



annual report

2007–2008

NORMAN ROCKWELL MUSEUM

president's letter

Two common themes emerged throughout 2008—*values* and *value*. The *values* found in Norman Rockwell's work formed a prevalent theme among our visitors. Rockwell's art embraces universal values of tolerance, kindness, and warmth that define our common humanity. People leave the Museum refreshed and invigorated by images that restore our faith in ourselves and each other.

Norman Rockwell Museum is indeed a significant enrichment *value* to whole families looking to share a common experience. With our *Kids Are Free* program, a trip to the Museum brings home a treasure trove of memories, plus mementos from our gift store.

The art of Norman Rockwell continues to attract widespread visitors and media attention as the Museum's popular traveling exhibit, *American Chronicles: The Art of Norman Rockwell*, makes its way across the country and brings Rockwell to his national audience. In the auction galleries, Rockwell works are setting new price records and causing art critics to take a fresh look at his place among America's iconic painters. We applaud the attention!

The Board of Trustees appreciates, as always, the generous support in time,

resources, and ideas that our Rockwell supporters bring to our initiatives. We are constantly energized by the enthusiasm of those around us and their drive for improvement.

On behalf of the Trustees, I extend sincere appreciation to the many friends, visitors, and benefactors who make Norman Rockwell Museum a truly special place.

Our trustees and benefactors celebrate and appreciate the incredible dedication and creativity of our administrative and curatorial staff. This year, the campus never looked better, and the public's expectations always seemed to be exceeded.

Our visitor audience in 2008 reshaped itself in two significant ways. First, international visitors stepped up in large numbers due to rising recognition of Rockwell's works abroad. Museum docents took pleasure in the number of languages they overheard, and in the delight reflected in international visitors' expressions. Rockwell's work seems to resonate without regard to national origin or language.

Our second pleasant surprise was the rise in visits by families from our own backyard. Higher gas prices kept area residents close to home, while expanded publicity around Rockwell

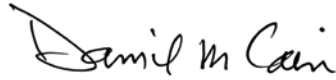
president's letter continued

sparked new or renewed interest in visiting the Museum.

Cultural organizations closely reflect the economic environment surrounding them, and Norman Rockwell Museum is alert to the impacts of national economic shifts. The fiscal year 2009 presents cyclical challenges to the cultural community, as visitors and supporters wrestle with the high cost of energy, a declining dollar, and worries about a national recession. Trustees and staff explore these challenges—will economic constraints result in fewer visitors and less financial support? Are other forms of entertain-

ment and education replacing traditional museums as our repository of cultural history and community values? What new opportunities will emerge?

As we enter 2009, the Museum's 40th year, the Board and staff are planning for contingencies and opportunities by addressing these questions, and preparing the Museum for a vibrant artistic and solid financial future.



Daniel M. Cain
President

*On March 12, 2008
Verizon donated
Norman Rockwell's
iconic 1948 painting
The Lineman, worth
\$2 million, to Norman
Rockwell Museum.*



director's report

Norman Rockwell Museum stands poised on the eve of its 40th Anniversary in 2009 with much to celebrate. We are doing more than ever to expand Rockwell's enduring legacy and to share it worldwide. This year, a rich roster of Museum exhibitions in Stockbridge and at venues throughout the nation delighted audiences both near and far. Visitors to the Museum were treated to a changing array of compelling illustration art, from retro classics to cutting-edge contemporary works.

LitGraphic: The World of the Graphic Novel and *Raw Nerve! The Political Art of Steve Brodner* brought contemporary art forms with long historical traditions to new audiences. Graphic novels—long-form comic books—are a burgeoning art form with particular appeal to younger readers. They tackle weighty subjects such as war and life-threatening illnesses, and candidly explore world cultures and American teenage life today. For the election year, the work of political illustrator Steve Brodner was chosen for its artistic expression as well as its journalistic response to today's world leaders. *Illustrator in Chief* honored Norman Rockwell's more traditional portrayals of American presidents and included rarely seen archival photographs of Norman Rockwell's visits to the White House on portrait assignment.

The Museum deepened its commitment to scholarship with the publication of two exhibition catalogues. *Ephemeral Beauty: Al Parker and the American Women's Magazine, 1940-1960* accompanied the exhibition of the same title and explored how women's magazines from the 1940s to 1960s defined the lifestyles and cultural perceptions of American women. *American Chronicles: The Art of Norman Rockwell*, supported by a grant from the Luce Foundation of American Art, was the Museum's first catalogue of its collections. Each catalogue featured the distinguished scholarship of Museum curators Linda Pero and Stephanie Plunkett.

Our dynamic, year-round schedule of educational programs engaged enthusiastic audiences of all ages—from children and adults to 'tweens and teens—with the art on view and its creators. *American Pop*, the Museum's popular lecture and performance series, explored the myths and mores of the post-war world in relation to the *Ephemeral Beauty* exhibition. Topics in the series prompted lively discourse and included fads, fancies, and fashion in the 1950s; mid-century magazines and their messages; and the role that television played in establishing America's cultural identity.

director's report continued

Art and writing workshops inspired by *LitGraphic: The World of the Graphic Novel* explored paths to drawing, writing, and publishing comics. Regional teachers participated in a full-day symposium highlighting this popular art form and its educational potential in the classroom, and a *Comic Arts Festival* brought artists and aficionados together for a day of workshops, talks, and performances in celebration of comic art. Norman Rockwell's artistic and cultural contributions remain central to the Museum's educational offerings. An outstanding school program engaged thousands of students and their teachers with original works of art, inviting discovery and making important curriculum connections to art, history, and social studies across grade levels. The Museum continues to seek meaningful opportunities to reach out to longtime friends and new audiences through collection- and exhibition-related programs and events.

