

The Portfolio

2001
WINTER 2000

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The Norman Rockwell Museum at Stockbridge



The
Norman
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Museum
at Stockbridge

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The Portfolio

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Kimberly Rawson, Project Manager
Cris Raymond, Editor
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Cover: *Girl Running with Wet Canvas*, oil on canvas, *Saturday Evening Post*, April 12, 1930, cover: © 1930 The Curtis Publishing Company. All rights reserved. This painting will be on view at the Norman Rockwell Museum, courtesy of Emmet, Toni and Tessa Stephenson, when the national exhibition, *Norman Rockwell: Pictures for the American People*, is here, June 9 – October 8, 2001.



The Norman Rockwell Museum is funded in part by the Massachusetts Cultural Council, a state agency that supports public programs in the arts, humanities and sciences.

From the Director

Was it the incredible fall colors? Was it the eagerness to see the spectacular Rockwell Kent exhibition that was about to close? Well, whatever it was, approximately 9,500 guests visited the Norman Rockwell Museum during the two peak weekends in October! It is wonderful to share the works of Norman Rockwell and other illustrators with such a vast audience. My advice, however, is to come see us now that things have calmed down and you have much more opportunity to linger in our galleries during the quieter winter months.

So much has been happening at the museum. The 8th Annual Red Lion Inn/ Norman Rockwell Museum Invitational Golf Tournament was a great success. As always, we are grateful to our wonderful friend Senator Jack Fitzpatrick for his extraordinary fund raising efforts on behalf of the museum. To date, the tournament has raised \$80,000! Heartfelt gratitude also goes to the marvelous people at the Red Lion Inn who make the tournament such a success.

Pushing the Envelope: The Art of the Postage Stamp exhibition opened on November 11. This incredible and creative exhibition shows the development of our nation's postage stamps from public suggestion to finished product. The original artwork of over seventy talented artists and designers will be on display until May 28, 2001. More than 550 guests attended the opening and heard fascinating guest speakers from the United States Postal Service, Jon M. Steele, Vice President of Northeast Area Operations, and graphic designer Terry McCaffrey, Manager of Stamp Development.

From November 11 to January 28, we celebrated the holiday season with a delightful exhibition of Rockwell paintings for Hallmark Christmas cards. These poignant holiday scenes were a generous loan from Hallmark Cards of Kansas City, Missouri.

Another important reason for visiting us is to see *Norman Rockwell's 322 Post Covers*, on exhibition until January 27, 2002. The visual impact of seeing all the covers on display at once is a journey through history. Follow the war years, the changes in styles, the sports events and the themes that were important to American families.

I invite you to see the *15th Annual Berkshire County High School Art Show*, co-sponsored by the Norman Rockwell Museum and Interlaken School of Art—February 3rd to March 4th at Interlaken. You will be amazed at the talent of these young art students.

Our touring exhibition, *Norman Rockwell: Pictures for the American People* continues to enthrall visitors. We all eagerly anticipate having the paintings back here when the exhibition will be on display from June 9–October 8, 2001.

The museum staff and I look forward to welcoming you here in Stockbridge.

Laurie Norton Moffatt



In Remembrance: *John Deely 1917 - 2000*

The board and staff of the Norman Rockwell Museum are greatly saddened to announce the death on Wednesday, October 11, 2000, of our dear friend and staunchest supporter, John Deely, Jr.

Jack Deely was president of the Norman Rockwell Museum Board of Trustees from 1981 to 1985. He was a highly visionary leader who recognized the need to build a new museum and he helped gather the support and courage we needed to make the move. He was personally involved in the site selection, and his signature was one of those on the contract when we purchased the beautiful Linwood house and its land as the home for the new museum. He and his family have been involved in the



museum since its inception in 1969. Jack's devotion and dedication as board president and museum supporter will be long remembered by

those of us who had the pleasure of knowing and the privilege of working with him.

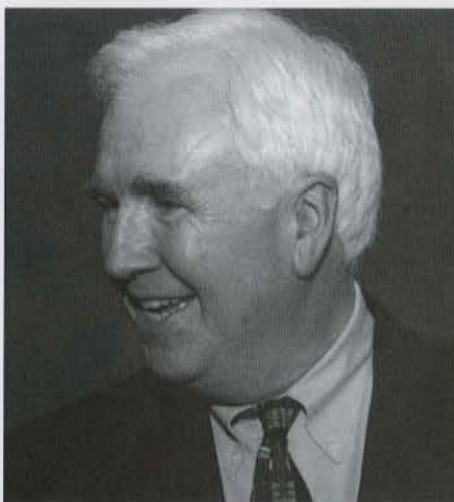
—Laurie Norton Moffat

The Norman Rockwell Museum Announces New Board Member

At the Norman Rockwell Museum's annual board of trustees meeting on September 15, Thomas D. McCann was elected the newest member of the board. Retiring members are David L. Klausmeyer, William M. Bulger and General Robert F. McDermott.

Thomas D. McCann is well known in the Berkshires for his service to many different organizations, including the Boston Symphony Orchestra, the Pittsfield Tourism Commission and the Berkshire Opera Company.

In addition, Mr. McCann is the 1999 recipient of the Johns Hopkins University Heritage award, recognizing individuals who have contributed outstanding service over an extended period of time to the progress



of the university.

Before coming to the Berkshires, Mr. McCann worked for Bristol-Meyers Squibb Company in New York City. There, he supervised areas responsible for media relations, public

relations and internal and external communications. Prior to that, he served as the director of public affairs for the General Foods Corporation.

An attorney and member of the bar in Massachusetts, New York, the District of Columbia and the Supreme Court of the United States, Mr. McCann is a graduate of Marquette University and Georgetown University Law Center. He resides in Richmond with his wife, Carol.

"We are so pleased that Tom has joined our board of trustees," said museum director Laurie Norton Moffatt. "He brings with him a wealth of experience, enthusiasm and knowledge that will enrich both the board and the museum."

A Closer Look: The Making of James Gurney's World of Dinosaurs Stamps

Stephanie Plunkett, Associate Director for Exhibitions and Programs

Mysterious and awe-inspiring, the first dinosaurs appeared around 236 million years ago in the Late Triassic period at the same time as crocodiles and turtles. Dinosaurs became extinct 65 million years ago at the end of the Cretaceous period. Their fossilized remains, which were first discovered in the early nineteenth century, offer a fascinating look at the lives of these enigmatic beasts.

Before *The World of Dinosaurs* stamps were issued in 1997, dinosaurs had been featured on United States postage just twice in the nation's one-hundred-fifty year postal history. Created by gifted illustrator James Gurney, who is best known for his acclaimed *Dinotopia* books, these paintings accurately reflect the most current scientific findings on creatures that lived during the two great ages of North American dinosaurs—the Jurassic and Cretaceous periods. Gurney is a specialist at painting realistic images of things that cannot be photographed. After extensive research, field study and consultation with scientists, he recreated the full texture of their environment. Fifteen individual stamps are contained within each beautifully conceived pane. (A pane is one of the sections into which a sheet of postage stamps is cut for distribution.)

The Evolution of *The World of Dinosaurs*

When artist James Gurney was invited to develop a new set of dinosaur stamps for the United States Postal Service, he and art director Carl Herrman determined that the illustrations should accurately reflect, in an unusual pictorial format, our current understanding of dinosaurs. Their original design concept included a grouping of four stamps within a larger illustrated scene that pictured dinosaurs in their natural habitat, see following pages, (Figure 1).

Gurney's first pencil sketches featuring a *Tyrannosaurus rex* and the recently discovered *Einosaurus*

THE WORLD OF DINOSAURS



James Gurney, *The World of Dinosaurs: A Scene in Colorado, 150 Million Years Ago*, 1997, oil on paper.
© 1997 by the United States Postal Service. All rights reserved.



