening with Cartoonist Robert Mankoff

Join *New Yorker* cartoon editor Robert Mankoff for an uproarious look at the art of humor. One of the nation's leading comic commentators, Mr. Mankoff originated The Cartoon Bank and the Cartoon Caption Contest, and is the creator of the magazine's best-loved comic images. He is also the author of *The Naked Cartoonist: A New Way to Enhance Your Creativity* and many other cartoon collections. A book-signing and reception will follow the program.

August 26

Open Mic Night!

Share the stories of your life through music and word at our first annual open mic night. Secure a performance slot during the evening's roster by contacting Melinda Georgeson at mgeorgeson@nrm.org. A reception will follow the program.

NORMAN ROCKWELL MUSEUM

2010 exhibitions



Art Critic, Norman Rockwell. ©1955 SEPS. Licensed by Curtis Publishing, Indianapolis, IN.
COVER PAGE ILLUSTRATION
©William Steig. All rights reserved. Soda Jerk, Norman Rockwell. ©1953 SEPS. Licensed by Curtis Publishing, Indianapolis, IN. Photo by Sara Evans.

always something new to see!

Norman Rockwell's 323 Saturday Evening Post Covers opening May 29

An exciting look back at the *Saturday Evening Post*, featuring every one of Norman Rockwell's cover illustration tearsheets for the noted American publication, created over the course of 47 years from 1916 to 1963.

A Day in the Life: Norman Rockwell's Stockbridge Studio seasonal from May through October

An engaging historical installation that brings visitors back to October 1960, when Norman Rockwell was at work on one of his most famous *Saturday Evening Post* covers, *The Golden Rule*.

Norman Rockwell's Art of Scouting opening May 29 through November 27

An insightful look at Norman Rockwell's extensive body of work for The Boy Scouts of America through original tearsheets, personal mementos, and props.

William Steig: Love & Laughter June 12 through October 31

A laugh-out-loud exhibition on the art of William Steig, featuring the artist's brilliant covers, cartoons, and drawings for *The New Yorker*, original illustrations for beloved novels and picture books, and the eloquent art of Jeanne Steig.

Norman Rockwell: A Life in Art through June 20

An intimate exhibition featuring artworks spanning Norman Rockwell's entire career, and unique personal mementos from the Norman Rockwell Archives—from the artist's infant-wear, to his custom-designed vertical bi-focals.

Rockwell and the Movies July 3 through October 31

Original paintings, vintage posters, lobby cards, and portraits created by Rockwell for such feature length films as *The Magnificent Ambersons* (1941), *The Song of Bernadette* (1943), *Along Came Jones* (1945), *The Razor's Edge* (1946), *Cinderella* (1960) and the 1966 remake of the classic, *Stagecoach*.



Extended Summer Hours
Open daily 10 a.m. - 5 p.m.
Thursday evenings until 7 p.m.

nm.org • 413.298.4100

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NORMAN ROCKWELL MUSEUM
portfolio
SUMMER • FALL 2010

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