From north to south and east to west, Norman Rockwell Museum presented exhibitions at 18 museums in 12 states: Arkansas, California, Connecticut, Florida, Georgia, Kentucky, Missouri, New York, Ohio, Pennsylvania, South Dakota, and Tennessee. Viewing exhibitions curated by the Museum and exhibited first in Stockbridge, nearly 350,000 visitors across the nation were

introduced to the original artwork of illustrators Norman Rockwell, David Macaulay, Tasha Tudor, James Gurney, Al Parker, and others.

American Chronicles: The Art of Norman Rockwell was launched to wonderful fanfare in the newly expanded Akron Museum of Art in Akron, Ohio, which reported the highest attendance in its history for the exhibition. *American Chronicles*, with its beautiful award-winning catalogue, then journeyed to the Orlando Museum of Art in Orlando, Florida, where contemporary composer Stella Sung created a symphonic tribute entitled *Rockwell Reflections*. In a serendipitous coincidence, her piece was performed by both the Orlando Philharmonic and the Akron Symphony Orchestra, each conducted by Christopher Wilken.

American Chronicles will travel to 10 more cities over the next five years, delighting audiences across America and introducing new audiences to Norman Rockwell's iconic work. As the exhibition has traveled, the Museum has held member meetings and events in Akron, Fort Myers Beach, Orlando, Sarasota, and Vero Beach, with additional outreach in Houston, San Antonio, and Palm Beach.

Norman Rockwell was honored at the White House in Washington, D.C., by the National Endowment for the Humanities (NEH) at the launch of its national curriculum, *Picturing America*. It is a visual curriculum that teaches American history through 40 iconic American artworks, including Rockwell's *Freedom of Speech*. The Museum was further honored by a personal visit from NEH Chairmen Bruce Cole.

Norman Rockwell received high honors and accolades from the nation's top public funding agencies, the National Endowment for the Humanities and the Institute of Museum and Library Services. These agencies announced major grants to further two ambitious programs: ProjectNORMAN, the Museum's collections digitization project; and Rockwell Center for American Visual Studies, the nascent center for scholarship. Outstanding progress was made on ProjectNORMAN, scheduled to go live on the Museum's Web site in 2009.

The Museum convened the National Advisory Board of the Rockwell Center for American Visual Studies for an initial gathering of the brain trust that will guide the formation of the Center. Norman Rockwell Museum is exercising national leadership in the field of

American illustration, a subject of vital importance to the understanding of American history through its art and visual culture. A national partnership network of museums, libraries, universities, and collectors will align with this endeavor, which will be launched next year.

The Museum added original art to its collections through several outstandingly generous gifts of the work of Norman Rockwell and other distinguished illustrators. Most notable was the donation of the *The Lineman* by Verizon, a gift of incredible significance.

All of these projects are made possible by the Museum's capital campaign, *Sharing Rockwell's Legacy*. The campaign will support the broadening and deepening of the Museum's programs, helping to make it possible for the Museum to continue to share Rockwell's art with the world and to place it within the context of the grand tradition of American illustration art. The Museum is grateful to the Board of Trustees and to staff members for their generous contributions of time, expertise, and funds in support of this critical endeavor.

Norman Rockwell was honored by the Commonwealth of Massachusetts as

director's report continued

the legislature filed a bill sponsored by a third grade class in North Adams to make Norman Rockwell the State Artist. Governor Deval Patrick signed the legislation in the spring of 2008 and Norman Rockwell is now the official State Artist of Massachusetts. The students were involved in the process from start to finish and learned about American democracy and legislative procedure. A celebration was later held for the students at the Museum to thank them and their teacher for their inspiring and steadfast work.



On May 1, 1969, a group of civic-minded Stockbridge residents, led by Norma Ogden, Patricia Deely, and Rosamund Sherwood, opened the doors of the Old Corner House on Main Street Stockbridge. With the support of Norman and Molly Rockwell, these concerned citizens successfully saved this beautiful 200-year-old house from demolition. To generate interest in the structure they placed some of Norman Rockwell's paintings on view, along with a variety of community artifacts. Visitors flocked from all over to see Norman Rockwell's art, and a museum was born. Forty years later, Norman Rockwell Museum is

servicing a worldwide audience in ways not even imagined in its early days. Technology has profoundly changed the way visitors engage with museums and Norman Rockwell Museum is using the best of these tools to broaden audience connectivity for scholarship and for pleasure.

What doesn't change is the timelessness of Rockwell's messages and the importance of his core values of humanity and democracy. A global community celebrates his art and American illustration. As Norman Rockwell Museum deepens its messages and broadens its audience, Rockwell's noble profession and his lasting legacy in the art world is at the center of all that we do. Throughout the next year, an exciting series of events and programs will unfold as we celebrate this great American artist who knew us so well. Stay tuned and stay close: Norman Rockwell Museum will be the place to gather in 2009.

A handwritten signature in black ink, reading "Laurie Norton Moffatt". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Laurie Norton Moffatt
Director/CEO
September 2008

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exhibitions

The role of images and their power to create collective memory and influence society were subjects for consideration in Norman Rockwell Museum's critically acclaimed summer exhibition, *Ephemeral Beauty: Al Parker and the American Women's Magazine, 1940-1960*. A celebrity whose work was admired by Norman Rockwell, Al Parker (1906-1985) established a vibrant visual vocabulary for the new suburban life that took hold in the aftermath of the Depression and World War II. His innovative, modernist artworks for mass-appeal women's magazines like *Ladies' Home Journal*, *Good Housekeeping*, *McCall's*, and *Cosmopolitan* captivated upwardly mobile mid-20th century readers, reflecting and shaping the aspirations of American women and their families during the post-war era.