James Gurney, *The World of Dinosaurs: A Scene in Montana, 75 Million Years Ago*, 1997, oil on paper.
© 1997 by the United States Postal Service. All rights reserved.

(Figure 2) were presented to the Citizens' Stamp Advisory Committee, which advises the Postmaster General on stamp subjects and designs. They were so well received that six additional stamp designs were requested. Faced with a difficult compositional problem, the artist proposed that the series be divided into two panoramic scenes featuring well-known dinosaurs from the Jurassic period and the Cretaceous period (Figure 3). The Postal Service supplied the artist with extensive research materials and appointed noted paleontologist Jack Horner as the project's official consultant. Gurney also contacted several other scientists who provided lists of contemporaneous dinosaurs and information about plants and animals that would have shared their world.

After the artist's final sketches were approved, Carl Herrman suggested that several of the creatures in the margins of the design be made into additional postage stamps. With a bit of retouching, five more animals became stamp subjects. Since some of these were not dinosaurs, the title of the issue was changed from *Dinosaurs: Masters of the Mesozoic* to *The World of Dinosaurs*.

The Artist's Process

Although dinosaurs are often portrayed in a relatively barren setting, they actually lived in a rich and diverse ecosystem. "I wanted to re-create the full texture of their environment in order to make these stamps useful educational tools," Gurney commented. He also said that he wanted to tell a variety of stories, not just of predators looking for a meal, but also of babies hatching and mammals hiding in trees.

The artist spent many hours studying available materials such as fossilized bones, footprints and impressions of skin texture. After drawing simplified dinosaur skeletons, Gurney fleshed out their muscles on tracing paper and added the texture of skin. Since the patterns of light and shadow can be difficult to invent, tabletop models of each dinosaur type were placed under bright lights. This allowed him to observe the look of wrinkles and scales as they might actually have appeared in daylight.



Photograph by Tobey Sanford

Paleontologist and project consultant Jack Horner (center) shows James Gurney (right) a plaster-jacketed dinosaur fossil discovered by a dig team in Wyoming.

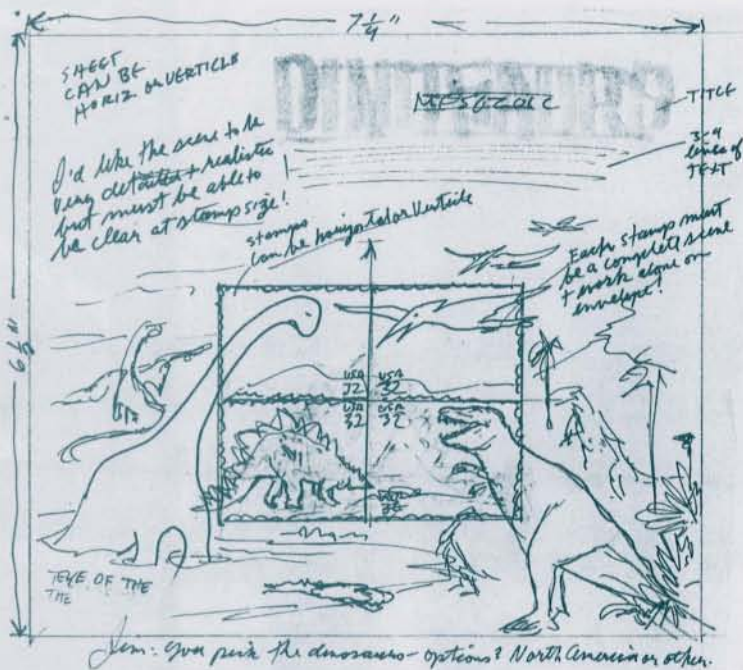


Figure 1: Carl Herrman, study for *The World of Dinosaurs*, ink on paper.

This initial sketch by United States Postal Service art director Carl Herrman suggests a design featuring four stamp subjects set inside a pane filled with related visual material. His handwritten notes specify practical and artistic guidelines.

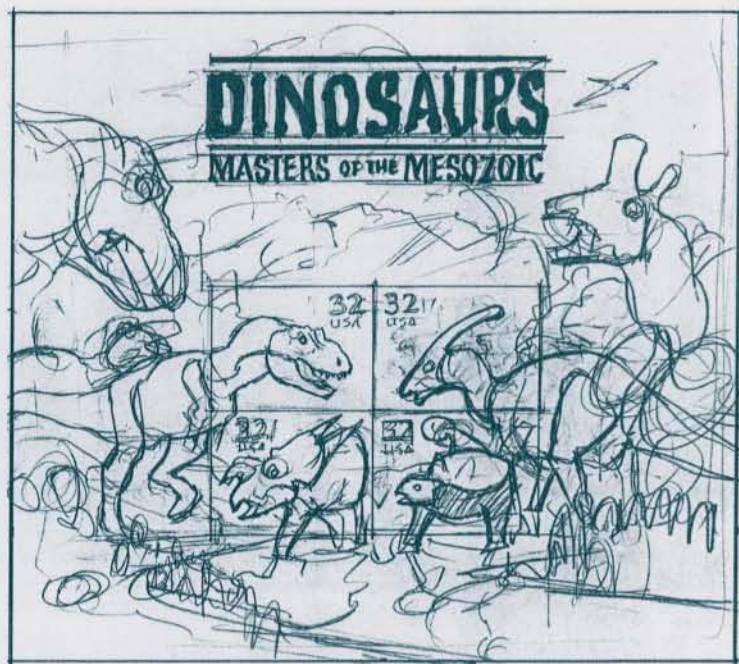


Figure 2: James Gurney, study for *The World of Dinosaurs*, pencil on paper.

The artist's initial study features, clockwise from top left, a *Tyrannosaurus rex*, *Parasauropod*, *Einosaurus* and *Ankylosaurus*. It was later rendered in color with a typographic overlay for presentation to the Citizens' Stamp Advisory Committee.

With great attention to detail, the artist gathered reference for foliage by photographing plants in Florida and at the New York Brooklyn Botanical Garden. Branches from ginkgo trees found in his hometown also were painted into his designs, but he later discovered that their leaves had a multi-lobed shape during the Jurassic period, and he therefore had to repaint each one!

James Gurney's original paintings and drawings are on view at the Norman Rockwell Museum's current exhibition, *Pushing the Envelope: The Art of the Postage Stamp*. This exciting exhibition features 155 works from the archives of the United States Postal Service and celebrates the art of more than seventy stamp artists and designers whose images breathe new life into time-honored icons and represent a rapidly changing world.

Postage Stamp Illustrations. Designer, Carl Herrman. Collection of the United States Postage service.

This exhibition is generously sponsored by

BERKSHIRE BANK

Crane's
SINCE 1801

This exhibition has been organized by the Norman Rockwell Museum in collaboration with the United States Postal Service.

Saturday, January 20
1pm to 5pm

Family Time: Dinomania!

Meet artist James Gurney at the Norman Rockwell Museum on Saturday, January 20. Our Dinomania! Family Day will include talks, demonstrations, art activities and a book signing with this renowned American illustrator, whose aesthetic approach and artistic techniques have been inspired by the art of Norman Rockwell. Children ages 18 and under are free! The program is free for adults with museum admission. For further information, call 413-298-4100, ext. 260.

