

NORMAN ROCKWELL MUSEUM



annual report

fiscal years

2013 & 2014



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president & chairman's letter



*Norman Rockwell Museum
President Anne Morgan
and Chairman Emeritus
Thomas L. Pulling.*

Dear Friends of Norman Rockwell Museum,

As a child model for Norman Rockwell, I had no idea that I would one day assume leadership of the Museum board—this have been a tremendous honor for me. My affection and admiration for Rockwell are deeply rooted, and have served me well in supporting this museum—a treasured Berkshire landmark.

The Board of Trustees takes seriously its role of preserving and funding this iconic collection; we have been amazed and delighted to witness the meteoric rise in Rockwell's appreciation, as demonstrated by the stunning rise in auction prices over this past year.

But this is not the true measure of the man's work—through our traveling exhibitions and digital collections, Rockwell's images continue to touch lives across the globe. We must continue to make the works available beyond the Berkshires.

I am quick to recognize the unswerving dedication of my fellow trustees; this board has demonstrated its ability to give generously and to lead thoughtfully. My immediate predecessor, Tom Pulling set an exemplary standard when he took on the Chairmanship four years ago; that torch is now handed on to Robert Horvath as incoming Chairman, and to Alice Carter as incoming President. Bob and Alice, both artists, collectors, illustrators, and experts in American Illustration art, will dedicate themselves to growing the collection and preserving the field.

We are grateful to our creative, industrious, and inventive staff who continue to demonstrate their optimism and resourcefulness under the leadership of their remarkable and steadfast Director, Laurie Norton Moffatt.

Lastly, I want to express my deepest appreciation for the many donors and friends of the Museum who have given again and again... and again with increasing generosity each year, ensuring the Museum's success: you are the lifeblood of the institution.

It will be my delight to watch the burgeoning passion for Norman Rockwell result in a strong Berkshire presence, with global accessibility to his magnificent work.

Sincerely,

Anne H. Morgan, Chairman
Atlanta, GA



director's report

Dear Friends,

What a great and exciting two years we have had; a period with significant milestones marking the importance of Norman Rockwell's artistic and cultural contributions to our nation.

Unprecedented press interest; record-setting auction prices for his iconic works; discovery of hidden Rockwell art; a highly-regarded and controversial biography; commemorative anniversaries of the Civil Rights Movement, to which we lent important works; ongoing acclaim for our traveling exhibition, *American Chronicles*; continued requests for loans and exhibitions, both home and abroad—these events are testimonials to the enduring influence and importance of this great American artist we are privileged to steward.

It has been an equally exciting year for American illustration art across the nation. The gift of the magnificent Famous Artists School Collection, donated by Magdalen and Robert Livesey; the Frank E. Schoonover Catalogue Raisonné, donated by the Frank E. Schoonover Fund, joining the Rockwell Center for American Visual Studies; the success of our traveling illustration exhibitions; the Illustration History website, funded with a pilot grant from the NEA; hundreds of gifts of artworks to the Museum's permanent collection; continued digitizing of collections; soaring auction prices for American illustration art; and the announcement of the Lucas Museum of Narrative Art, centered around filmmaker George Lucas' important collection of illustration art—all attest to the appreciation and importance of preserving and sharing American illustration. Norman Rockwell Museum's leadership is central to fostering the collective stewardship of this vital aspect of our nation's visual culture.

None of this would be possible without the dedicated support of our members and friends. We continue to make strong strides in strengthening our financial foundation, and are close to achieving a balanced budget: a goal since the beginning of the recession several years ago.

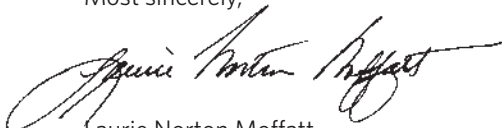
I thank our Board of Trustees, under the leadership of board chairs Thomas Pulling and Anne Morgan, and President Robert Horvath; who upheld the hallmarks of our Museum, embodying Norman Rockwell's values of kindness, compassion, forgiveness, and friendship, all with a good dose of humor and personal generosity.

I thank our staff for the outstanding work they do, most especially with serving the public through our exhibitions and programs—they are the face of the Museum. Their graciousness and hospitality ensure that our visitors, whether in person, over the phone or internet, and at other venues where our art is exhibited, enjoy the contributions of Norman Rockwell and our great American illustrators.

A special thank-you to Terry Smith, the Museum's chief operating officer, who retired this summer from the position he has held since 2004. His responsibilities included oversight of the Museum's finances and business office, store and warehouse operations, technology, safety and security, facilities and grounds, and human resources—he has steered this portfolio of services beautifully during his decade of service to the Museum. Terry's affable, calm, unflappable manner; his quiet leadership from behind-the-scenes; his caring way with our staff; and his eagle eye on our budget and finances, will be greatly missed. As the Museum celebrates its 45th Anniversary year, we thank Terry for his stewardship for nearly a quarter of our history.

Cheers... and onward to Norman Rockwell Museum's 50th Anniversary!

Most sincerely,



Laurie Norton Moffatt
Director CEO
September 2014



Retiring COO, Terry Smith,
and Director/CEO Laurie
Norton Moffatt

Telling America's Story through the Art of Norman Rockwell and America's Illustrators—Shaping National Conversation on American Illustration Art (1969 – 2014)

Norman Rockwell Museum tells America's story. From soaring ideals of freedom and social justice, to heartwarming and humorous moments of the commonplace—America's illustrators defined the story of our nation and her people, and none more so than Norman Rockwell. Since the advent of mass media art, which burgeoned during the time of the Civil War, America's illustrators have chronicled our human triumphs and tragedies, ingenuity, and inventions; and our hopes and aspirations.

American illustration art records our history from Winslow Homer's scenes of the Civil War to Howard Pyle's Colonial Revival paintings of the American Revolution, to Norman Rockwell's inspirational Four Freedoms and Civil Rights Movement images, which embody the very essence of our democratic ideals of freedom and social justice. Rockwell's works have recently been exhibited in museums across the nation (Mississippi Museum of Art; Newark Museum; Frist Art Center; Brooklyn Museum; and the White House), during this 50th anniversary commemoration of the Civil Rights Movement.



In 1969, a merry band of citizens came together to save an old house on the Main Street of Stockbridge. Norman and Molly Rockwell were two of those citizens. From this endeavor, a small house museum was born, in which Norman Rockwell

generously exhibited his personal art collection. Within five years, people were flocking to see his original paintings and he established the Norman Rockwell Art Collection Trust to place his collection in perpetuity for the purpose of public art appreciation and education.

Norman Rockwell was the Museum's first art donor; in 1974 he gifted his art collection, personal papers, photographs and working studio, placing it in trust and in the stewardship of Norman Rockwell Museum for art appreciation and education. Over time, the Museum has more than doubled the Rockwell collection of original art through purchase, gift and bequest, such as the wonderful gift of *First Crocus* by Mrs. Nelson Severinghaus and the bequest of two original Boy Scout images by Mrs. Helen West.



Today, Norman Rockwell Museum is the leading museum in the nation dedicated to telling America's story through the eyes of its finest illustrators. With the largest most significant collection of Norman Rockwell's art, including such icons as *The Four Freedoms*, *Problem We All Live With*, and *The Runaway*; to significant works by such Golden Age illustrators as Howard Pyle, N.C. Wyeth, James Montgomery Flagg; to such contemporary masters as William Steig and David Macaulay—we are the home of American Illustration Art.

Despite public affection for Rockwell's legacy, for many decades, the art world remained aloof. Scarred by the prevailing attitudes framed by art critics and such modern art movements as abstract expressionism, rooted in the New York Armory Show of 1913, Rockwell fell out of step with the art elite. Undeterred, he remained smartly in step with the pulse of America, chronicling and creating the most symbolic image of the Civil Rights movement, and recording contemporary issues up until his death in 1978.

Set against this backdrop, when he was labeled in his 1978 *New York Times* obituary as the "Rembrandt of Punkin' Creek," it is all the more remarkable that Rockwell's work set the all-time record at this past year's American art auctions, when his painting, *Saying Grace* sold for \$46 million. *The Rookie* set a runner-up record at \$21 million, making Norman Rockwell the highest selling artist at American art auctions.

Forty five years since its inception, the Museum has shared its collection across the nation, around the world, and on the web where it is accessible to all. Requests for exhibitions of our collections have come from more than 150 cities in 40 states, 7 countries, and 4 continents. With the internet, Rockwell's art is now accessible across the globe. It is gratifying to witness Rockwell's renaissance and celebrate his important contributions to American art and society, which Norman Rockwell Museum has always championed.

This year, we punctuated the development of a collections initiative launched five years ago, with the acquisition of the art and archives from the Famous Artists School of Westport, CT. This transformative gift, comprising approximately 16,000 items, expands the Museum's collection, and advances its aim to develop an encyclopedic collection of American illustration art, creating a cultural context around our signature Norman Rockwell collection. Started with 125 paintings Norman Rockwell placed in trust with the Museum in 1974, our collection now numbers nearly 8,000 artworks.

There are 17,500 museums in the United States. However only a handful are committed to collecting, exhibiting, and interpreting the art of illustration. Among them, the Brandywine River Museum, Delaware Art Museum, the Library of Congress, Museum of American Illustration at the Society of Illustrators, National Museum of American Illustration, New Britain Museum of American Art, and the recently announced Lucas Museum of Narrative Art, have taken up the charge.