Ephemeral Beauty is the first comprehensive exhibition of original works by Parker and such noted contemporaries as Coby Whitmore, Jon Whitcomb, John La Gatta, Tom Lovell, Rolf Armstrong, and Joe Bowler. The exhibition forged important collaborations with Washington University in St. Louis, which holds a significant collection of related materials, and *Ladies' Home Journal*, which featured both Parker, their former cover artist, and Norman Rockwell Museum in magazine issues celebrating the publication's 125th anniversary. A richly illustrated catalogue with essays by noted artists and historians accompanied the exhibition and serves as a lasting record that will benefit scholars across the disciplines of art, history, and visual studies for years to come.

America's Camp: Images of Hope and Healing from the Children of 9/11 was a powerful installation of artworks created at America's Camp in the Berkshires by the children of parents who died as a result of the tragic events of September 11, 2001. Many children have attended America's Camp in western Massachusetts annually, where they participate in group projects that provide the opportunity for self-expression, from memory quilts to sculptural reflections on loss and hope. The exhibition inspired a visit by the young artists and their counselors, as well as curators from the September 11 Memorial & Museum at the World Trade Center, which has since acquired the artworks for its collection.

Graphic novels, which employ sequential imagery and frequently text to convey personal perspectives on significant social and cultural themes, made their debut at the Museum this fall. These striking works offered thought-provoking visual commentary on the many facets of our world, from the politics of war to the complexities of relationships and the meaning of life. *LitGraphic: The World of*



*Ephemeral Beauty:
Al Parker and the
American Women's
Magazine, 1940-1960*

June 9 – October 28, 2007

*Pensive Young Woman
(Reading the Newspaper)*, Tom Lovell. n.d.
Oil on board. The
Horwarth Collection.

the Graphic Novel explored the history and diverse artistry of this popular art form and featured original artworks by noted practitioners, who engaged the young and young at heart in a spectrum of exciting programs that inspired new audience participation. An introductory video featuring artist commentary was an important component of the exhibition, which will travel to other museum venues in the coming year. Graphic novelists Andy Fish and Veronica Hebard offered an inspiring keynote at this year's well-attended opening of the Museum's 22nd *Annual Berkshire County High School Art Show*, a lively and diverse exhibition of original works by talented Berkshire County high school art students.

Norman Rockwell: Illustrator in Chief is a compelling collections-based exhibition offering insights into American elections of years past. Norman Rockwell's portraits of the presidents and candidates, created between 1952 and 1968, reflect upon complex national concerns and explore the artist's relationship with his subjects, including Dwight D. Eisenhower, Lyndon B. Johnson, Richard M. Nixon, and Ronald Reagan. For the first time, portraits of President John F. Kennedy and First Lady Jacqueline Kennedy, painted by Norman Rockwell in the 1960s, are united in the Museum's galleries. Original artworks, personal correspondence, archival photographs, rare audio recordings, and Rockwell's Presidential Medal of Freedom, awarded in 1977, illuminate both the political and artistic process.

In the finest tradition of Thomas Nast and the time-honored art of political satire, *Raw Nerve! The Political Art of Steve Brodner* anticipates America's 2008 presidential elections with stunning visual reflections on the nation's most

exhibitions continued

prominent leaders and their legacies. *The New Yorker's* official political illustrator for the 2008 Presidential campaign, Steve Brodner is an award-winning commentator and visual humorist whose imagery has appeared in such noted periodicals as *The New York Times*, *Mother Jones*, *The Nation*, *National Lampoon*, *Rolling Stone*, *The Washington Post*, and *The Village Voice*. His original illustrations and *The Naked Campaign*, a series of short films inspired by his work, are featured. Visitors can view his most current visual commentary at computer kiosks featuring the artist's Person of the Day, and are invited to cast their ballots at an authentic voting booth, formerly in service in Wilton, Connecticut.

traveling exhibitions

An extremely active traveling exhibitions program makes Norman Rockwell Museum's art and archival collections and changing exhibitions of original illustration art accessible to audiences throughout the world. *American Chronicles: The Art of Norman Rockwell*, which began its five-year, 10-city tour at the Akron Art Museum in 2007, traces the evolution of Rockwell's art and iconography, and explores the impact of his imagery on the American psyche. Forty-two original artworks from the Museum's permanent collection, 323 *Saturday Evening Post* covers spanning 47 years, and compelling photographic images from the Museum's archives offer a multi-dimensional view of the 20th century as seen through Rockwell's narrative images, which continue to have a singular impact on society. Published as a compendium to the exhibition, the Museum's first catalogue of collections highlights important art and archival holdings and features the most current scholarship relating to the artist and his extensive body of work. The catalogue has received commendations of excellence from the American Association of Museums and the New England Museum Association.