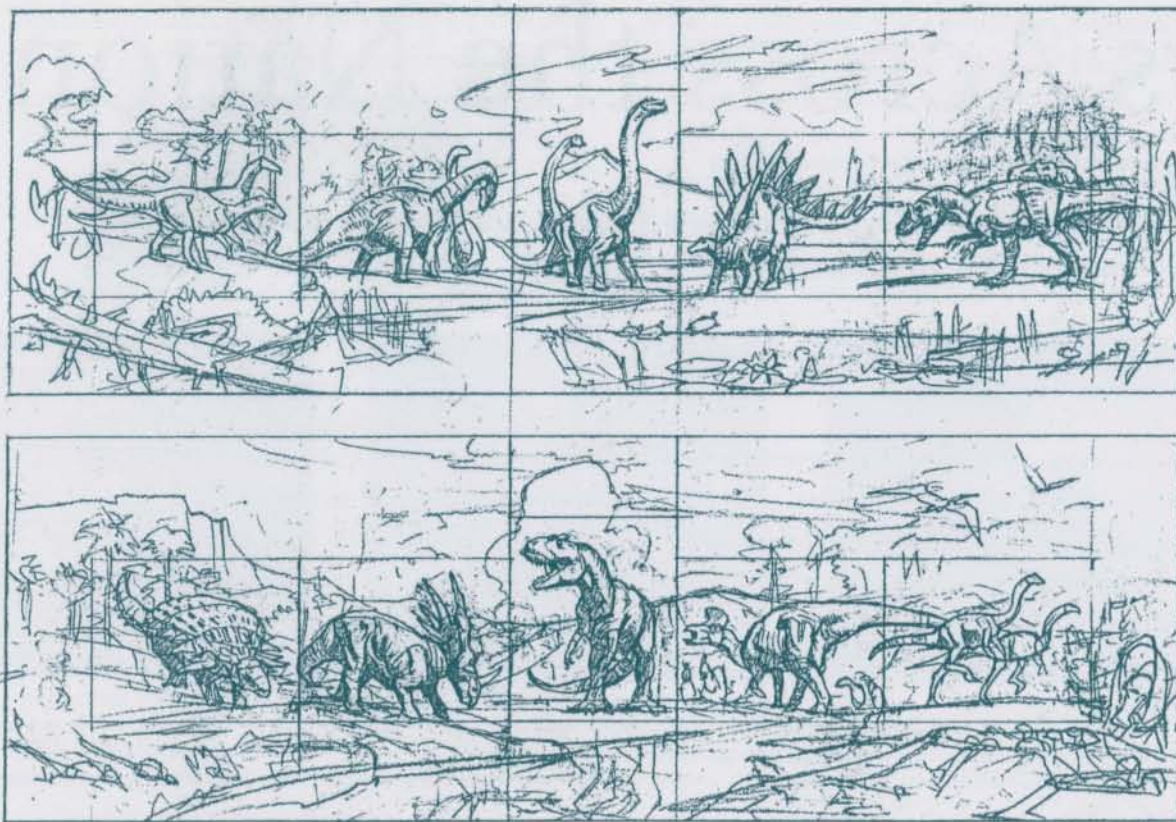


Figure 3: James Gurney, study for *The World of Dinosaurs*, pencil on paper.

By creating two scenic landscapes, the artist was able to feature famous dinosaurs of the Jurassic period, such as the *Stegosaurus* and the long-necked *Sauropods*, as well as familiar Cretaceous species.

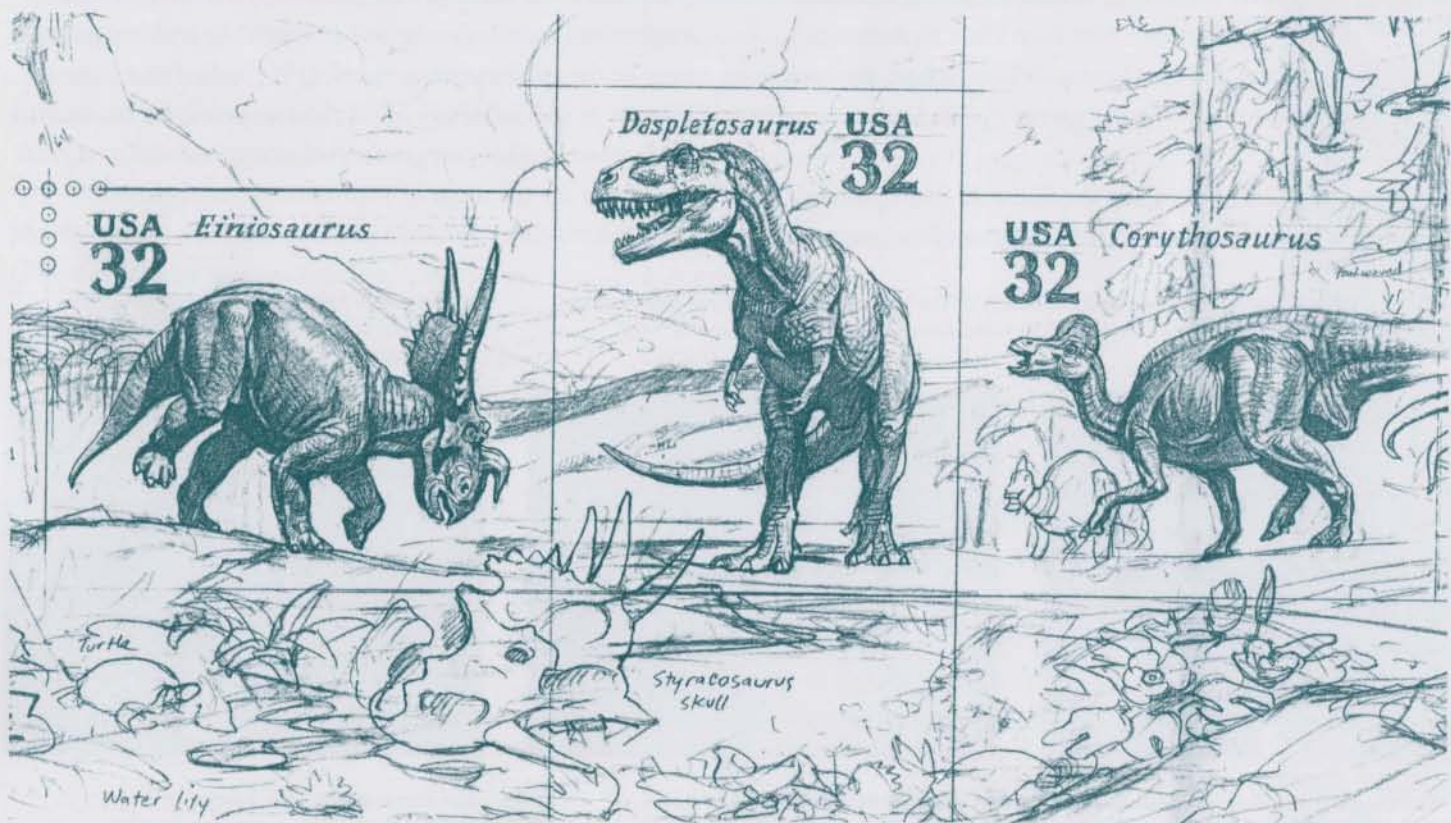


Figure 4: James Gurney, study for *The World of Dinosaurs*, pencil on paper.

Many unpublished studies of the featured dinosaurs were developed to help the artist understand their physical attributes and range of motion.

Before beginning his final painting, the artist made a full-scale pencil drawing that focused on details and established specific poses and positions. Note that the *Styracosaurus* skull was changed to a *Chasmosaurus* skull in the foreground, and the crocodilian *Goniopholis* was moved over to fit into the stamp area in the final painting.

News Across the Nation

Kimberly Rawson, Associate Director for Communications

It was an exciting autumn for the Norman Rockwell Museum. In October and November, the museum opened four exhibitions nationally!

Norman Rockwell: Pictures for the American People

San Diego, California

On October 29, *Norman Rockwell: Pictures for the American People* opened at the exhibition's fourth and only West Coast venue—the San Diego Museum of Art. This exhibition continues to produce extraordinary excitement with the public and the press as it travels across the nation. More than 27,000 tickets were sold before the exhibition even opened in San Diego.