We are doing something unique and vitally important, ensuring that the storytelling art of our nation's history, as experienced by millions through mass media and publishing, is preserved for generations, securing its rightful place in the American art history canon. It is urgent that we collect this art and encourage others to collect it before it disappears.

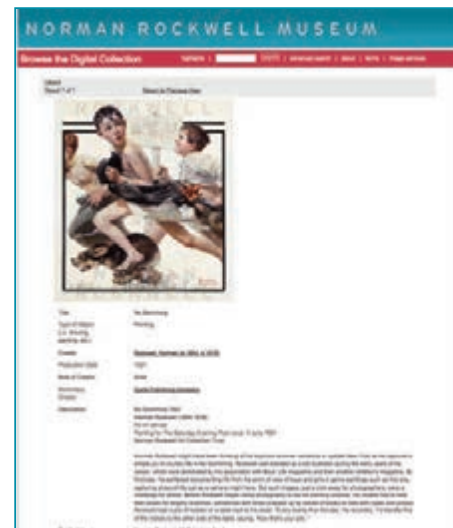
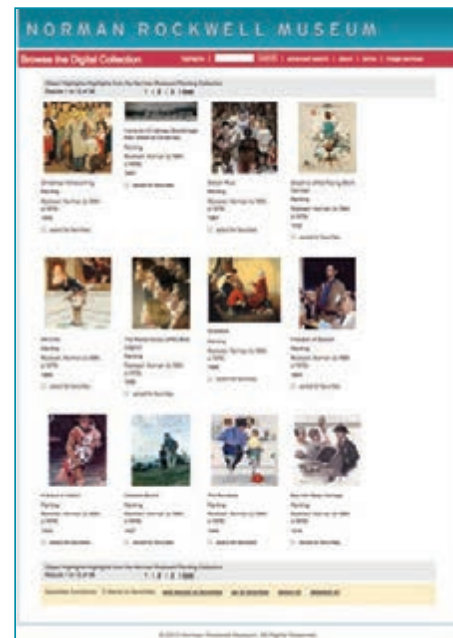
The Museum has made a concerted effort to build its collection through gifts, and over the past decade, it has grown tenfold. In addition to the Famous Artist School donation by Robert and Magdalen Livesey, the collection now includes nearly 800 artworks by Norman Rockwell, and more than 7,100 artworks by other accomplished historical and contemporary illustrators—including the largest public collection of original drawings and cartoons by celebrated illustrator and children's book author, William

Steig (1907-2003), donated by his widow, Jeanne Steig.

Additionally, the Frank E. Schoonover Foundation has donated the Schoonover Archives and Catalogue Raisonné to the Museum for management and access through the Rockwell Center, and we received funding from the National Endowment for the Arts to create a new website on the history of illustration further positioning the Museum as the go-to resource for research on American illustration art.

We are grateful beyond measure to the generosity of artists, collectors and patrons, as the entire growth of the collection has been accomplished by gifts from generous donors. It is truly extraordinary to have birthed this collection entirely by gifts during the heart of the recent recession, and we look forward to sharing our collections in Stockbridge, on the road, and online with an international audience of fans, scholars, historians, and new generations discovering Rockwell and the art of American illustration.

Norman Rockwell's images teach us that everyday life and the ordinary decisions of our lives matter—not just to us, but to our families, our neighbors, our community, and our country. It is in the *everyday* that the deeper meanings of our individual and collective lives reside. We hold this belief central to our mission.



45th Anniversary key accomplishments and measures of success

- Norman Rockwell Museum is the leading national organizer of illustration exhibitions and many museums are now presenting and curating exhibitions in American illustration art.
- Secured reconsideration of Rockwell in American Art Canon.
- Created Global Access – Digital Collections ProjectNORMAN.
- Gathered stories of Rockwell family, models, friends and scholars.
- Leading voice of illustration scholarship through the Rockwell Center for American Visual Studies.
- Norman Rockwell Museum is debt-free, produced an operating surplus, and has nearly \$4 million in funds under management, serving as reserves and endowment.

Goals Toward 50th Anniversary 2019

- Continue to position illustration art as a shaper of civil society—leverage national voice.
- Create global accessibility and connective experiences to Rockwell and illustration art using web, mobile, and social media.
- Develop national digital education curriculum.
- Build premiere encyclopedic illustration collection.
- Create comprehensive collections hub for exhibitions, collections and research.
- Secure the Museum’s financial future—build \$20 million endowment.
- Connect, partner, convene, and present scholarship—as the Center of American illustration.

Happy 45th Anniversary Norman Rockwell Museum!



Laurie Norton Moffatt
Director/CEO

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NORMAN ROCKWELL MUSEUM ART COLLECTIONS

Norman Rockwell Museum's collection of original artwork has expanded significantly over the past two years, made possible by generous donors who believe in the Museum's mission, which establishes a permanent legacy for the art of illustration. Among these new donations is an extensive collection of finished artwork, studies, film-based materials, and correspondence illuminating the philosophy and practice of art training in America during the mid-twentieth century. A significant donation of approximately 11,000 artworks and 5,000 archival items, from the Famous Artists School, gifted to the Museum by Magdalen and Robert Livesey, offers a glimpse inside America's most popular mid-century art correspondence course, founded in 1948 by illustrator Al Dorne with help from 11 other noted practitioners, including our own Norman Rockwell. In addition, Rockwell's own teachers are now strongly represented in works by favorite Art Students League teachers Thomas Fogarty and George Bridgman, with thanks to the artists' families. Artworks from the Golden Age of Illustration to contemporary times were acquired, including drawings by James Montgomery Flagg, Arthur Burdett Frost, Violet Oakley, Thornton Oakley, and Joseph Clement Coll; mid-twentieth century artists Edwin

A. Georgi, Austin Briggs, John F. Gould, Bernie Fuchs, and Chuck Wilkinson; and contemporary illustrators Murray Tinkelman, Jacqui Morgan, K. Wendy Popp, and Scott Bakal, among others.

Preservation is at the heart of the Museum's curatorial mission, and recently, several important, large-scale Rockwell drawings have been carefully conserved. Available for viewing for the first time, these included *Coin Collector*, a complex 1971 work for The Franklin Mint—the deconstructed drawing revealed Rockwell's editorial process, as he worked to refine his protagonist's appearance and expression through layers of visual experiments. *After the Prom* (1957) and *Liberty Girl* (1943) are among the drawings saved from deterioration and loss through the Museum's conservation efforts.



acquisitions

NORMAN ROCKWELL MUSEUM ARCHIVAL COLLECTIONS

The Museum continues to process and make accessible its vast holdings relating to the life and art of Norman Rockwell and other notable illustrators. Significant projects include digitally reformatting 264 high-value magnetic tapes with a grant from the National Endowment for the Humanities (NEH). This collection has been among the most requested by authors, curators, librarians, students, and the press—it contains the only extent interviews and commentary about Norman Rockwell by his many friends, family, models, and colleagues. Additionally, the Museum's American Illustrators Series showcases many prominent visual commentators, illuminating the persuasive power of published imagery.

Many exceptional donations to the Archives have deepened the Museum's holdings in important areas.

These include a collection of rare illustrated books, featuring published artworks by illustrator Howard Pyle and other Golden Age artists, from Robert T. Horvath—an extensive resource that will aid researchers of the period. A comprehensive collection of materials relating to illustrator Frank E. Schoonover, including copies of the artist's day books and diaries, was acquired through purchase by the Museum's Collections and Education Committee. More than 300 candid and professional photographs featuring *Saturday Evening Post* art editor Ken Stuart, who held the position during a highly prolific period for Rockwell, were generously provided by Stuart's son, Ken Stuart, Jr. The Archives and Library collections were greatly enhanced by the donation of hundreds of books relating to illustration, cartooning, and design—by illustrator Elwood Smith.

acquisitions

DONATIONS OF ORIGINAL ILLUSTRATION ART

John Wolcott Adams (1874-1925)

[Sailing Ship, The Essex] n.d.

Ink on board

Gift of Robert T. Horvath

William James Aylward (1875-1956)

[Troops Study] n.d.

Pencil on paper

Gift of Robert T. Horvath

William James Aylward (1875-1956)

[Ship] n.d.

Pencil on paper

Gift of Robert T. Horvath

William James Aylward (1875-1956)

Two Drawings, Double Sided

[Ship at Sea] n.d.

[Vessel] (Verso) n.d.

Pencil on paper

Gift of Robert T. Horvath

William James Aylward (1875-1956)

On the Banks of Harfleur, c.1920

Watercolor, gouache and ink on paper

Gift of Robert T. Horvath

Scott Bakal

Me + The Devil, 2007

Collection of 24 sequential artworks comprising a visual narrative about musician Robert Johnson

Charcoal on paper and acrylic on canvas

Gift of Scott Bakal

Edwin Howland Blashfield

(1838-1936)

Mural study for *The Power Which Supports the Law*, c. 1907

Essex County Courthouse, Newark, New Jersey

Charcoal on paper

Gift of the Kelly Collection of American Illustration

Austin Briggs (1909-1973)

I'll Never Let You Go, n.d.

Oil on illustration board

Gift of Loretta Knight

Clare A. Briggs (1875-1930)

They're Off, 1916

Ink on paper

Gift of Michelle and Tim Smith

Arthur William Brown (1881-1966)

[Mother and Boy in Interior] n.d.

Charcoal on paper

Gift of Robert T. Horvath

Joseph Clement Coll (1881-1921)

The Priest, n.d.

Ink on paper

Gift of Robert T. Horvath

Dean Cornwell (1892-1960)

Portrait of James Montgomery Flagg, n.d.