This year, myriad outstanding museums, historical societies, and institutions have hosted Norman Rockwell Museum's exhibitions of original art and archival materials. Enthusiastic audiences throughout the nation have had an opportunity to see *Ephemeral Beauty: Al Parker and the American Women's Magazine, 1940-1960*; *Picturing Health: Norman Rockwell and the Art of Illustration*; *Building Books: The Art of David Macaulay*; *Dinotopia: The Fantastical Art of James Gurney*; *Tasha Tudor's Spirit of the Holidays*; *Dancing by the Light of the Moon: The Art of Fred Marcellino*; and *National Geographic: The Art of Exploration*.

curatorial

Among several art and archival initiatives, ProjectNORMAN, the Museum's multi-year collections digitization project, made significant strides toward public accessibility. This year, Museum staff scanned and digitally photographed the extensive collection of objects in Norman Rockwell's studio—from brushes and paint tubes to clippings and mementos retained by the artist—and associated these image files with their accession records. Archival objects acquired by the Museum through purchase or donation have been scanned or photographed, uploaded, accessioned, and associated. A searchable station in the Museum archives now provides on-site access to vast digital records, including 16,198 acetate negatives of images employed by Norman Rockwell as visual references for his paintings. These images, which were previously unavailable for review, are under consideration by photographic historian Ron Schick, whose upcoming book, *Norman Rockwell: Behind the Camera*, will result in a 2009 Museum exhibition.

All 4,000 Definitive Catalogue records, including artworks in the collection of Norman Rockwell Museum, are currently being subject-catalogued, and can be referenced according to terms outlined in the Library of Congress Subject Thesaurus for Art and Archival Materials. An Internet-access test model for Vernon Systems, the Museum's collections management system, will be ordered in the coming year and customized to meet graphic and content standards. The search for an experienced archivist to further document, process, re-house, and provide access to archival materials is currently underway.

The Stockbridge Models Photographic and Archival Project links the Museum's archival photography with the models featured within it. A resident of Stockbridge for his last 25 years, Norman Rockwell worked with hundreds of individuals who posed for his pictures. Enthusiastic participants in his process, Stockbridge models are currently being identified and associated with related information in the Museum's digital database, ensuring the preservation of an important regional legacy.

Plans are underway for the reinstallation of Norman Rockwell's Stockbridge studio, which has stood on the Museum's grounds since 1986. Archival negatives uncovered during the digitization process have made it possible to reconstruct a particular moment in the studio's history, bringing visitors back to the year 1960, when Rockwell was working on his April 1, 1961 *Saturday Evening*

curatorial continued

Post cover, *The Golden Rule*. The conservation of several objects and sleuthing to replace others will take place in preparation for the May 2, 2009 opening in commemoration of the Museum's 40th anniversary.

Illustration historian Terry Brown, the retiring director of the Society of Illustrators in New York, will be engaged as a collections advisor in the coming fiscal year, in support of the Museum's expanded collecting mission as it relates to the field of American illustration.

permanent collection donations

Original artworks by Norman Rockwell and his fellow illustrators were outstanding additions to the Museum's permanent collection this year. The image of a telephone lineman as strong, focused, and dedicated to his craft was immortalized in Norman Rockwell's 1948 advertisement for New England Telephone, *The Lineman*. Generously donated by Verizon, this masterful work is a visitor favorite that relates directly to process materials in the Museum archives. An expressive drawing of Dr. Donald E. Campbell, Rockwell's own Stockbridge physician, was purchased by the Museum—a study for the 1954 Upjohn advertisement, *Doctor and Boy Looking at Thermometer*.

An important selection of original drawings, letters, and business correspondence was gifted to the Museum by Norman Rockwell's sons Jarvis, Thomas, and Peter, providing a deeper understanding of Rockwell's working process and professional life.

Several noted American illustrators are represented in the Museum's collection, thanks to the generosity of our donors. *Time to Fight*, an original painting by legendary artist and teacher Howard Pyle (1853-1911), was kindly gifted to the Museum by Carol Konner. With appreciation to Robert T. Horvath, the Museum is now home to two fine examples of the art of Edmund F. Ward (1892-1990), a noted *Saturday Evening Post* illustrator who was also a friend, classmate, and studio mate of Norman Rockwell. Mr. Horvath's gifts also included artworks by Rockwell contemporaries Worth Brehm (1883-1928), George Harding (1882-1959), and Tom Lovell (1909-1997), as well as related correspondence and photographic materials.

Art collector Steve Hirsch contributed excellent mid-century examples of the work of Cushman Parker (1881-1940), a primary illustrator for the Beech Nut Company, and Frank C. Bensing (1893-1983), a prolific magazine artist who was active during World War II. In addition, David Lowell Johnson and Thomas Johnson, the grandson and great grandson of Orson Byron Lowell (1871-1956), have provided an exquisite work by the popular New Rochelle illustrator. The donation of a rare and vibrant portrait of actor Boris Karloff as Frankenstein by Rolf Armstrong (1899-1960) was facilitated by Heritage Auction Gallery and generously provided by the Estate of Jewel Flower Evans. An extensive collection of magazine tearsheets has come to the Museum from Kit and Donna Parker, the son and daughter-in-law of celebrated illustrator Alfred Charles Parker (1906-1985), the subject of a major exhibition this year.



An original painting by legendary artist and teacher Howard Pyle (1853-1911), gifted to Norman Rockwell Museum by Carol Konner.