Opening week, television coverage included PBS, NBC, CBS, ABC, UPN and FOX affiliates, as well as a local Spanish language channel. The TV interviews featured Director Laurie Norton Moffatt and Maureen Hart Hennessey, associate director and chief curator. Hennessey also was interviewed on local radio programs in San Diego.

The press continues to fan the flame of the “artist vs. illustrator” debate, although the issue now has become

more about the critics' shifting attitudes concerning Rockwell's place in American art. Here is what a few of the California art critics had to say:

Los Angeles Times. *Jed Perl's review in the New Republic called Rockwell's paintings “finicky renderings of puppy love and civic pride.” In the New York Observer, Hilton Kramer wrote that one of the best things about this year's version of “The Art Show,” a New York trade fair, is “the fact that I didn't encounter a single painting by Norman Rockwell,” an omission that “must be counted as a contribution to civilization.”*

But Rockwell bashing isn't what it used to be. The tide of professional opinion has turned dramatically and has gathered force as the exhibition has traveled. While Perl and Kramer attempt to uphold what's left of the anti-narrative Modernists credo, most of their peers are reevaluating Rockwell as a great painter in the tradition of 19th-century naturalism.

So, what's going on? For one thing, the time is right to add

The **San Diego** opening of *Norman Rockwell: Pictures for the American People*, was a gala event attended by the media, members of the art world and the public. Here are some scenes from that most memorable evening.

Stockbridge: Following are photographs from the opening of *Pushing the Envelope: The Art of the Postage Stamp*



San Diego: At the media preview were: D. Scott Atkinson, curator of American Art, San Diego Museum of Art; Bob Pincus from the *San Diego Union Tribune*; and the co-curators of the exhibition, Anne Knutson, High Museum, Atlanta, Georgia, and Maureen Hart Hennessey, the Norman Rockwell Museum.



San Diego: Norman Rockwell Museum members Kaye and Don Gregory and Museum trustee Catharine B. Deely were serenaded by a barbershop quartet at the exhibition opening.



Alan Chartock, executive director of WAMC, and Roselle Chartok, professor, author and Norman Rockwell Museum trustee, pose with Director Laurie Norton Moffatt.

Rockwell to the canon of American art, critics and curators say. Boundaries between fine art and popular culture are increasingly blurred as Post-modernists disregard old standards and question the notion that good art has to be difficult. At the same time, many art historians now view their discipline within a broad social context.

artist, as confirmed in the exhibition, Norman Rockwell: Pictures for the American People at the San Diego Museum of Art.

This belated recognition is due to Rockwell's choice of subjects, America and Americans. While other artists embraced various trendy "isms," he painted events from everyday life, universal



Chairman of the Board Bob Wells, represents Berkshire Bank, gracious co-sponsor of *Pushing the Envelope*.



David Crane, vice president and CFO of Crane & Company and Lansing Crane, chairman and CEO of Crane & Company, enjoy the opening festivities. Crane & Company is a generous co-sponsor of the exhibition.



Reflecting on the phenomenon, D. Scott Atkinson, the San Diego museum's curator of American Art, says, "this is one of those rare situations where the art establishment kind of lost out to the populace. In that regard, I think it's refreshing."

The San Diego Union-Tribune. To enter the San Diego Museum of Art, at the moment, is to leave America behind. Your destination: a place called Americana ... Norman Rockwell didn't exactly invent the land of Americana, but he is its painter laureate.

Critics and curators have long classified him as the cornball storyteller among artists. Now, as the century that gave us Rockwell becomes history, some members of the art world's intelligentsia have done an about-face. He should be seen, they argue, as a major unrecognized painter of democratic life.

North County Times. No one expressed the American Dream so graphically or in such an accessible manner as artist Norman Rockwell. ... Only now is he coming into his own as a serious

situations and relationships that people recognized from personal experiences.

The paintings and studies [in this exhibition] are far too many to discuss individually. Those who grew up with Rockwell's magazine covers, posters, book and magazine illustrations will enjoy every piece. For younger viewers, the show can be a discovery.

Ocala, Florida

Distant Shores: The Odyssey of Rockwell Kent will be on exhibition at the Appleton Museum, Florida State University, November 18–February 7, 2001. This retrospective exhibition of Rockwell Kent was curated for the Norman Rockwell Museum by guest curator Constance Martin and was on exhibition here from June 24 to October 29. Martin is the curator of the Arctic Institute of North America, University of Calgary, Alberta, Canada. Following Ocala, *Distant Shores* will be at the Terra Museum of American Art, Chicago, Illinois from February 24–May 20, 2001. The final venue for the exhibition is the Anchorage Museum of History and Art, Anchorage, Alaska, where it can be seen from June 17–September 23, 2001.

EXHIBITION
Pictures for the American People will be on view from June 9, 2001 through October 8, 2001



Artist Chris Calle and family



Artist Robert Alexander Anderson with his artwork for *Veterans World War I* postage stamp

Stockbridge, Massachusetts

Meanwhile, at home in Stockbridge, a series of successful events launched two new exhibitions at the Norman Rockwell Museum that opened on November 11— *Pushing the Envelope: The Art of the Postage Stamp* and *The Spirit of Christmas: Rockwell Paintings from the Hallmark Collections*.

Nearly 40 members of the press, including four television networks, attended the media preview of the postage stamp exhibition. One of the highlights of the press coverage was a feature story about the exhibition, “Art that Delivers,” that appeared on the cover of *The Boston Globe’s Living Section*.

The Boston Globe. *It would richly reward us to pay more attention when we lick or stick, suggests an exhibition that just opened at the Norman Rockwell Museum here. The message of Pushing the Envelope: The Art of the Postage Stamp is that a thumbnail-size stamp can also be a miniature masterpiece of the illustrator’s art and a powerful visual statement about American history, popular culture, and national achievements.*

The article also made note of the Norman Rockwell Museum’s expanding illustration mission.

After moving into its present building in 1993, the Rockwell has been refining its mission and assuming a distinctive role among the region’s museums. In the past two or three years, it has been curating more frequent and more ambitious temporary shows devoted to the art of illustration.

The Norman Rockwell Museum has brought the public important exhibitions of the works of such American illustrators as Currier & Ives, Winslow Homer, Al Hirschfeld, Rockwell Kent, J.C. Leyendecker and Maxfield Parrish. Many of our exhibitions have traveled to other major museums in America and around the world. From coast-to-coast, from north to south, the numbers of visitors, the media coverage, the enthusiasm of the public and many of the critics, all reinforce the fact that the field of illustration has an important place in the world of art.

Tour Itinerary for Norman Rockwell: Pictures for the American People www.rockwelltour.org

November 6, 1999–January 30, 2000

High Museum of Art
1280 Peachtree Street, N.E.
Atlanta, GA 30309
404-733-4400 general information
www.high.org

February 26–May 21, 2000

Chicago Historical Society
Clark Street at North Avenue
Chicago, IL 60614-6099
312-642-4600 general information
www.chicagohs.org

June 17–September 24, 2000

The Corcoran Gallery of Art
500 17th Street, N.W.
Washington, D.C. 20006-4804
202-639-1700 general information
www.corcoran.org

October 28–December 31, 2000

San Diego Museum of Art
1450 El Prado, Balboa Park
San Diego, CA 92112-2107
619-232-7931 general information
www.sdmart.org

January 27–May 6, 2001

Phoenix Art Museum
1625 N. Central Avenue
Phoenix, AZ 85004-1685
602-257-1880 general information
www.phxart.org

June 9–October 8, 2001

The Norman Rockwell Museum
at Stockbridge
9 Glendale Road, Rt. 183
Stockbridge, MA 01262
413-298-4100 general information
www.nrm.org

November 16, 2001–March 3, 2002

Solomon R. Guggenheim Museum
1071 Fifth Avenue
New York, NY 10128
212-423-3500 & 3600 general information
www.guggenheim.org

Background: *Lincoln for the Defense*, oil on canvas, *Saturday Evening Post*, February 10, 1962, story illustration. Norman Rockwell Museum Art Collection Trust.