Charcoal on paper

Gift of Everett Raymond Kinstler

Will Crawford (1869-1944)

Here's A Queer Old Codger, n.d.

Ink on card stock

Gift of the Kelly Collection of American Illustration

Randall Enos

[Argument] n.d.

Collage and mixed media on board

Gift of Randall Enos

Maginal Wright Enright (1881-1966)

[Children at Hearth] n.d.

Watercolor and pencil on paper

Gift of Robert T. Horvath

Famous Artists School Collection

Approximately 11,000 uncatalogued paintings, drawings and studies created for the popular art correspondence course by noted American illustrators and cartoonists. Vast archival collections also feature rare photographs of FAS artists, instructional films, tearsheets, and correspondence.

Gift of Magdalen and Robert Livesey

James Montgomery Flagg

(1877-1960)

Theater Sketches, c. 1920

Eighteen pages from the artist's theater sketchbook

Pencil on paper

Gift of Everett Raymond Kinstler

James Montgomery Flagg

(1877-1960)

George Bernard Shaw, n.d.

Ink on paper

Gift of Everett Raymond Kinstler

Thomas Fogarty (1873-1938)

Mr. Pickwick, n.d.

Oil on canvas

Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)

A Burlesque Soubrette, 1892

Ink on paper

Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)

Life of Cooledge, 1928

Illustration for Cosmopolitan

Ink on paper

Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)

[Chair and Hearth] n.d.

Charcoal on paper

Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)

[Man in Doorway] n.d.

Ink on Paper

Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)

[Playing Checkers] n.d.

Ink on paper

Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)

[Chair and Stove in Interior] n.d.

Ink on paper

Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)
[Three Women] n.d.
Pencil on paper
Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)
[Two Men] n.d.
Pencil on paper
Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)
[Woman and Three Men in Interior]
n.d.
Ink on paper
Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)
[Elderly Man] n.d.
Gouache on board
Gift of Thomas Fogarty and Family

Thomas Fogarty (1873-1938)
[Horse and Wagon] n.d.
Ink on paper
Gift of Thomas Fogarty and Family

Thomas Fogarty's Box Portfolio
Wood and cloth
Gift of Thomas Fogarty and Family

Victor Clyde Forsythe (1885-1952)
Orville Knertz (Two Cartoon Strip Drawings), n.d.
Ink on paper
Gift of Robert T. Horvath

A.B. Frost (1851-1928)
[Interior Scene] n.d.
Charcoal on paper
Gift of Robert T. Horvath

Edwin Georgi (1896-1964)
Second Best Man, n.d.
Oil on illustration board
Gift of Loretta Knight

John F. Gould (1906-1996)
"What was she like?" her mother asked, 1941
Illustration for "Song for a Handsaw" by Dorothy Thomas, *The Saturday Evening Post*, August 23, 1941
Watercolor and gouache on illustration board
Gift of Robert Gould and the Gould Family

Charlotte Harding (1873-1951)
Theologies [Man and Boy in Attic] 1903
Illustration for *Harper's Magazine*
Charcoal on paper
Gift of Robert T. Horvath

Frederick Hildebrandt
Portrait of Peter Rockwell, 1938
Watercolor on paper
Gift of Alexandra Hoy Hildebrandt

Frederick Hildebrandt
Portrait of Thomas Rockwell, 1938
Watercolor on paper
Gift of Alexandra Hoy Hildebrandt

Frederick Hildebrandt
No Fishing, 1928
Cover for *Collier's*, November 1928
Norman Rockwell served as the model for this painting.
Oil on canvas
Gift of Alexandra Hoy Hildebrandt

Frederick Hildebrandt
Otter Stealing Fish, 1937
Cover illustration for *Saskatchewan Times*
Oil on canvas
Gift of Alexandra Hoy Hildebrandt

Everett Raymond Kinstler
Cannonade, c.1950
Illustration for *Adventure Magazine*
Ink on paper
Gift of Everett Raymond Kinstler

Robert Lynn Lambdin (1886-1981)
I, 1929
Ink on paper
Gift of the Kelly Collection of American Illustration

Robert Landry (1921-1991)
[Pirate with Parrot] n.d.
Oil on canvas
Gift of Robert T. Horvath

Tom Lovell (1909-1997)
The Dirigible That Died Hard, 1957
Story illustration for "The Dirigible That Died Hard" by John Toland in *True* magazine, October 1957
Oil on board
Gift of Robert T. Horvath

Tom Lovell (1909-1997)
[Couple] n.d.
Oil on canvas
Gift of Robert T. Horvath

Tom Lovell (1909-1997)
[Couple Embracing] n.d.
Gouache on board
Gift of Robert T. Horvath

Tom Lovell (1909-1997)
[Couple in Snow at Christmastime] n.d.
Pencil, charcoal, and gouache on board
Gift of Robert T. Horvath

Wendell Minor
Night Flight: Amelia Earhart Crosses the Atlantic, 2011
Complete suite of original illustrations and studies for *Night Flight* by Robert Burleigh
Watercolor and pencil on paper
Gift of Wendell Minor

DONATIONS OF ORIGINAL ILLUSTRATION ART continued

Thornton Oakley (1881-1953)
Cairo, 1908
Illustration for *The Century Magazine*,
November 1908
Gouache on board
Gift of Robert T. Horvath

Violet Oakley (1874-1961)
The Writer, n.d.
Pencil and crayon on paper
Gift of Robert T. Horvath

Henry Jarvis Peck (1880-1964)
Peggy Owens, 1912
Illustration for Peggy Owens and
Liberty by Lucy Foster Madison,
(Philadelphia: The Penn Publishing
Co., 1912)
Oil on board
Gift of Robert T. Horvath

Irma M. Peixotto (1881-1964)
[Girl with Umbrella and Cat]
c. 1904-08
Illustration for *Good Housekeeping*
Gouache on paper
Gift of Shhboom Gallery

Gayle Porter Hoskins (1887-1962)
*[Vignette of a Soldier Watching Ducks
on a Pond]* c. 1927
Oil on Masonite
Gift of Robert T. Horvath

Harriet Roosevelt Richards
(1850-1932)
[Girl and Boy with Potted Trees] n.d.
Ink on paper
Gift of Robert T. Horvath

Norman Rockwell (1894-1978)
First Sign of Spring, 1947
Cover illustration for *The Saturday
Evening Post*, March 22, 1947
Oil on canvas
Gift of Mrs. Virginia Severinghaus/
Estate of Nelson Severinghaus

Norman Rockwell (1894-1978)
Portrait of Harry and Irene Moskowitz,
1967
Charcoal on paper
Gift of the Moskowitz Family

Norman Rockwell (1894-1978)
Portrait of Walter D. Fuller, 1948
Charcoal on paper
Gift of the Fuller Family

Norman Rockwell (1894-1978)
Portrait of John W. Lipscomb, 1918
Charcoal on paper
Gift of Elizabeth Lipscomb Richardson

Mead Schaffer (1898-1980)
[Figures on Veranda] n.d.
Oil study on board
Gift of Lee Schaeffer Goodfellow and
Robert Adams Goodfellow, daughter
and son-in-law of artist Mead
Schaeffer

Burton Silverman
*Portraits of John F. Kennedy, Robert
Kennedy, and Edward Kennedy*, 1971
Illustrations for *Audience Magazine*
Charcoal on paper
Gift of the Audrey Love Charitable
Foundation

William A. Smith (1918-1989)
[Nazi Meeting in America] c.1950
Charcoal and pencil on paper
Gift of the William A. Smith Family

William A. Smith (1918-1989)
Portfolio of 42 pieces
Charcoal, pencil, ink, and
lithography on paper
Gift of the William A. Smith Family

Albert Sterner
The Prodigy, n. d.
Possible cover illustration for
Jugend magazine
Mixed media on paper
Gift of the Kelly Collection of
American Illustration

Frank Street (1893-1944)
The Long Distance Train, 1924
Story illustration for
"The Long Distance Train"
by William Babington Maxwell,
The Home Magazine (November,
1924) and Collier's
(May 30, 1925)
Oil on paper

Drew Struzan
[Girl with Water Jug] 1989
Acrylic and colored pencil on
gessoed board
Gift of Murray Tinkelman

Murray Tinkelman
Portrait of Jimmy Carter, 1976
Signed by President Jimmy Carter
Ink on paper
Gift of Murray Tinkelman

Herman Wall (1875-1915)
[Couple in Brandywine Valley] n.d.
Gouache on board
Gift of Robert T. Horvath

Edmund F. Ward (1892-1990)
[Portrait of a Woman] n.d.
Oil on canvas
Gift of Rob and Sharon Slocum

Chuck Wilkinson (1932-2010)
Slay Me No Dragons, n.d.
Illustration for *Ladies Home Journal*
(early 1970s)
Acrylic on canvas
Gift of Jeff Wilkinson

Chuck Wilkinson (1932-2010)
Air Show, n.d.
Poster and puzzle illustration
Acrylic on canvas
Gift of Jeff Wilkinson

F.C. Yohn (1875-1933)
[Woman Holding American Flag] n.d.
Gouache on board
Gift of Robert T. Horvath