Time to Fight, Howard Pyle. 1903.
Oil on canvas.

exhibitions

Ephemeral Beauty: Al Parker and the American Women's Magazine, 1940-1960

June 9 – October 28, 2007

America's Camp: Images of Hope and Healing from the Children of 9/11

August 18 – September 16, 2007

LitGraphic: The World of the Graphic Novel

November 10, 2007 – May 26, 2008

22nd Annual Berkshire County High School Art Show

February 4 – March 2, 2008

Norman Rockwell: Illustrator in Chief

February 15 – November 16, 2008

Raw Nerve! The Political Art of Steve Brodner

June 7 – October 26, 2008

Norman Rockwell's 323 Saturday Evening Post Covers

Ongoing

traveling exhibitions

American Chronicles: The Art of Norman Rockwell

Akron Art Museum

Akron, Ohio

November 10, 2007 – February 3, 2008

Orlando Museum of Art

Orlando, Florida

March 1 – May 26, 2008

Picturing Health: Norman Rockwell and the Art of Illustration

Florence Griswold Museum

Old Lyme, Connecticut

July 7 – October 21, 2007

Global Health Odyssey, Centers for Disease Control and Prevention

Atlanta, Georgia

March 10 – June 2, 2008

Norman Rockwell's 323 Saturday Evening Post Covers

Long Island Museum of American Art, History, and Carriages

Stonybrook, New York

November 3, 2007 – January 27, 2008

Norman Rockwell in the 1940s: A View of the American Homefront

Rogers Historical Museum

Rogers, Arkansas

May 22 – August 11, 2007

James A. Michener Art Museum

New Hope, Pennsylvania

October 19, 2007 – February 20, 2008

Redlin Art Center

Watertown, South Dakota

June 1 – August 9, 2008

*Norman Rockwell: Home for
the Holidays*

Arkansas Arts & Science Center
Pine Bluff, Arkansas
November 2, 2007 – January 27, 2008

Frazier International History Museum
Louisville, Kentucky
November 3, 2007 – January 2, 2008

*Norman Rockwell's Tom Sawyer and
Huckleberry Finn*

Folsom Cultural and Community
Center
Folsom, California
February 8 – April 4, 2008

*Ephemeral Beauty: Al Parker and the
American Women's Magazine, 1940-1960*

Mildred Lane Kemper Art Museum
St. Louis, Missouri
November 16, 2007 – January 28, 2008

*Building Books: The Art of David
Macauley*

The Hudson River Museum
Yonkers, New York
June 16 – September 2, 2007

Toledo Museum of Art
Toledo, Ohio
October 13, 2007 – January 6, 2008

Dixon Gallery and Gardens
Memphis, Tennessee
January 21 – March 30, 2008

Cincinnati Art Museum
Cincinnati, Ohio
June 14 – September 7, 2008

Fitton Center for Creative Arts
Hamilton, Ohio
June 14 – September 7, 2008

Tasha Tudor's Spirit of the Holidays

Toy & Miniature Museum of
Kansas City
Kansas City, Missouri
November 7, 2007 – March 30, 2008

Dancing by the Light of the Moon:

The Art of Fred Marcellino
Los Angeles Public Library
Los Angeles, California
April 7 – July 29, 2007

*Dinotopia: The Fantastical Art of
James Gurney*

Los Angeles Public Library
Los Angeles, California
August 4, 2007 – January 6, 2008

*National Geographic: The Art
of Exploration*

Allentown Art Museum
Allentown, Pennsylvania
January 27 – May 25, 2008

donations

PERMANENT COLLECTION DONATIONS

Estate of Jewel Flower Evans	David Lowell Johnson & Thomas Johnson	Thomas Rockwell
Steven Hirsch	Jarvis Rockwell	Starbuck Smith
Robert T. Horvath	Peter Rockwell	Verizon

ARCHIVAL DONATIONS

Marjorie Blair	Richard Doncaster	Thomas L. Pulling
Helen Frisk Buzyna	Joel H. Holt	Jarvis Rockwell
Chicopee	Robert T. Horvath	Peter Rockwell
Comprehensive High School	Barbara Latu	Thomas Rockwell
Pam & Henry Cimetta	Larry & Dorothy Mueller	John A. & Laura C. Savio
Valerie DeMarasse	George & Karen O'Neill	
Mark Dickson	Kit & Donna Parker	

exhibition loans

LENDERS TO NORMAN ROCKWELL MUSEUM PERMANENT COLLECTION

American Legion Post #193, Winchendon, Massachusetts	Idella Ludwig	Jarvis Rockwell
Stewart Babbott	Family of Angus Macdonald	Peter Rockwell
Berkshire Museum	Marino Family Trust	Kenneth Salem
Thomson C. Chew	Kelly Meany	Mrs. Mary Alice Schwarz
Carlos D. De Mattos	Elizabeth Montgomery/ The Family of	Nelson Severinghaus
Kay Dore	William S. Miles	The Stuart Family
Phillip M. Grace	Don Mott	William Stuart
Mica & Richard Hadar	The Musselman Family	Sun-Maid Growers of California
Virginia & Douglas Haight	Lowell Paddock	Verizon
Oliver C. Kempton, Jr.	Pfizer Inc	Williams High School Alumni Association
Herbert Lobsenz	Gail & Thomas Rockwell	

LENDERS TO NORMAN ROCKWELL MUSEUM EXHIBITIONS

Ephemeral Beauty: Al Parker and the American Women's Magazine, 1940-1960

American Illustrators Gallery and the National Museum of American Illustration	The Horvath Collection
Department of Special Collections, Washington University Libraries at Washington University	The Museum of American Illustration at the Society of Illustrators
The Eisenstat Collection of American Illustration	Kit & Donna Parker
	The Sordoni Collection
	Carol & Murray Tinkelman