Promote The Norman Rockwell Museum with Style

Jo Ann Losinger, Director of Earned Revenue

The Norman Rockwell Museum offers a variety of handsome items sporting Rockwell images and the museum's name.

CAPS

Baseball cap in hunter green or oatmeal with embroidered Rockwell silhouette, order numbers:

#TROY6 green, #TROY7 oatmeal—\$19.00, \$17.10 MEMBERS

Bucket caps with subtle Norman Rockwell Museum logo in assorted colors, #TROY8—\$21.00, \$18.90 MEMBERS

MUGS

Maroon ceramic mug with oatmeal Rockwell silhouette, #TROY3—\$6.00, \$5.40 MEMBERS

Full color ceramic Stockbridge Main Street at Christmas mug, #MSPMUG—\$10.95, \$9.85 MEMBERS

Ceramic Spring Flowers mug blooming with color, #MSPMUG2—\$10.95, \$9.85 MEMBERS

Green plastic travel mug with oatmeal Rockwell silhouette, #TROY4—\$7.00, \$6.30 MEMBERS

T-SHIRT

Stockbridge Main Street at Christmas, 50/50 cotton, adult sizes, #MSTEE—\$15.00, \$13.50 MEMBERS

PEN

Stockbridge Main Street at Christmas floating pen with moving car, #PENMS—\$3.00, \$2.70 MEMBERS

UMBRELLA

The Norman Rockwell Museum umbrella, maroon, sporting a Norman Rockwell silhouette, #TROY—\$12.00, \$10.80 MEMBERS

TOTE BAG

Four panels of Rockwell illustrations on this sturdy tote bag with pocket, #BLUE235—\$25.00, \$22.50 MEMBERS

You may order these items by

Phone: 1-800-742-9450 • Fax: 413-298-4144

Mail: P.O. Box 308, Stockbridge, MA 01262

E-mail: store@nrm.org

Or visit us at the museum store: Monday–Friday:
10am–4pm and Saturday and Sunday 10am–5pm

Make Your Event Special

Sally Underwood-Miller,
Manager of Marketing Services and Special Events

Special events are a wonderful and distinctive way for people to experience the Norman Rockwell Museum outside of regular visiting hours. As an exclusive benefit of membership, many of our corporate and individual members have celebrated their clients and friends in this unique way. These private gatherings often include a catered reception and/or dinner. Sometimes an event includes a special recognition or presentation. The highlight of each event is a private museum tour. Guests have the opportunity to explore the galleries with our knowledgeable museum guides. Sometimes it is our guides who learn new information when the guests share their knowledge and stories with us. We continue to be amazed at how many of our visitors knew, or have personal stories about, Norman Rockwell.

Museum members also have hosted breakfasts, picnics and lunches for smaller group on the museum terrace. There is no better way to get to know new colleagues or renew old friendships than over a Norman Rockwell painting! We find that even total strangers are moved to talk with each other while standing in front of a Rockwell work. Frequently our corporate groups find that Rockwell painted an advertisement for their company, and that they share a very special connection with the museum.

Our comprehensive facilities rental packet provides members with all the information they need to create a fabulous experience for their business associates or friends. For more information on facilities rental and services, call Sally at 413-298-4100, ext. 237. For our corporate or group gift services, please call Mary at ext. 245.



A Model Family

Thomas C. Daly, Assistant Curator of Education and Visitor Services

All of Norman Rockwell's 322 *Saturday Evening Post* covers are once again on exhibition at the Norman Rockwell Museum. Having an overview of the complete run of Rockwell's *Post* cover art allows the viewer to recognize the recurrent themes that Rockwell painted. It is not just ideas that Rockwell sometimes reworked, he frequently posed the same models for his images, and often those models were himself and members of his family.

Because of this, the public feels that it is acquainted not only with

the artist but also with his wife Mary and their three sons Jarvis, Thomas and Peter. Norman Rockwell once said, "When I do a picture with a lot of people, I often run out of models, or perhaps there is some space I wish to fill; then the easiest and cheapest thing to do is to pose myself." Of course, when Rockwell said "cheapest thing to do," it was tongue in cheek, as he is on record in *How I Make a Picture* as writing, "... never economize in the studio. If you must economize, be stingy with ... your clothes, your food but never on what will make your work better." Financial

records in the archives of the Norman Rockwell Museum document the fact that Rockwell spent freely on the materials he used to create his storytelling *Post* covers.

As one can see from the examples below, Norman Rockwell saw his family as a rich resource for character actors in his narratives. However, he does not use his family in order to promote them in any self-exalting way. On the contrary, they are used as extras might be used in a movie. Only when a family member has inspired the story, or is the best



Norman Rockwell's first wife, Irene O'Connor Rockwell, is the face in the portrait of the girl friend.

Sailor Dreaming of Girl Friend, tear sheet, *Saturday Evening Post*, January 18, 1919, cover. © 1919, The Curtis Publishing Company. All rights reserved.



Middle son Tom is the nine-year-old model for the mischievous lad in this painting.

Boy Reading Sister's Diary, tear sheet, *Saturday Evening Post*, March 21, 1942, cover. © 1942, The Curtis Publishing Company. All rights reserved.



Needing a twelfth figure to make up a jury, Rockwell posed himself (the figure leaning over the holdout juror) among the many models in *The Jury*.

The Jury, tear sheet, *Saturday Evening Post*, February 14, 1959, cover. © 1959, The Curtis Publishing Company. All rights reserved.



In *Roadblock*, Rockwell finds some space he wishes to fill, and he includes two small, barely visible figures—son Peter appears from the edge of the painting as a bespectacled lad in the lower left-hand corner, and barely recognizable in the high right-hand corner is the artist himself looking out of an upper-story window.

Roadblock, oil on board, *Saturday Evening Post*, July 9, 1949, cover. © 1949, The Curtis Publishing Company. All rights reserved.

possible model for the particular character, is he or she made the central figure. In *Christmas Homecoming*, an image inspired by eldest son Jarvis returning from school for the holidays, all five family members appear. However, in *Boy Reading Sister's Diary*, son Tom, who never had a sister, is the perfect model for an inquisitive little brother. Other times, one has to look hard to find a Rockwell. In 1919, Rockwell cast his first wife Irene O'Connor Rockwell in a cameo appearance as the beautiful girl in the photo *Sailor Dreaming of Girl Friend*, and in the 1949 cover *Roadblock*, Rockwell and son Peter support the lead characters.

The success of the cover, the communication of the pictorial story to the readers,



In *Christmas Homecoming*, the entire Rockwell family appears. Sons Peter and Tom are separated by Grandma Moses. Rockwell's wife Mary embraces son Jarvis as father Norman, with pipe in hand, looks on.

Christmas Homecoming, oil on canvas, *Saturday Evening Post*, December 25, 1948, cover. © 1948, The Curtis Publishing Company. All rights reserved.

is always primary and supersedes the model's identity. This is why composites of several models are so prevalent; why Rockwell might use the expression of one boy's face, the body language of another boy and the clothes a third boy wore to the modeling session.

Also, one must not forget the four-legged family members. Coaxed into service for the sake of art, *Post* paintings abound with many Rockwell family pets.

These images are just a few of the family vignettes that are part of *Post* covers. Come and bring your family to this spectacular all-time-favorite exhibition; Rockwell brought his!