GALLERY OF ORIGINAL ILLUSTRATION ART DONATIONS



Irma M. Peixotto



Randall Enos



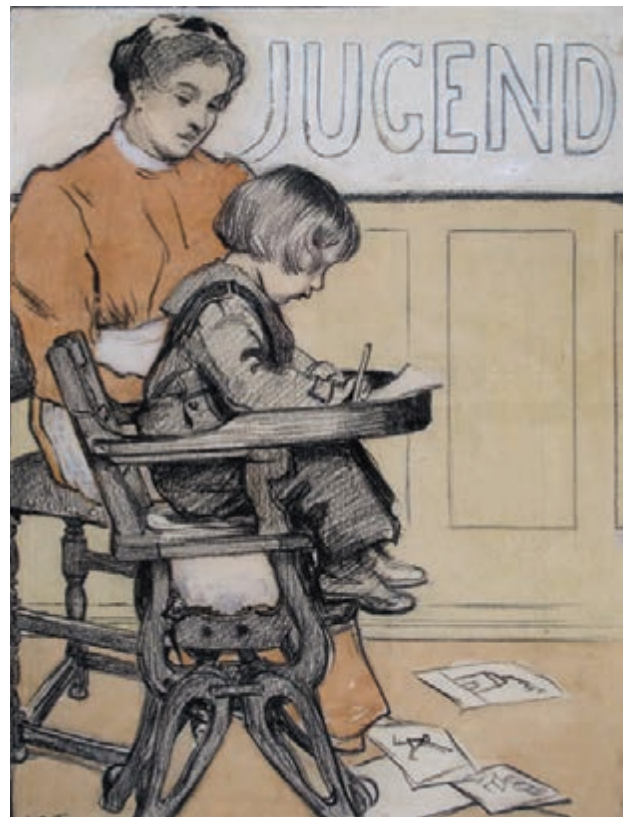
Norman Rockwell



Chuck Wilkinson



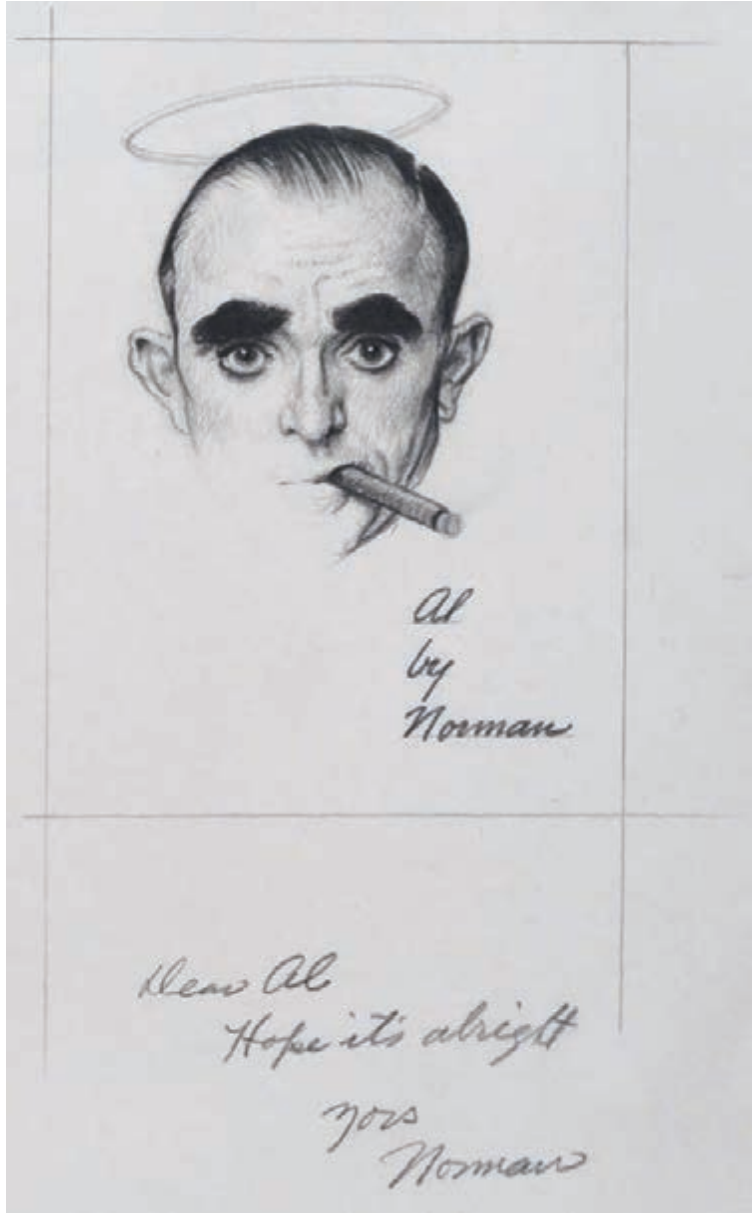
Drew Struzan



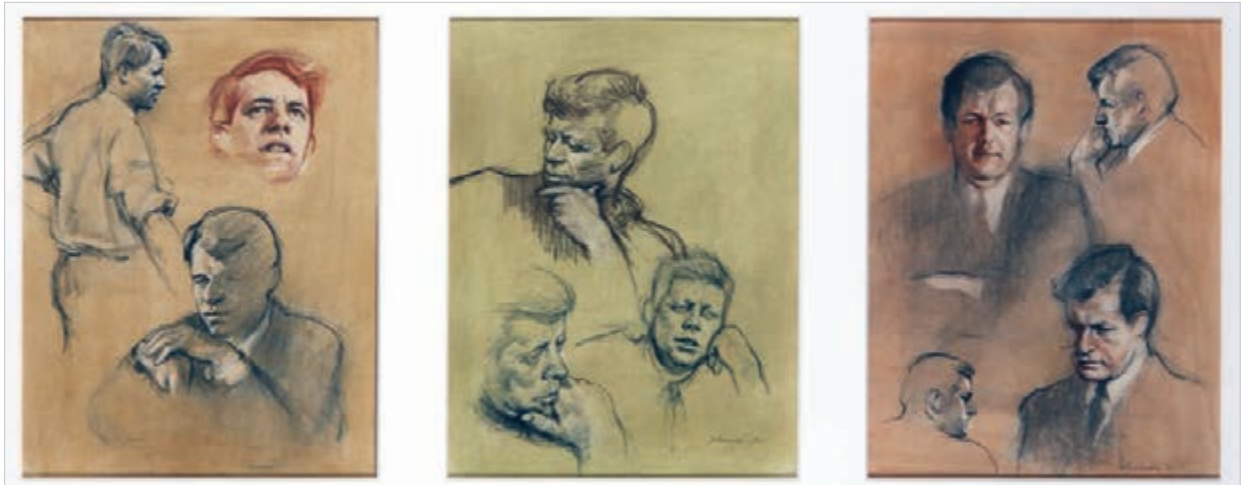
Albert Sterner



Frederick Hildebrandt



Norman Rockwell



Burton Silverman

GALLERY OF ORIGINAL ILLUSTRATION ART DONATIONS continued



Clare A. Briggs



Norman Rockwell



John F. Gould



James Montgomery Flagg



Scott Bakal



William A. Smith



Thomas Fogarty



Frank Street



Norman Rockwell

art & archival donors

ARCHIVAL AND LIBRARY DONATIONS

Michael and Judy Beresford
Janice Brenner
Mary June Cancilla
Mr. and Mrs. Ned Clayton
Richard Doncaster
Keith Emerling
Dora Gaudreau Sutter
Bill Hargreaves
Robert Horvath
David and Thomas Johnson
Herbert J. Kaufman
Roger Keating
Ray Kinstler
Laguna Art Museum, Lindy J. Narver,
Archivist

Magdalen and Robert Livesey
Grace G. Marchetto
Doreen Mauk
Richard and Cindy McWilliams
Linda and Patrick Norman
Stephanie Plunkett
Maureen Riley Kane
Jarvis Rockwell
Norman Rockwell Museum Collections
Committee: Alice Carter, Robert
Horvath, Richard Kelly, Valerie
Kennedy, and Murray Tinkleman
Elihu Rose
Chris Salem

The Frank E. Schoonover Fund/
Catalogue Raisonné
Elwood Smith
Ferol Smith/William Arthur Smith
Family
Tim and Michelle Smith
Don Spaulding
Kenneth Stuart, Jr.
Murray Tinkelman
Jack Tom
Bette White
Jane K. Williams
Stephen K. Yasinow

LOANS FROM THE NORMAN ROCKWELL MUSEUM COLLECTION

Amon Carter Museum
Art Institute of Chicago
Brandywine Museum
Brooklyn Museum
Hood Museum
The Massachusetts State House: Office of the Governor

LENDERS TO THE PERMANENT COLLECTION

Anonymous Lenders (3)
American Legion Post #193,
Winchendon, MA
Judy Aswad
Steward Babbott
Sally Hill Cooper
Kay Dore
The Dowd Family
Richard Gouse
Phillip M. Grace
James Gurney
The Estate of Thomas Hoving
Oliver C. Kempton, Jr.
Mary Leonard

Herbert Lobsenz
Idella Ludwig
Marino Family Trust
Family of Angus Macdonald
John and Nan MacEwen
Kelly Meany
Elizabeth Montgomery/The Family
of William S. Miles
Don Mott
The Musselman Family
Lowell Paddock
Gail and Thomas Rockwell
Jarvis Rockwell
Peter Rockwell

Peter Rubenstein
Kenneth Salem
Geoff Samuels
Bradley M. Schuchat
Mrs. Mary Alice Schwarz
Nelson Severinghaus
Barbara Smith
The Stuart Family
Sun-Maid Growers of California
Mr. and Mrs. Triunfo
The Warren Foundation
Williams High School Alumni
Association
Phillip Youngberg

exhibition loans

LENDERS TO NORMAN ROCKWELL MUSEUM EXHIBITIONS

Baseball, Rodeos, and Automobiles:

The Art of Murray Tinkelman

Collection of the Artist, Murray Tinkelman
Ryan Mitten

Istvan Banyai: Stranger in a Strange Land

Collection of the Artist, Istvan Banyai

Dancing Princesses: The Fairy Tale Art of Ruth Sanderson

Collection of the Artist, Ruth Sanderson

Jarvis Rockwell: Maya, Illusion, and Us

Collection of the Artist, Jarvis Rockwell
G51: MCLA College, Berkshire Cultural Resource Center
Florence Grende and Joe Madison
Mark Gold
James Stokes Hatch

R. O. Blechman: The Inquiring Line

Collection of the Artist, R. O. Blechman

Snow White and The Seven Dwarfs:

The Creation of a Classic

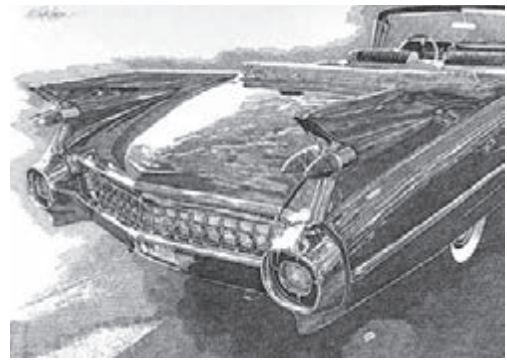
Walt Disney Film Animation Library
Walt Disney Family Museum

The Unknown Hopper: Edward Hopper as Illustrator

Whitney Museum of American Art
The Eisenstadt Illustration Collection
The Arthayer R. Sanborn Hopper Collection Trust
The Illustrated Gallery
The Kelly Collection
MFA Boston
Mead Art Museum
New Britain Museum of American Art

Wendell Minor's America

Collection of the Artist, Wendell Minor
Eric Carle Museum
Ann and Marc Davis
New Britain Museum of American Art
Northeast Children's Literature Collection Thomas J. Dodd
Research Center
Anonymous (3)





ROCKWELL CENTER FOR AMERICAN VISUAL STUDIES

The Rockwell Center continued to advance scholarship relating to the art of illustration by awarding seven Rockwell Fellowships to eight exceptional scholars. Fellowship stipends for graduate and postgraduate study will help support research on a range of compelling subjects.

Awards went to: **Dr. James Kimble** of Seton Hall University (*Character Sketches: The Strange War Careers of Willie Gillis, the Kid in Upper 4, and Al Parker's Mother and Daughter*); **Dr. Michael Clapper** of Franklin & Marshall College (*Maxfield Parrish: Popular Art as Fantasy and Commodity*); **Andrea Truitt**, a doctoral candidate at the University of Minnesota (*Exotic Interiors, Exotic Selves: Orientalized Domestic Space in the United States, 1880-1920*); **Erin Corrales-Diaz**, a doctoral candidate at the University of North Carolina at Chapel Hill (*Remembering the Veteran: Disability, Trauma, and the American Civil War, 1861-1915*); **Dr. Alexis L. Boylan** of the University of Connecticut

(*Shinn and his Salamander*); **Dr. Alan Lupack** and **Dr. Barbara Tapa Lupack** (a joint application) of the University of Rochester (*Courageous Achievement: Moral Chivalry and American Arthurian Illustration in the Nineteenth and Early Twentieth Centuries*); and **Jennifer Stettler Parsons**, a doctoral candidate at The University of Virginia (*John Sloan: Between Philadelphia and New York, 1892-1904*).

The Rockwell Center also developed five new **Distinguished Illustrator** exhibitions highlighting the art of contemporary illustration masters, including: *Istvan Banyai: Stranger in a Strange Land*; *R. O. Blechman: The Inquiring Line*; *Dancing Princesses: The Fairy Tale Art of Ruth Sanderson*; *Wendell Minor's America*; and *Baseball, Rodeos, and Automobiles: The Art of Murray Tinkelman*. Compelling essays and changing information on the Rockwell Center's website continue to capture the attention of an international audience.

exhibitions

In 2013 and 2014, the Museum's exhibition program reflected the richness and diversity of the field, from the classic to the contemporary. *Snow White and the Seven Dwarfs: The Creation of a Classic* celebrated the 75th Anniversary of Walt Disney's first feature-length animated film. Organized by the Walt Disney Family Museum in San Francisco, California, the exhibition traced the development of this animated classic, honoring Disney's vision and the artistry of his dedicated staff. Original conceptual drawings, early studies for well-loved characters, story sketches, and animation drawings captivated viewers of all ages.

The art of today's award-winning illustrators was honored in five Distinguished Illustrator Exhibitions. Innovative Hungarian-born artist Istvan Banyai; illustrator, animator, and cartoonist R.O. Blechman; gifted designer and book illustrator Wendell

Minor; fantasy artist and children's book illustrator Ruth Sanderson; and acclaimed editorial artist and educator Murray Tinkelman, recipient of the Museum's 2014 Artist Laureate Award, have established distinctive careers and personal forms of expression.

Jarvis Rockwell: Maya, Illusion and Us, an exciting summer installation featuring the art of Norman Rockwell's eldest son, garnered rave reviews for his compelling drawings and assemblages that tell "the story of us." Jarvis Rockwell's special presence in our galleries, where he created three large-scale wall drawings on location, was a highlight for visitors and staff alike.

The Unknown Hopper: Edward Hopper as Illustrator is an audience favorite, inspiring interest in Hopper's little-known, two-decade career creating art for commerce.

list of exhibitions

Norman Rockwell's 323 Saturday Evening Post Covers
on view throughout the year

A Day in the Life: Norman Rockwell's Stockbridge Studio
May to October

Howard Pyle: American Master Rediscovered
June 9, 2012 through October 28, 2012

Norman Rockwell: Sports!
July 6, 2012 through October 28, 2012

Heroes and Villains: The Comic Book Art of Alex Ross
November 10, 2012 through February 24, 2013

Rockwell's Artistic Process
February 26, 2013 through March 31, 2013

27th Annual Berkshire County High School Art Show
February 9, 2013 through March 10, 2013

Istvan Banyai: Stranger in a Strange Land
March 9, 2013 through May 5, 2013

R. O. Blechman: The Inquiring Line
May 11, 2013 through June 30, 2013

Snow White and The Seven Dwarfs: The Creation of a Classic
June 8, 2013 through October 27, 2013

Norman Rockwell: Happily Ever After
July 13, 2013 through October 18, 2013

Jarvis Rockwell: Maya, Illusion, and Us
July 13, 2013 through October 20, 2013

Wendell Minor's America
November 9, 2013 through May 26, 2014

Dancing Princesses: The Fairy Tale Art of Ruth Sanderson
December 7, 2013 through March 18, 2014

28th Annual Berkshire County High School Art Show
February 8, 2014 through March 9, 2014

**Baseball, Rodeos, and Automobiles:
The Art of Murray Tinkelman**
March 29, 2014 through June 15, 2014

The Unknown Hopper: Edward Hopper as Illustrator
June 7, 2014 through October 26, 2014



education & visitor experience

Museum programming continued to offer engaging experiences for people of all ages, both on-site and beyond. *Altered Realities* and the *Land of Make-Believe*, a summer Thursday evening lecture and performance series, examined the impact of popular mythology and fairy tales on the way we view ourselves and our world. Such noted commentators as Ruth Bottigheimer, Adam Gidwitz, and Maria Tartar, offered perspectives on the places where reality and the imagination intersect. *An Enchanted Evening for Families*, our *Sharing Stories Family Day*, and *Exploring Animation*, a week-long workshop for teens, inspired visitors to take a closer look at *Snow White and the Seven Dwarfs: The Creation of a Classic*.

The Museum's Distinguished Illustrator exhibitions connected contemporary artists Istvan Banyai, R.O. Blechman, Wendell Minor, Ruth Sanderson, and Murray Tinkelman with the public in a series of lectures and workshops, offering unique insights into the world of working illustrators today.

Students across grade levels, from pre-K through college, took part in interactive educator and curator-led tours, focusing on Norman Rockwell and the art of illustration, through programs offering curriculum connections to the works on view. Outreach programs for students of all ages in the tri-state region addressed such important cultural themes as anti-bullying, the civil rights movement, World War II, and

other historical subjects through the art of Norman Rockwell. Programming for juveniles at risk was piloted by the Museum, in collaboration with the Berkshire County Sheriff's Office this year, and was positively received. *Four Freedoms Forums*, the Museum's ongoing town hall-style discussion series, received special commendation from the AAMD's Next Practices in Museum Education, for innovative program inspired by our collections and mission. In addition, the Museum's active internship program drew students from universities and art schools throughout the northeast, providing much appreciated assistance with a range of education and curatorial projects.



traveling exhibitions

**American Chronicles:
The Art of Norman Rockwell**

Crocker Art Museum
Sacramento, CA
November 10, 2012 - February 3, 2013

Crystal Bridges Museum of American Art
Bentonville, AR
March 7, 2013 - June 2, 2013

Frist Center for the Visual Arts
Nashville, TN
November 1, 2013 - Feb 9, 2014

The Newark Museum
Newark, NJ
February 28, 2014 - May 26, 2014

**Dinotopia:
The Fantastical Art of James Gurney**
New Hampshire Institute of Art
Manchester, NH
February 20, 2013 - March 13, 2013

The Arkell Museum at Canajoharie
Canajoharie, NY
October 26, 2013 - January 25, 2014