LitGraphic: The World of the Graphic Novel

Jessica Abel	Gerhard	The New York Society Library
Howard Cruse	Marc Hempel	Dave Sim
Gallery St. Etienne, New York	Niko Henrichon	Barron Storey
Heritage Auction Galleries (HA.com)	Mark Kalesniko	Lisa Thamasett
Scott Eder	Peter Kuper	The Ward Family
The Will Eisner Estate	The Harvey Kurtzman Estate	Lauren Weinstein
Brian Fies	Matt Madden	Mark Wheatley
	Terry Moore	Craig Yoe

Raw Nerve! The Political Art of Steve Brodner

Steve Brodner
Gail Levine
Town of Wilton, Connecticut

Picturing Health: Norman Rockwell and the Art of Illustration

Pfizer Inc	Guy Billout	Gregory Manchess
American College of Cardiologists	Juliette Borda	Peter de Sève
Melinda Beck	Charles Cross	Whitney Sherman
Cathie Bleck	Cora Lynn Deibler	Elwood Smith
	Teresa Fasolino	Mark Ulriksen
	Frances Jetter	

exhibition loans cont.

Building Books: The Art of David Macaulay

David Macaulay

Tasha Tudor's Spirit of the Holidays

Jeanette & Gerald Knazek
Gretchen Brown McKeever/
Collection of Ned Hills

*Dancing by the Light of the Moon:
The Art of Fred Marcellino*

Jean Marcellino & Nico Marcellino

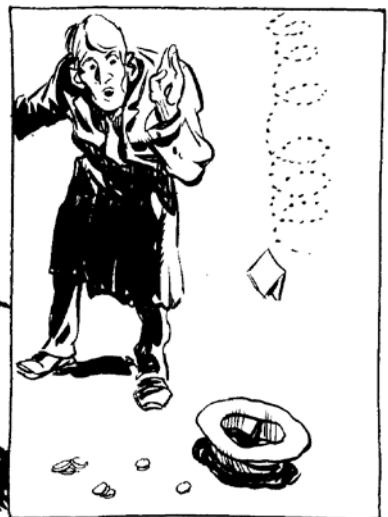
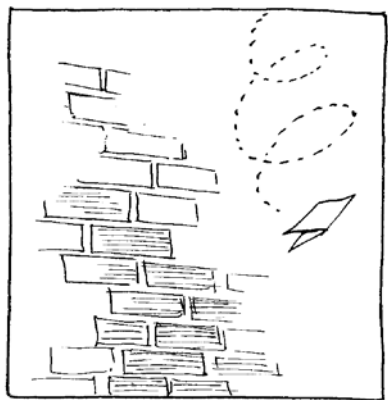
*Dinotopia: The Fantastical
Art of James Gurney*

James Gurney

National Geographic: The Art of Exploration

The National Geographic Society

John Dawson
Mick Ellison
Robert Giusti
John Gurche
James Gurney
Greg Harlin
Jane Hurd
Howard Koslow
Robert McGinnis
Davis Meltzer
Pierre Mion
Howard E. Paine
Ned Seidler
Burton Silverman
Peter Thayer
Michael Winston



The Street Singer #4, Will Eisner. Illustration for A Contract With God. ©1978 The Will Eisner Estate. All rights reserved.

*LitGraphic: The World of
the Graphic Novel*

November 10, 2007 –
May 26, 2008

attendance

Attendance Overview by Key Categories

July 1, 2007 through June 30, 2008

Total Visitation	133,832
Daily Visitation, Children	12,494
Daily Visitation, College Students	4,646
Group Tourism	15,987
School Programs, on site	6,653
School Programs, outreach	311
Family Days	776
Linwood Living History Programs	192
Other Public Programs	2,775
Audio Tours	7,152
Library Passes	2,544

education

Each year the Norman Rockwell Museum offers a wide range of educational and public programs aimed at deepening visitors' knowledge, understanding, and appreciation of the art of Norman Rockwell, the field of illustration, and the visual arts within cultural and art historical contexts. Designed to meet the needs of the Museum's diverse audiences, these comprehensive collections- and exhibition-based programs provide learning opportunities for visitors of all ages and interests through meaningful experiences with original works of art. Throughout the year, visitors enjoy lectures, performances, symposia, workshops, and guided visits of the highest quality, and learn from the Museum's experienced staff as well as guest curators, scholars, and professional artists working in a variety of fields.

PUBLIC PROGRAMS

American Pop, a vibrant series of lectures and performances attended by over 790 visitors, was themed to reflect the exhibition *Ephemeral Beauty: Al Parker and the American Women's Magazine, 1940-1960*, and opened our summer season with flair. Each Thursday evening a new topic was explored, including fashion, fads, and fancies from the 1950s; a vintage automobile show; an evening of doo-wop music; and a performance by Frank Sinatra as interpreted by Jesse

education continued

Posa. One of the many highlights of the series was the appearance of actress Elinor Donahue from the popular television show *Father Knows Best*, who spoke eloquently about her life as a teenage star.

Throughout the summer, young visitors enjoyed drop-in art workshops held in the Museum and on the grounds, while adult artists participated in a stimulating intensive workshop and studied classical oil painting technique with award-winning illustrator Teresa Fasolino. Author and editor Vivian Dorsel led an engaging writing workshop that focused on special women in workshop participants' lives as inspiration for writing creative nonfiction. Popular programs included performances by the Berkshire Choral Festival, The Stockbridge Sinfonia, and Meet Mr. Butler. Rockwell models and baseball were celebrated in July with a special Models' Reunion and Baseball Day. Both programs offered 1,050 visitors the opportunity to listen to personal stories and reminiscences.