15th Annual Berkshire County

High School Art Show

Melinda Georgson, Director of Education

For the past 14 years, the Norman Rockwell Museum at Stockbridge has presented the *Annual Berkshire*



County High School Art Show—an exhibition celebrating the artistic talent of our area students. The first exhibition was organized by the Pittsfield Art League. A member of the league, who also was a Rockwell Museum employee, suggested that this project be a cooperative effort of the two organizations, and the partnership began! The first exhibition co-sponsored by both institutions took place in 1988. Hung in Linwood, the museum's administrative building, the works took over the entire first floor of the beautiful house.

Those of you who have followed the growth and development of the High School Art Show over the years know that it has continued to be dynamic and changing with the times. The year 2001 proves that point with the collaboration for the exhibition that combines the strengths of the Norman Rockwell Museum and Interlaken School of Art.

This year, the annual exhibition of high school art will move off-site to the Interlaken School of Art. Having the exhibition there allows for a new collaborative partnership and brings together students interested in art with a local school dedicated to art instruction in many different media. All the high schools in Berkshire County are invited to participate, and each student may submit one work of art.

The annual exhibition of the art of Berkshire County's high school students closely fits the Norman Rockwell Museum's mission, which is, in part, "dedicated to education and art appreciation inspired by the legacy of Norman Rockwell." In fulfilling this mission, the Norman Rockwell Museum presents opportunities for art enthusiasts of all levels of ability and interest to participate in the creative process, learn from experts in the field of illustration, attend lectures, enjoy films, delight in storytellers and discover personal connections to original works of art.

The Interlaken School of Art has a mission to bring a hands-on art experience to all people of all abilities. Classes are offered in jewelry making, ceramics, painting, drawing, photography, sculpture, metalwork and fiber arts. There are programs for all ages held throughout the year. This not-for-profit organization works with an outstanding teaching staff of dedicated artists. Faculty members, drawn from the surrounding area, include Linda Kay-Moses (jewelry and metal artist, writer, lecturer), Ellen Grenadier (ceramic artist, whose cup designs can be found in local stores), Pat Hogan (watercolorist, whose exhibitions have been shown at many locations in Berkshire County), Nova Rockwell (inspiring instructor of children's classes) and Carol Gingles (oil painter). Scholarships and



work-study programs for those in financial need are available. Interlaken is open year-round with the exception of major holidays and the week between Christmas and New Year's Day. For further information on the Interlaken School, call 413-298-5252.

The opening receptions for the High School Art Show not only have been fun but also have presented opportunities for learning as the programs feature speakers chosen for their contributions to the visual arts. The invited presenter for February 3, 2001 is illustrator Mark Hess, one of the artists whose work is on view in our exciting new exhibition *Pushing the Envelope: The Art of the Postage Stamp*.

Mark Hess has created 46 U.S. postage stamps and has received many awards for his artwork. His images have been exhibited at some of America's premier art museums, including the Smithsonian Institution in Washington, D.C., and the Museum of Natural History in New York.

We invite you to join us this February 3rd from 1 to 5pm as the Norman Rockwell Museum and Interlaken School of Art celebrate together the artistic expressions and achievements of the youth of Berkshire County. The exhibition presents over 200 works of art. To get to the Interlaken School, travel north on Route 183 past the intersection of 102. Turn right on Trask Lane. Take the next left to Hill Road. The school is the sixth house on the left.

For more membership information, please log on at www.normanrockwellmuseum.org

To purchase a Gift Membership

Phone: 1-800-742-9450

Fax: 413-298-4144

Mail: P.O. Box 308, Stockbridge, MA 01262

E-mail: store@nrm.org

Or visit us at the museum store

Special Early Offer to Members

Don't miss out on your 2001 calendars! As these items quickly sell out, we have reserved a limited number of deluxe wall calendars, scrolls and desk calendars especially for our members.

With each purchase of \$25 or more, receive a 20% discount on these perennial favorites.

High School Art Show 2001 will be on view from February 3, 2001 through May 4, 2001

EXHIBITION

NORMAN ROCKWELL—THE ULTIMATE CELEBRATION!

Be Part of Art History! The Most Important and Extensive Exhibition of Norman Rockwell's Original Art Ever!

**The national touring exhibition
Norman Rockwell: Pictures
for the American People
June 9 to October 2001**

Gala June 8, 2001

Members Opening June 9, 2001

Hailed from coast-to-coast by Rockwell fans and art critics alike, *Norman Rockwell: Pictures for the American People*, to date has been enjoyed by over 500,000 visitors to the High Museum of Art, Chicago Historical Society, Corcoran Gallery of Art and the San Diego Museum of Art. The exhibition arrives at the Norman Rockwell Museum on June 9, 2001, for a four-month stay before concluding its triumphal tour at the Solomon R. Guggenheim Museum in New York City.



Doctor and Doll, oil on canvas, *Saturday Evening Post*, March 9, 1929, cover. © 1929 The Curtis Publishing Company. All rights reserved.

This painting will be on view at the Norman Rockwell Museum when the national exhibition, *Norman Rockwell: Pictures for the American People*, is here, June 9–October 8, 2001.

Six-years in the planning, *Pictures for the American People* features over 70 of the beloved artist's most famous paintings gathered from museums and private collections throughout the nation.

A special national-exhibition audio tour (in English and Spanish) will be available at no additional charge in both a children's and adults' version. Visitors ages 18 and under will be admitted free, and many special events and programs linked to the exhibition will be held.

We look forward to welcoming you to the greatest celebration of Norman Rockwell ever! For more information, please call 413-298-4100, ext. 220 and visit www.rockwelltour.org and www.normanrockwellmuseum.org.