Ice Age to the Digital Age
Katonah Museum of Art
Katonah, NY
September 16, 2012 - January 20, 2013

**Norman Rockwell 323 Saturday Evening
Post Covers**

Misericordia University
Dallas, PA
January 14, 2013 - February 28, 2013

Norman Rockwell: Behind the Camera
Vero Beach Museum of Art
Vero Beach, FL
October 13, 2012- January 13, 2013

McNay Art Museum
San Antonio, TX
June 5, 2013 - September 1, 2013

Special exhibition- excerpts from
Behind the Camera
St. Botolphs Club
Boston, MA
July 15, 2013 - October 7, 2013

Norman Rockwell: Boy Scouts
Reading Public Museum
Reading, PA
October 12, 2013 - Jan 12, 2014

Norman Rockwell: Home for the Holidays
William F. Laman Pub Library
N. Little Rock, AR
November 2, 2012 - December 9, 2012

Norman Rockwell in the 1960s
Univ of Pittsburgh at Bradford
Bradford, PA
February 7, 2014 - March 7, 2014

**Over the Top:
American Posters from World War I**
Millbrook School
Millbrook, NY
September 22, 2012 - October 16, 2012

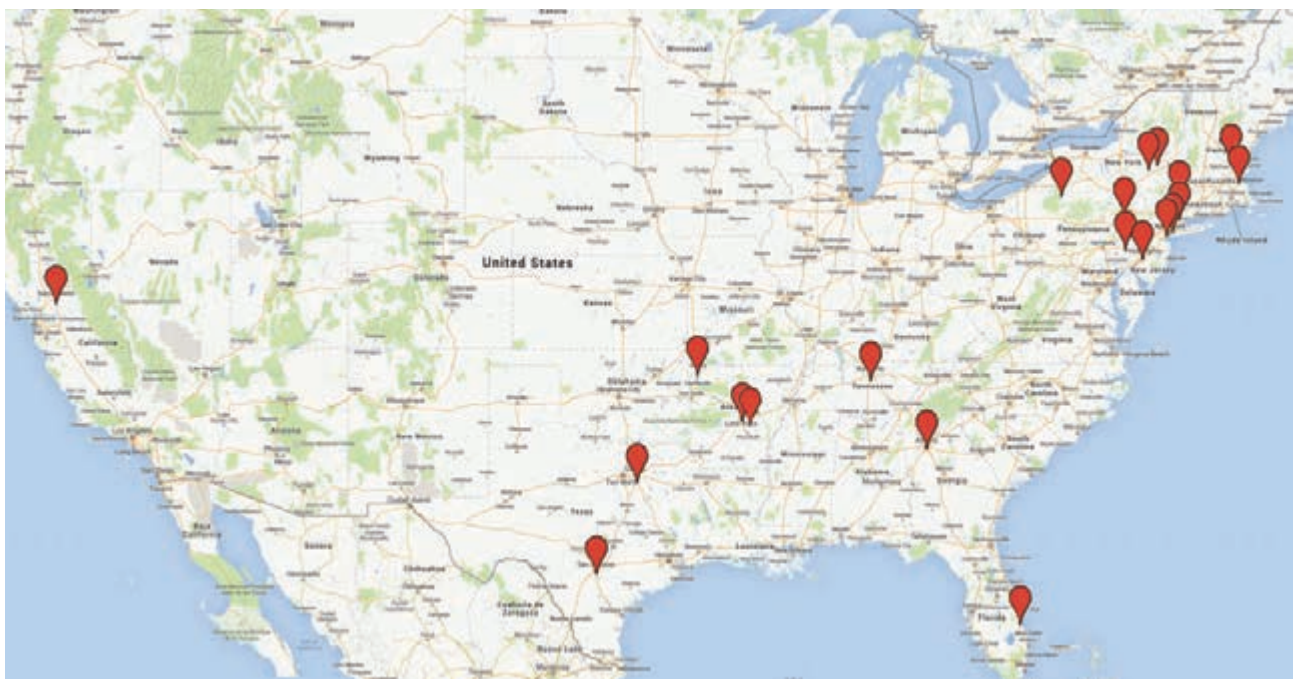
Tasha Tudor: Around the Year
Fenimore Art Museum
Cooperstown, NY
October 1, 2012 - December 31, 2012

Witness: The Art of Jerry Pinkney
Hudson River Museum
Yonkers, NY
September 29, 2012 - January 13, 2013

Philadelphia Museum of Art
Philadelphia, PA
June 29, 2013 - September 22, 2013

High Museum of Art
Atlanta, GA
October 12, 2013 - Jan 5, 2014

African American Museum
Dallas, TX
March 7, 2014 - July 7, 2014



measures of success

fy 2013/2014

Each year the Museum strives to meet our strategic vision and goals; the important measures of our progress and success go far beyond the financial report and are highlighted by the following statistics and information.



audience engagement, education and community involvement

fy 13-14 fy 12-13

11	12	exhibitions held at nrm
7	9	Traveling Exhibitions
8	12	# of Museums/venues
7	7	# of States
1	1	# of Countries
200,636	324,110	Visitors to Traveling Exhibitions
20,142	19,123	Student visitors

collections

403	4,507	New art acquisitions to NRM collection
35	21	Artists represented
7,982	7,579	TOTAL artworks in NRM collection
784	782	Norman Rockwell works
7,198	6,797	Works by other American illustrators
*6,000	208	Items added to Archive/Library
*150,000	144,000	Total Inventory to date (items/objects)
		<i>* approximate; includes estimates from Famous Artists School acquisition.</i>

ProjectNORMAN

46,713 Total of ProjectNORMAN records to date

scholarship

		NRM Staff Lectures, Teaching, Publications
23	31	Staff-presented lectures/programs at NRM
62	68	Staff-presented lectures/programs off-site
82	102	Guest lectures/programs presented at NRM
3	3	Graduate-level college seminars

21 **Illustration Network Partners in the Rockwell Center of American Visual Studies**

audience engagement

fy 13-14	fy 12-13		fy 13-14	fy 12-13	
124,664*	124,523*	Total # of Visitors to NRM			
10	10	% Berkshires	500,263	450,506	NRM.ORG
28	28	% Massachusetts	3	3	user sessions
95	95	% USA	2.11	2.02	# pages per visit
5	5	% International	21%	14%	average minutes per visit
		<i>* Attendance totals, as of FY13, includes annual programs and special events held in the Museum; previously not reported.</i>	22%	22%	% of visitors accessing by mobile device
86%	86%	% PAID admission	4,685	4,473	% of international web visits
14%	14%	% FREE admission			# of digital experience participants
62%	60%	% Discounted admission	70,980	64,031	ProjectNORMAN user sessions, NRM.org online collections
14%	14.5%	% Children & Students			
17,202	17,226	FREE ADMISSION provided to	32,543	33,439	RockwellCenter.ORG User sessions
5,458	5,223	Free Days visitors and donated admission passes	3	3	# pages per visit
4,826	4,646	Library Pass visitors	41%	36%	% of international web visits
2,282	2,333	Children 5 and under			
2,214	2,296	Museum Members	3,026	1,453	Media regarding Norman Rockwell Museum: articles, reviews, interviews, electronic and online media coverage
746	764	Group Tour Leaders			
549	667	School Teachers/Chaperones	15,090	11,394	Social Media
716	770	Community/Stockbridge Residents	32	-	Facebook fans
411	527	Active Military and family members	570	-	in # countries
					Posts
61	71	# School and Educator Programs	230,764	175,932	YouTube views
1,968	2,434	Participants on site	109	86	Videos available
605	965	Participants on site	591	365	Subscribers
10,657	na	# of NRM teaching resource guides downloaded	1,555	1,633	Twitter followers
			301	173	Pinterest followers
58	59	Volunteers and Interns	4.5	4.5	Trip Advisor rating 1-5
2,400	3,086	Hours contributed	12,672	na	Page views
			46,590	43,560	E-NEWS subscribers
28	29	Collaborations and Promotional Partnerships	60	42	# of e-communications sent (news, invites, programs, promotions)
		Joint cultural ticket offers, lodging package partners, discount and bonus programs			

advancement

The years 2013 and 2014 were exciting and productive for Norman Rockwell Museum, with a focus on creating greater access for all, improving and beautifying the campus, building our endowment, and celebrating our 45th Anniversary Year.

Contributed income sustains 35% of basic Museum operations and underwrites special projects, enabling us to maintain popular programming while making vital campus improvements and developing new ways to more fully engage visitors. We are deeply grateful to all the people, businesses, foundations, and government agencies whose generous support, combined with that of our Board of Trustees and National Council, helped advance these initiatives.

We also appreciate those businesses that matched their employees' Museum contributions or provided in-kind support. And we appreciate our loyal members—the bellwether of our Museum—who continue to support and promote us every day in every way.

All contributions—memberships, grants, and gifts—are recognized at the end of this report. However, we highlight some special projects and people here:



Enhancing Access

Over the last two years, we made universal access one of our top priorities—from improving physical access on campus, to providing more flexibility in exploring our online collections, to traveling dozens of our exhibitions across the continent.

In 2013, we made Norman Rockwell's iconic red studio compliant with the *Americans with Disabilities Act*—designing and building a new pathway and entrance as part of a much broader access effort. Our most photographed building, the studio was donated to the Museum by Norman Rockwell before he died, then relocated from his Stockbridge home to our campus in 1986, where we have carefully maintained it ever since. Rockwell painted some of his most memorable works there, including *Marriage License*, *Golden Rule*, and *The Problem We All Live With*.