LitGraphic: The World of the Graphic Novel provided wonderful subject matter for a range of exciting programming based on the graphic novel and comic book-style illustration. From story-telling to workshops to lectures, the graphic novel came to life through the many voices and expertise of guest performers, artists, and experts in the field. The exhibition and related programs attracted new audiences, especially teenagers and 20- to 30-year-olds who have a deep interest in the art form.

In January, 37 educators gathered for a special one-day workshop, *Graphic Novels in the Classroom*, which presented various strategies for integrating comics, comic book art, and graphic novels into school curriculum. Families enjoyed a week-long series of drop-in art workshops during school vacation weeks in February and April. Participating children and teens created comic strips, eight-page mini-comics, and learned techniques to hone their cartooning skills.

Over 210 guests gathered at the Museum in early February to celebrate the *22nd Annual Berkshire County High School Art Show*. Each year the Museum hosts this inspiring exhibition showcasing the talented youth of Berkshire County high schools. Other programs enjoyed by visitors included an art history lecture series, a riveting first-person performance of George Washington as portrayed by Carl

Closs, and a re-creation that brought to life the voice, presence, and vision of the late President John F. Kennedy as performed by actor Mike Lowe.

As *LitGraphic: The World of the Graphic Novel* drew to a close in late May, over 200 visitors participated in a wonderful *Comic Arts Festival*. Participants enjoyed workshops, talks, performances, and demonstration by noted artists and authors Howard Cruse, Marc Hempel, and Mark Wheatley, whose works were on view in the exhibition. Noted graphic media specialist Robin Brenner also shared her insight into this important popular art form.

EDUCATION PROGRAMS

More than 6,500 students from Berkshire County and the surrounding region visited the Museum during the 2007-2008 academic year. The Museum's language arts-based school programs were once again a popular choice with teachers, who find the narrative aspects of Rockwell's art accessible to students of all ages. Through in-gallery discussions, guided looking, and creative hands-on experiences, students were able to deepen their knowledge, understanding, and appreciation of Norman Rockwell's art while honing their language arts, history, social studies, and studio arts skills.

Generous support from The High Meadow Foundation, Target Corporation, and Sheriff Massimiano, Jr. and The Deputies of Berkshire County allowed 891 students, who otherwise would not have been able to attend, to visit the Museum. The underwriting of bus transportation costs and admission fees for schools in need ensures accessibility to the Museum's education programs for all regional students, regardless of economic situation.

Each year, the Museum's vibrant education and public programs attract new audiences and engage treasured friends. From daily offerings such as hourly gallery talks to the annual Summer Lecture and Performance Series, the Museum's programs are an important educational resource for members of the community, artists, educators, and visitors from around the world. People of all ages, interests, backgrounds, and abilities are able to enjoy a range of experiences aimed at deepening understanding and building an increased appreciation of the art of Norman Rockwell and the field of illustration, while discovering personal meaning and insights within cultural contexts.



Do You Like The Hills?, Jayne Russo. Mount Greylock Regional High School. ©2008 Jayne Russo. All rights reserved.

22nd Annual Berkshire County High School Art Show

February 4 – March 4, 2008

marketing & communications

It was a year of wide-ranging and diverse print and electronic media coverage for Norman Rockwell Museum. Online media and social networking sites contributed important additional facets of exposure worldwide for the Museum. Norman Rockwell continues to be relevant: his *Triple Self-Portrait* painting was used this year to illustrate a November 2007 *Time* magazine cover story as well as for the inspirational *Pass It On* billboard advertising campaign, created by the Foundation for a Better Life.

Norman Rockwell Museum received high-profile coverage in *The Los Angeles Times* and *The New York Times*, thanks to articles in each about single-artist museums that included interviews with Director/CEO Laurie Norton Moffatt. Additional coverage of the Museum and its exhibitions also appeared in publications including *The New York Times*, *The Wall Street Journal*, *Publisher's Weekly*, *Ladies' Home Journal*, *Forbes Traveler*, *United Airlines Magazine*, *Business West*,

Leisure Group Travel, The Boston Globe, Art New England, Yankee Magazine, The Comic Arts Journal, Wizard, Creative Quarterly, International Journal of Comic Art, Orlando Sentinel, Orlando Arts Magazine, The Albany Times Union, The New York Sun, Schenectady Gazette, The Troy Record, The Hartford Advocate, Antiques, Antiques & Auction News, USA Today Magazine, American Salon, Westchester Magazine, Saratoga Magazine, The Berkshire Eagle, Berkshire Living, The Country and Abroad, Das Grundblatt (Germany), SPEND IN (Spain), and The Valley Advocate, whose readers voted the Museum the #1 Tourist Spot in The Berkshires. The Museum was also included in the latest edition of *Who's Who In American Art*, published by Marquis Who's Who.

Radio and television coverage included NPR Radio, Comcast Networks, WBZ-FM (Boston), WMHT-TV (Albany), WGBY-TV (Springfield), WWLP-TV (Springfield), WAMC-FM (Albany), WKSU-FM (Akron, Ohio), WVIZ-TV (Cleveland, Ohio), WCPN-TV (Cleveland), R News (Rochester, New York), Capital News 9 (Albany), WFCR-FM (Amherst), and WKNY Radio (Kingston, New York). The Massachusetts Office of Travel and Tourism also featured the Museum in a television and online advertising campaign that highlighted the Commonwealth's top tourist attractions.