The
Norman
Rockwell
Museum
at Stockbridge

Stockbridge, MA 01262

www.normanrockwellmuseum.org

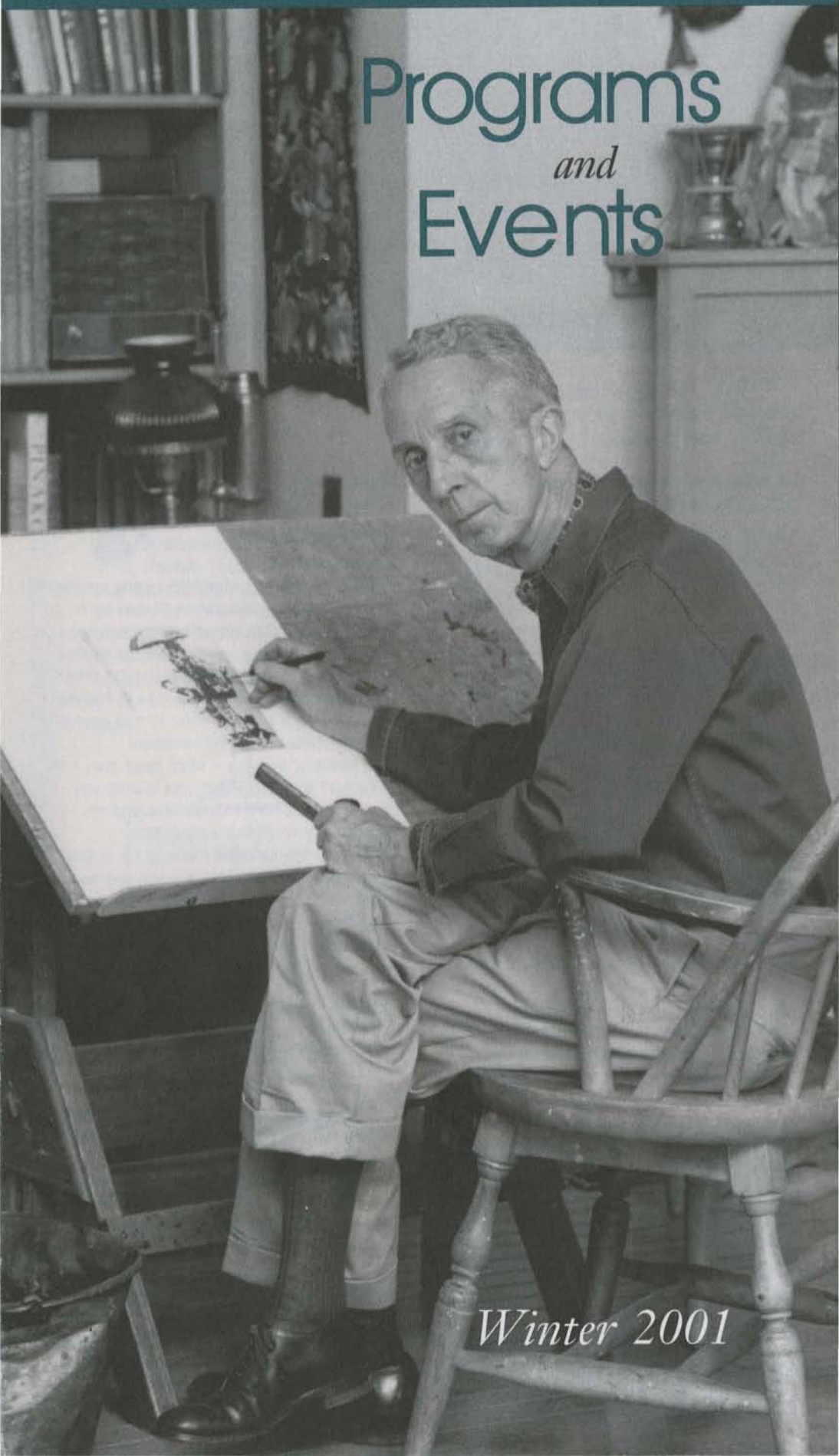


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The Norman Rockwell Museum
at Stockbridge

Programs
and
Events



Winter 2001

The Norman Rockwell Museum at Stockbridge

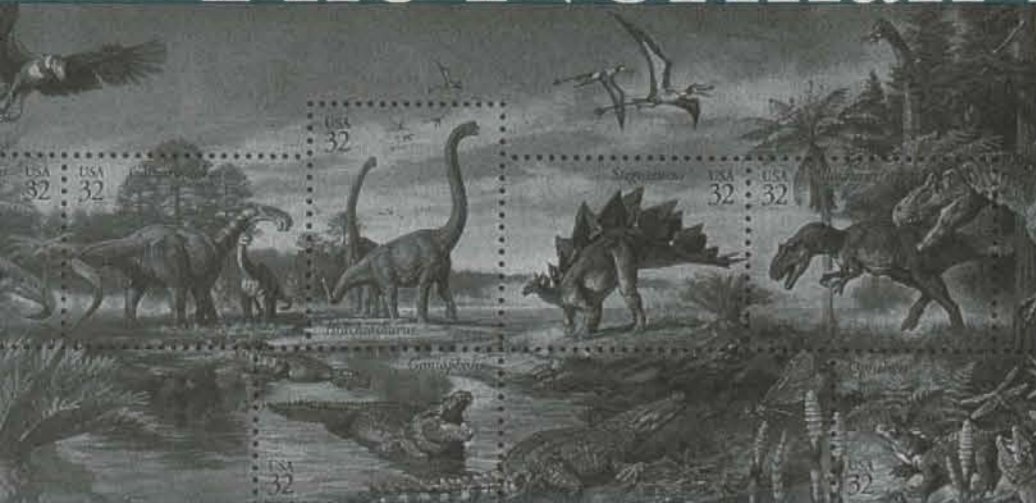


Illustration by James Gurney.
Stamp designs © United States Postal Service. All rights reserved.

This hand indicates programs specifically designed for children and families



Saturday, January 13, 2:30pm
SECOND SATURDAYS

Artists of the Berkshires: Peter Thorne

This series of discussions by area artists explores what artists do and why they do it. Join us this month as we celebrate the work of custom furniture artist Peter Thorne. Working from his studio in West Stockbridge, Peter creates one-of-a-kind pieces of furniture that adorn places like Harvard University among many others. His philosophy of wood working is cooperative. He has founded and remains the head of the Berkshire Woodworkers Guild.

These illustrated talks are free of charge. Admission to museum galleries is not included.

Thursday, January 18, 2pm
CURATOR'S COMMENTS

Rockwell's Paintings from the Hallmark Collection

Norman Rockwell's Hallmark images capture the essence of times fond to human hearts. Join Linda Pero, Curator of the Rockwell Collections, for an informative tour of the works on view courtesy of Hallmark cards. Free with museum admission.

Illustration by Teresa Fasolino.
Stamp designs © United States Postal Service. All rights reserved.



Saturday, January 20
FAMILY TIME
Dinomania

for all ages

1:00 How would you illustrate a world you've never seen? Join artist James Gurney for a special presentation about how he paints his outstanding dinosaur images. James Gurney, author of *Dinotopia* and creator of the *World of Dinosaurs* stamps currently on view in *Pushing the Envelope*, will be on hand to sign copies of his book following the presentation.

2:00 Dinosaur Drawing – What color are dinosaurs? You may invent your own as you draw dinosaurs from models and add an environment from your imagination.

2:30 Enjoy the fun-filled music of Lui Collins whose songs inspire hearts to soar, feet to tap, and voices to sing along. She performs many songs about animals, and her dinosaur ballads include such titles as *Allosaurus* and *Pterodactyl*. Free with museum admission.

Saturday, February 3 from 1 to 5pm
OPENING

Berkshire County High School Art Show

Held at Interlaken School of Art this year, the annual High School Art Show promises to be a dynamic array of textures and colors. Join us in celebrating the art of area youth during this special opening. At 2:30, **illustrator Mark Hess will offer comments connecting high school art experiences with success in the arts.**

Mark Hess has received many professional awards and honors and has created work for *The New York Times*, *Rolling Stone*, *Newsweek*, Disney and many other clients including the United States Postal Service.



Saturday, February 3, 2pm
IN THE LIBRARY

Happy Birthday Norman Rockwell

Celebrate the birthday of our favorite illustrator with curatorial assistant Pamela Mendelsohn who will read pertinent selections from the museum's archives and other sources. Free with museum admission.

Saturday, February 10, 2:30pm
SECOND SATURDAYS

Artists of the Berkshires: Bill Murray

Discover the artistic wealth of the Berkshires in a series of discussions by area artists exploring what artists do and why they do it. Joining us this month is Bill Murray, stained glass artist. After earning a degree in fine arts, Bill found that he had an affinity for working in stained glass. He finds satisfaction in the process of both creating and restoring stained glass windows. These illustrated talks are free of charge. Admission to museum galleries is not included.

Thursday, February 15, 2pm
CURATOR'S COMMENTS

Pushing the Envelope

Tiny treasures available to all, stamps are useful, fascinating and collectors' items too! Join Stephanie Plunkett, curator of *Pushing the Envelope: The Art of the Postage Stamp*, for an insightful look at the original works on view and learn about the process of bringing stamps to life. Free with museum admission.

Saturday, February 17
FAMILY TIME

Myth-informed

for all ages

1:00 Berkshire Theatre Festival performs *A Tour of Mount Olympus*, a lighthearted look at classical myths.

2:00 Paint a poster of one of the mythological heroes or scenes from *A Tour of Mount Olympus*. Free with museum admission.

Saturday, February 17 at 3pm
SPECIAL DISCUSSION

The Underground Railroad in Berkshire County

Join Elaine Gunn, Barbara Battle and Eve Perera for an informative presentation on the Underground Railroad in Berkshire County. Several years of careful research are reflected in this special discussion. Free with museum admission.