We raised more than \$100,000 to undertake this important project, with support from the Massachusetts Cultural Facilities Fund, Stockbridge Community Preservation Committee, Jane and Jack Fitzpatrick Trust, Feigenbaum Foundation, Dr. Robert C. and Tina Sohn Foundation, the Wells family in honor of the late Robert Wells, and hundreds of other individuals who responded to a matching gift annual appeal made possible by a generous anonymous donor—and a subsequent appeal at our annual benefit gala.

The Studio re-opened Memorial Day weekend 2013, receiving wheelchair users and visitors with other physical challenges—many for the first time. The Studio access project continues to generate contributions to this day.



Other universal access projects supported by two State Cultural Facilities grants enabled us to install ground lights and re-grade/re-pave public pathways, create many more ADA parking spaces, and make our campus even more safe and welcoming. ProjectROCK, another access effort that introduces free, online content linked to our collections, was supported by High Meadow Foundation and the Sohn Foundation.

Special Exhibitions

Every year, we present nearly a dozen exhibitions at the Museum and subsequently tour many across America for extended periods. Most feature our own Rockwell and illustration collections, while some feature borrowed collections. In the last two years, we opened nine exhibitions at 12 separate venues, engaging more than 750,000 visitors in addition to more than 200,000 at the Museum in Stockbridge. When *American Chronicles: The Art of Norman Rockwell* opened at the new Crystal Bridges Museum of American Art in Bentonville, Arkansas in the Spring of 2013, it drew more than 121,000 visitors.

We seek support for all our exhibitions. Typically, admissions revenue accounts for only one third of exhibition costs, which range from \$50,000 to \$250,000 each. Most prominent was our 2013 summer show *Snow White and the Seven Dwarfs: The Creation of a Classic* and its opening gala, supported by Wells Fargo and The Max and Victoria Dreyfus Foundation as well as media sponsors News10 ABC, Radio Disney 1460, and Berkshire Magazine.

Our popular Distinguished Illustrator Series of exhibitions has been supported by friends and colleagues of the featured artists with other support from area businesses, while our annual Berkshire County High School Art Show benefits from generous grants from Berkshire Bank Foundation.

The Museum's 45th Anniversary Celebration

The June 2014 gala opening to the summer exhibition *The Unknown Hopper: Edward Hopper as Illustrator* was the premiere event for this milestone year, garnering major support from The Illustrated Gallery, the Elayne P. Bernstein Fund, Carol Konner, and over 200 Museum friends who attended or contributed to our benefit gala.

The Endowment and Reserve Fund

The Museum continues to build our endowment and reserve fund to provide greater stability and continuity in challenging times. The endowment consists of several restricted funds, including a general endowment, education endowment, facilities endowment, and endowment for art purchases. There also is a separate reserve fund which the Museum can draw on in years of shortfalls.

The endowment grew 14.4% annually over the two year period. We will continue building the endowment through a robust planned giving campaign, beginning next year, with an eye on the Museum's upcoming 50th Anniversary.



member profiles



“Norman Rockwell Museum not only preserves the legacy of our own Norman Rockwell, but helps deliver the message that Norman portrayed through his art—that of inclusion and diversity.”

Lori Gazillo

DIRECTOR OF BERKSHIRE BANK FOUNDATION

Lori Gazillo is no stranger to philanthropy or Norman Rockwell Museum. Overseeing Berkshire Bank’s community investment initiatives—including its foundation grants, and volunteer and scholarship programs, this Berkshire native and community advocate previously worked for five years in a similar capacity at Legacy Banks, overseeing their charitable giving.

In both positions, Lori engaged with the Museum as a visitor and a grant-maker. We have benefitted greatly from the long-standing support both banks have given to our youth education programs—especially our annual Berkshire County High School Art Show. “We supported the art show for many years dating back to Legacy Banks and continuing through the partnership with Berkshire Bank,” says Lori. “Education is one of our Foundation’s top priorities, and we are happy to support this program, which allows high school students to truly experience all that goes into a professional exhibition.”

When Legacy merged with Berkshire Bank, Lori continued in her role, ultimately succeeding a retiring Peter Lafayette as Foundation Director. Speaking on behalf of the Bank, Lori says, “Norman Rockwell Museum not only preserves the legacy of our own Norman Rockwell, but helps deliver the message that Norman portrayed through his art—that of inclusion and diversity. The Museum also serves as a gathering space for people of all backgrounds, and its programs enable open dialogue and conversation around topics of cultural engagement.”

Lori serves on the Boards of the Berkshire Chamber of Commerce, Multicultural BRIDGE, and Associated Grant Makers of Massachusetts. Commenting on her employers’ support of our education programming, Lori notes, the High School Art Show in particular “is a great opportunity to showcase the work of our students ... and gives the public and their families a chance to celebrate their talent.” She adds, “I am continually amazed at the level of talent we have in these up-and-coming professional artists.”



“I am continually amazed at the level of talent we have in these up-and-coming professional artists.”

an enchanted evening gala



member profiles



“Membership places us into a community of people who appreciate the legacy of Norman Rockwell.”

Linda D. Zagaria

LONG-TIME MUSEUM MEMBER

Linda Zagaria is quick to remind us that she and her husband Ralph have been together as long as Norman Rockwell Museum has been in existence—45 years. Because of this, “the Museum has always had a special place in our hearts,” she says.

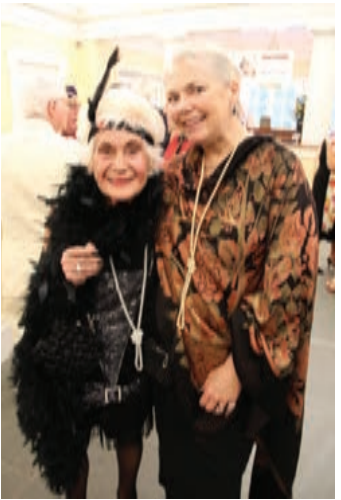
The Zagarias have been loyal members since the early 1990s. Second-homers who live in New York City and weekend in the Berkshires, they are the quintessential Museum members: they love Norman Rockwell’s work, visit the Museum often, and participate in events whenever they can in Stockbridge and occasionally in the City. “We love to bring visitors who have never been to the Museum before, and share their first-time experience as they discover Norman Rockwell.”

One of their favorite paintings has always been *The Marriage License*, but she knows Ralph’s other favorite is *Game Called Because of Rain*. It features the Brooklyn Dodgers and “Ralph was and always will be a Brooklyn Dodgers fan.”

A former French teacher, Linda is Executive Director of the Beaux Arts Alliance, a non-profit that celebrates the many cultural links between our country and France. As she arranges overseas trips, lectures, and exhibitions on everything from literature and art to food and fashion, Linda relates keenly to the world view held by both Norman Rockwell and the Museum. Membership “places us into a community of people who appreciate the legacy of Norman Rockwell. We also want to support the Museum’s broad mission to inform and educate a global public.”



45th anniversary gala



finance & administration

HIGHLIGHTS OF FISCAL YEARS 2013 AND 2014

- Generated over \$2.2 million in admissions income and retail store operations from our 124,523 visitors in FY13, and \$2.4 million from 124,664 visitors in FY14.
- Received over \$1.3 million in memberships, contributions, gifts and grants from individuals across the country, corporations, foundations, and the government in FY13, and \$1.2 million in FY14.
- Ended both fiscal years debt free to position ourselves securely for the future.

The Museum closed FY2014 year within 2% percent of a balanced budget. Expenses were a corresponding 2% lower than FY2013, and the Museum ended the fiscal year debt free, with no draw on the annual revolving line of credit.

Under board investment committee oversight, investments grew 14.4% annually over the two-year period, with endowment funds representing approximately one-half of the fund, and one-half board designated for reserves, art acquisition and facilities.

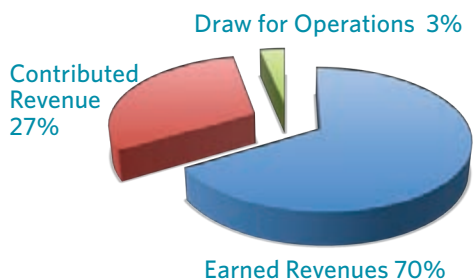
The Museum generates operating revenues through a healthy diversified portfolio of several major revenue streams, admissions, Museum store purchases, limited-edition signed print sales, traveling exhibitions, membership and philanthropy, and a modest contribution from funds functioning

as endowment, requiring specialized management talents among staff to effectively and efficiently administer these satellite business entities.

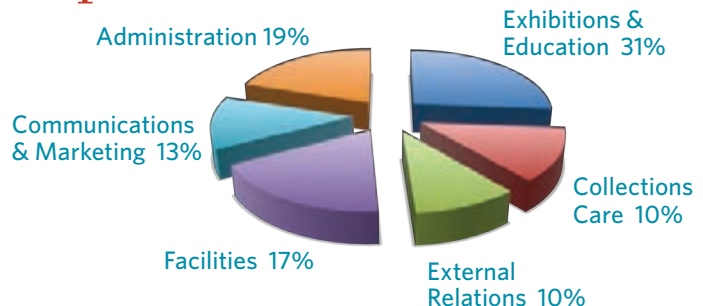
Donors and the board of trustees gave generously in both 2013 and 2014, with 100% trustee participation. We are grateful to the Museum's donors who contribute approximately 25% of the Museum's operating funds, and respond generously to challenge grants.