Monday, through Friday
February 19 through 23
2 to 4pm

TECHNIQUES

Explorations in Art

for ages 8 and up

Explore the exhibition *Pushing the Envelope: The Art of the Postage Stamp* and try your hand at some of these classes taught by area artists! \$10, \$5 members per day or take them all for \$40, \$20 members.



Monday: *The World of Dinosaurs* takes on a new dimension in your dinosaur diorama – a Dinoramal

Tuesday: *Do the Locomotion* – using wood, tools and your imagination, build a train to play with and display.

Wednesday: *Flowers in Sumi-e* blossom right before your eyes as you paint them in the style of Oriental brush painting.

Thursday: *Under the Sea* are depths still to be explored. Design your underwater world in acrylic paint.

Friday: *To the Moon!* Using acrylic paint and modeling paste, design a lunar surface and landing craft.

Saturday, February 24
8:30am to 4:30pm

SPECIAL SEMINAR

Stamping our History: The Art and Evolution of American Postage

United States postage stamps have helped move the mails efficiently and inexpensively since their appearance on the scene in 1847, but their significance and allure transcends their utilitarian role in society.

Join us for an exciting day of talks, tours and performances that will explore the history and evolution of American postage, from early hand-engraved depictions of our historic past to the dynamic graphic statements that we enjoy today. Stamp artists, historians, collectors and educators will offer fascinating perspectives on these distinct visual icons, which convey a sense of national identity through image and word.

Created in conjunction with our special exhibition, *Pushing the Envelope: The Art of the Postage Stamp*, this exciting seminar for educators and philatelists offers 8 pdps, with additional points available through extended assignments.

\$60, \$50 members. Please call 413-298-4100, ext. 249 for information.

Wednesday, February 28

COMMUNITY CONNECTIONS

Rockwell's Stockbridge:

Details from the Stockbridge Library Historical Collection

Join Barbara Allen, Curator of the Stockbridge Library Historical Collection, for a closer look at some of the historical details of Stockbridge that appear in Rockwell's work.

Free with museum admission.

Saturday, March 10, 2:30pm
SECOND SATURDAYS

Artists of the Berkshires:

Sabine Vollmer von Falken

Join us for our continuing series of discussions by area artists exploring what artists do and why they do it. This month we welcome Sabine Vollmer von Falken who will discuss the work she finds most intriguing and her new efforts in photography. Sabine's thought-provoking photographs have appeared in numerous publications throughout the Berkshire region. These illustrated talks are free of charge.

Admission to museum galleries is not included.

Thursday, March 15, 2pm

CURATOR'S COMMENTS

Rockwell's Post Covers

Historical events throughout the 20th century affected the images appearing on the covers of America's most popular magazines. Learn the inside scoop on Rockwell's 322 covers for the *Saturday Evening Post* with Tom Daly, Assistant Curator of Education.

Free with museum admission.

Saturday, March 17
FAMILY TIME

Blarney

for all ages

12:00 Picturing tall tales is easy when inspired by area artists.

1:30 Enjoy a special interactive performance of Celtic music with musician and educator Jeff Snow.

3:00 Storytelling with Jay Goldspinner takes on mythic proportions as she spins together yarns of wondrous creatures of the earth from folklore and history as well as some original tales.

Free with museum admission.



Photographer Sabine Vollmer von Falken.

Saturday, March 24 at 2:30pm
IN THE LIBRARY

Thoughts of Spring

Norman Rockwell immortalized Springtime in Stockbridge as a painting on canvas. Hear selections from a variety of literary sources on the topic of Spring with curatorial assistant Pamela Mendelsohn. Free with museum admission.

Saturday, March 31, from 10am to 1pm
THE BUSINESS OF ART

Illustrating Across Market Lines

with Teresa Fasolino

Exciting, challenging and ever-changing, the field of illustration offers artists a diverse spectrum of assignments in a variety of markets, from publishing to advertising and beyond. Discuss the special requirements of each market and the art of adapting you work to meet a variety of client needs with award-winning illustrator Teresa Fasolino. Marketing and portfolio development will also be discussed. Professional and aspiring illustrators are invited to bring five works for review.

A freelance artist for the past fifteen years, Teresa Fasolino has created images for major magazines, publishers and advertising agencies and has collaborated with architects and interior designers on a wide range of projects. The New York Zoological Society, *The New York Times*, The World Trade Center and several New York City restaurants are among her impressive client roster. *Aquarium Fish*, her lushly painted illustration for United States postage, is currently on view in our special exhibition, *Pushing the Envelope: The Art of the Postage Stamp*. Refreshments are provided. \$30, \$25 members.

Exhibitions

Through January 28, 2001

THE SPIRIT OF CHRISTMAS: ROCKWELL PAINTINGS FROM THE HALLMARK COLLECTIONS

During this holiday season, visitors are invited to enjoy Norman Rockwell's original paintings for Hallmark Christmas cards. Still an enduring part of their Christmas line, these 28 paintings from Hallmark's collection of Rockwell artwork were commissioned between 1948 and 1957. The artist's subjects include traditional Dickensian characters, an inspired winter wonderland, and contemporary 1950s vignettes.

Through January 27, 2002

NORMAN ROCKWELL'S 322 SATURDAY EVENING POST COVERS

From his first cover in 1916 to his last in 1963, Norman Rockwell's work for the *Saturday Evening Post* charmed the publication's readership. Seen here in its entirety, this tearsheet collection of Rockwell's 322 *Saturday Evening Post* covers reflects changes in America, the *Post*, and the evolution of an illustrator's style.



Drawing used by permission of the Norman Rockwell Family Trust.

Call (413) 298-4100 ext. 220 for reservations or information. Pre-registration for all programs is requested; fees include museum admission. All programs take place at the Norman Rockwell Museum at Stockbridge, Route 183, Stockbridge, MA 01262, unless otherwise indicated. Museum members receive special program discounts and more! For membership information, please call (413) 298-4100 ext. 234.

Visit our web site at:
www.normanrockwellmuseum.org

November 11, 2000 - May 28, 2001

PUSHING THE ENVELOPE: THE ART OF THE POSTAGE STAMP

For the first time, an exciting selection of 155 original artworks from the archives of the United States Postal Service has been brought together for exhibition. Vibrant images spanning forty years of illustration history breathe new life into time-honored icons and represent a rapidly changing world. The accomplishments of more than seventy outstanding artists and designers are featured and ten prominent philatelic themes are explored. The exhibition also highlights Norman Rockwell's original art for two United States postage stamps and looks at the making of a stamp - from public request to published sheet. Each original work is accompanied by its stamp and the story of its creation, inviting visitors to discover the joys and challenges inherent in bringing a stamp to life.

This exhibition is made possible by the generous support of Berkshire Bank and Crane's.



Illustration by Mark Stutzman
Stamp designs © United States Postal Service.
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The Permanent Collection Galleries

Enjoy an outstanding collection of original Norman Rockwell paintings, drawings and preparatory studies, created by the artist for magazine covers, story illustrations and advertising.

ROCKWELL PAINTS THE CANDIDATES MY BEST STUDIO YET

Cover Photo
Norman Rockwell working on *City Mail Delivery*, a U.S. postage stamp. Photo by Louie Lamane.

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Programs and Events Winter 2001

Registration Form

Name	_____
Address	_____
Phone	_____
Program Title	_____
Program Date	_____
Program Title	_____
Program Date	_____
Are You a Member?	_____
Amount Enclosed	_____
Child/Teen Registrant's age(s)	_____
Check	_____
Credit Card #	_____
Signature	_____
Number of Reservations	_____
Number of Reservations	_____
exp. date	_____