Thanks to two years of generous grants from the Massachusetts Cultural Facilities Fund, the Museum was able to make significant campus investment in building and grounds, including universal access to Norman Rockwell's studio, compact art storage furnishings, security enhancements, visitor safety improvements to landscape, pathways and grounds, and energy efficiency investments.

revenues as of June 30, 2014



expenses



FINANCIAL STATEMENTS AS OF JUNE 30

Condensed Statement of Financial Position

	fy 14	fy 13
Assets		
Cash and cash equivalents	\$194,388	\$150,216
Receivables	477,517	1,035,442
Store Inventory	586,141	562,208
Investments	3,695,358	2,791,838
Property and Equipment	<u>3,883,830</u>	<u>3,952,998</u>
Total assets	\$8,837,234	\$8,492,702
Liabilities and Net Assets		
Payables	\$74,260	\$71,534
Debt	0	0
Deferred Income	664,522	548,606
Total Liabilities	738,782	620,140
Total Net assets	<u>8,098,452</u>	<u>7,872,562</u>
Total Liabilities & Net Assets	\$8,837,234	\$8,492,702

Condensed Statement of Operations

Operating Revenues		
Admissions Income	\$1,412,819	\$1,444,109
Gross Profit from Store Operations	956,318	765,691
Traveling Exhibition Fees	566,000	612,000
Other Earned Revenues	115,434	148,247
Contributions & Gifts	696,326	783,570
Memberships	177,171	164,905
Grants	326,800	409,050
Draw for Operations	<u>143,640</u>	<u>145,620</u>
Total Revenue	\$4,394,508	\$4,473,192
Operating Expenses		
Exhibitions & Education	\$1,353,370	\$1,176,699
Collections Care	460,373	571,789
Fund Raising & External Relations	431,164	453,834
Facilities & Depreciation	756,324	820,274
Marketing & Communications	557,286	571,673
Administration & Business Operations	<u>851,281</u>	<u>903,382</u>
Total Expenses	\$4,409,798	\$4,497,651
Change in net assets from operations	\$(15,290)	\$(24,459)
Income from Investments, net of draw for operations	\$257,571	\$250,155
Art Purchases	\$(16,380)	-
Net change in assets	\$225,901	\$225,696

The condensed statements of financial position and operations are derived from the Norman Rockwell Museum's June 30, 2013 and 2014 audited financial statements by Wolf and Co., whose report expressed an unqualified opinion on those statements. A complete copy is available upon request.



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2014

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IN MEMORIAM

Jane Pratt Fitzpatrick

1923- 2013



Jane Pratt Fitzpatrick, early founding trustee of The Old Corner House, trustee emerita of Norman Rockwell Museum, and beneficent civic leader to Stockbridge and all the Berkshires, passed away peacefully at home on Saturday, November 9, 2013, just nine days shy of her 90th birthday.

Elegant, strong, smart, and generous, Jane was a force of good in the world. In addition to founding Country Curtains with her late husband, Senator John H. "Jack" Fitzpatrick, and restoring The Red Lion Inn to its central place of hospitality

and civic life in Stockbridge, Jane was an active leader in dozens of cultural and community organizations during her long and productive life.

Jane always stood as a mentor and beacon of light and optimism, and was a great believer that all was possible. She and Jack gave generously to the community, served selflessly, and helped everyone. They were good friends of Norman and Molly Rockwell, and both of them modeled for him in several paintings. In recent years they donated their beautiful Rockwell painting *The Cobbler*, to the Museum.

The Fitzpatrick descendants carry on the great tradition of Jane and Jack, including support of Norman Rockwell Museum. Nancy and her husband Lincoln serve on the Museum's National Council. Ann served as trustee and recently was named trustee emerita, and now her grandson, Alexander, carries on the family tradition as a trustee of the Museum. Jane lived a long and bountiful life - may her spirit be carried in our hearts forever.



IN MEMORIAM



Norma Greer Ogden

1921- 2013

Norma Greer Ogden was a strong-willed, civic-minded citizen of Stockbridge who, in the 1960's, became engaged in the preservation of an old house situated at the prominent intersection of Main and Elm Street. The structure was in danger of being commercialized, when she and such like-minded residents as Patricia Deely, Rosamund Sherwood, and Molly Rockwell, formed a group to buy the property and convert it into a town museum, incorporated in 1969 as the "Old Corner House — Stockbridge Historical Society." Having the building in hand, they next faced the challenge of what to do with it. The suggestion was made that mutual friend and neighbor, Norman Rockwell might hang some of his paintings on the otherwise bare walls, and that admission might be charged to see them. Norman agreed and, over time, crowds literally lined the streets to gain entry. The Old Corner House was bursting at the seams, and another dream was born. With the added drive and determination of Lila W. Berle and Jane P. Fitzpatrick, the Old Corner House eventually evolved into the "new," world-class Norman Rockwell Museum on Route 183 that opened in 1993. Now celebrating its 45th anniversary, the Museum honors Norma and her co-founders, while applauding the succeeding generations who continue to build upon and further expand their inspired vision.



Diane Disney Miller

1933-2013

Diane Disney Miller, eldest daughter of animator Walt Disney, passed away on Tuesday, November 19, 2013, at her home in Napa Valley, California. A co-founder of the Walt Disney Family Museum in San Francisco, Diane was instrumental in preserving the legacy of her famous father throughout her own life.

As two of the most iconic American visual storytellers of the twentieth century, Norman Rockwell and Walt Disney enjoyed a mutual admiration and friendship throughout their careers—the two artists exchanged gifts; and as a child, Diane and her sister Sharon (1936-1993) sat for portrait sketches created by Rockwell for her famous father. In 1999, Diane generously donated the original Norman Rockwell painting, *Girl Reading the Post* (1941) to Norman Rockwell Museum—Rockwell's cover illustration for the March 1, 1941 issue of *The Saturday Evening Post*, had originally been gifted to the Disney family by the artist in 1943, with the inscription, "To Walt Disney, one of the really great artists from an admirer, Norman Rockwell."

In 2008, Diane and her husband, Ron Miller joined Norman Rockwell Museum's National Council, and we have benefitted greatly from the couple's insight and support over the years (Ron continues to serve on the Council). In 2013, the Museum was honored to present the work of Walt Disney side-by-side with Norman Rockwell through the exhibition, *Snow White and The Seven Dwarfs: The Creation of a Classic*, which examined the development of the animator's first feature-length film, and was organized by the Walt Disney Family Museum, which Diane helped found in 2009.

Diane was president of the board of the Walt Disney Family Foundation, whose mission is to ensure that her father, and not just his company, is remembered—we are forever grateful for her lifelong generosity.

IN MEMORIAM



Cynthia Ide Rockwell

1936-2013

Beloved wife, mother and friend Cynthia (Cinny) Ide Rockwell passed away on April 28, 2013 at home in Rome, Italy. Cinny went to The Putney School in Vermont, where she met Norman Rockwell's youngest son, Peter Rockwell—the couple were married in 1958, and in 1962 moved to Italy. Cinny was very close to her father-in-law, and often shared stories and memories about him. Norman and Molly frequently visited Peter and Cinny in Rome, where they have resided all of their adult lives.

Cinny served as a trustee of Norman Rockwell Museum for nearly a decade. During those pivotal years, she helped steer the Museum's path to embrace more fully the illustration arts, and was influential in the shaping of the Rockwell Center for American Visual Studies. Cinny and Peter traveled extensively with the Museum's first traveling exhibition, *Pictures for the American People*, serving as strong champions of the work of the Museum.

In 1974 Cinny started working for the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) in Rome. Over the years she was responsible for setting up their publications unit, produced newsletters, conference proceedings, training materials and books in multiple languages. Working for ICCROM she developed a specialization in translating works about restoration.

Cinny is survived by her husband Peter; children Geoffrey, Thomas, John and Mary; and grandchildren Peter, Alethea, Mateo and Lucia. The Museum will always cherish its memories and friendship with this remarkable woman.



Dr. Beurt SerVaas

1919 - 2014

Dr. Beurt SerVaas enjoyed a long and brilliant career as an entrepreneur and dedicated public servant in his beloved home of Indianapolis. Norman Rockwell Museum was also honored by his friendship and membership on the NRM Board of Trustees 1986-1992. This was a fitting connection, since Dr. SerVaas had rescued the historic *Saturday Evening Post* from the failing Curtis Publishing Company in 1970, moving the business from Philadelphia to Indiana. Dr. SerVaas, with his wife and publisher, Dr. Cory SerVaas, revitalized *The Post*, which was already renowned for its covers by Norman Rockwell, who contributed over 300 paintings during his more than 50-year career with the magazine, including such enduring illustrations as *The Four Freedoms*, *Triple Self-Portrait*, *The Runaway*, and *Marbles Champion*. His daughter, Joan SerVaas, continued the family legacy of service as a trustee, 1992-1998, and remains in close dialogue with the Museum, a testament to the solidarity of Curtis Publishing, established by Dr. SerVaas, and the enduring popularity of Norman Rockwell.



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BACK COVER: Group photo of Famous Artists School Faculty. **LEFT TO RIGHT:** Harold von Schmidt, John Atherton, Al Parker, founder Al Dorne (white shirt, on ground), Norman Rockwell (with painting created for Cecil B. DeMille's 1949 film, "Samson and Delilah"), Ben Stahl, Peter Helck, Stevan Dohanos, Jon Whitcomb, Austin Briggs (rear, far right), and Robert Fawcett (front, far right). ©Norman Rockwell Museum Collection, gift of Famous Artists School.

NORMAN ROCKWELL MUSEUM

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