A growing number of bloggers paid tribute to Norman Rockwell and the Museum, including such notable figures as musician David Byrne, illustrators Terry Moore and James Gurney, and political caricaturist Steve Brodner, who created a portrait of Norman Rockwell in conjunction with the Museum's exhibition *Raw Nerve! The Political Art of Steve Brodner*. Articles about the Museum appeared on artdaily.com, inthespotlightinc.org, and the AI-AP Design Arts Daily. The Museum also joined the world of social networking with the creation of its own YouTube page, which features video material from Norman Rockwell Museum archives.

The Museum produced two exhibition videos in-house for *LitGraphic: The World of the Graphic Novel* and *Norman Rockwell: Illustrator in Chief*, as well as a video documentary on Norman Rockwell's later years that debuted at the Norman Rockwell Models Reunion, held at the Museum on July 28, 2007. The documentary, *Drawing Inspiration: Norman Rockwell in Stockbridge*, features interviews with Norman Rockwell's models, family members, acquaintances,

marketing & communications cont.

and other artists who reflect on their memories of Rockwell during his years in Stockbridge. The Museum's electronic press kit continues to be requested and utilized by various broadcast television stations. The DVD was selected for repeat airing on The Starfish Television Network. Requests to use the Museum's video material have increased and include the Maison d'Ailleurs Museum in Yverdon-les-Bains, Switzerland, which will use footage from the Museum's 2006 exhibition video *Dinotopia: The Fantastical Art of James Gurney* in its exhibition about the artist in the fall.

This year, the Museum fulfilled requests from 26 firms/individuals for a total of 46 image rentals of Norman Rockwell's art. A wide variety of projects incorporated Rockwell's work, including a televised public service announcement for the American Armed Forces Radio, lesson plans, textbooks, books, prints, calendars, Web sites, CD-ROMs, auction catalogues, and exhibition support materials. The Museum of Fine Arts in Boston, Sotheby's, The Jewish Museum, Center for Art Design and Visual Culture, Children's Museum of Indianapolis, New York State Historical Association, and *Trains* magazine, were among the list of organizations seeking images. The universal appeal of Norman Rockwell continues, as demonstrated by requests to use Rockwell images that came to the Museum from the world over, including Copenhagen, Paris, and Barcelona.

Norman Rockwell Museum's communications team continued to produce and design print materials in-house, including invitations, program and events materials, advertisements, and Web site design. The Museum also oversaw production and publication of its first collections catalogue, *American Chronicles: The Art of Norman Rockwell*. The catalogue received an award from the American Association of Museums—one of six first-place publication awards the Museum received this year from the New England Museum Association, which also recognized www.nrm.org with the award of best Web site for its interactive Norman Rockwell timeline.

This year also marked the launch of a completely redesigned online store for the Museum's Web site—improved navigation allowed users to experience fewer clicks to purchase items and a more compelling display was created for the store's products. Coupled with the availability of the new giclee print line, the Museum's online store has enjoyed the highest revenue earnings in its



*Norman Rockwell:
Illustrator in Chief*

February 15 –
November 16, 2008

Portrait of John F. Kennedy
©1966 SEPS: Licensed by Curtis
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history. The Museum added several interactive media components to its Web site, which offer a richer experience for visitors. Interactive online versions of the Museum's exhibitions were created; most notably, *American Chronicles*, which features detailed information and images from the exhibition. In addition to frequent updates to its Web site, the Museum distributes monthly e-newsletters and e-blasts, offering members and visitors an opportunity to keep up-to-date with exhibitions, news, and events.

Looking toward the future, the Web team is working with the curatorial department on the public interface of the Museum's ProjectNORMAN database, with plans to have content accessible to the public on the Museum's site in 2009. Various "Web 2.0" content strategies are already in place, including the

marketing & communications cont.

use of social networking sites to promote the Museum and to enable the public to “tag” works of art, creating a “folksonomy” for the work of Norman Rockwell and other illustrators. Plans are being made to expand Norman Rockwell Museum’s Web presence through the creation of an online illustration hub, an innovative meeting place intended to inspire illustrators around the world through the spirit of Norman Rockwell.

external relations

Norman Rockwell Museum is very grateful to the individuals, businesses, foundations, and government agencies whose wonderful support helped underwrite exhibitions and educational programming, conservation of collections, and the launch of the *Sharing Rockwell’s Legacy* campaign.

These generous donors have made possible traveling exhibitions that brought Norman Rockwell and other great American illustrators to new audiences around the country. Support of the Museum’s education program helped us to reach out to thousands of children and adults throughout the year. Museum supporters furthered important conservation efforts, preserving Rockwell’s art and archives for new generations.

In February 2008, Director/CEO Laurie Norton Moffatt accepted an invitation to the White House to participate in the unveiling of *Picturing America*, a National Endowment for the Humanities (NEH) initiative featuring Rockwell’s *Freedom of Speech* on its publication cover.

A significant gift from an anonymous donor helped launch one of the Museum’s most ambitious and comprehensive traveling exhibitions. *American Chronicles: The Art of Norman Rockwell* took flight in November 2007 on a grand tour across the country that will bring the best of the Museum’s collections to thousands of new visitors over the next six years. The first venue, the Akron Art Museum in Akron, Ohio, attracted more than 50,000 people (a record-breaker for Akron) and the second venue, the Orlando Museum of Art in Orlando, Florida, welcomed 32,000 museum-goers. A generous grant from the Henry Luce Foundation helped underwrite the accompanying 272-page *American Chronicles* catalogue.

Special thanks go to Annie & Ned Lamont for underwriting the exhibition *Raw Nerve: The Political Art of Steve Brodner*.

Several donors underwrote key programs targeting youth. Special appreciation goes to The Red Lion Inn and Country Curtains in Stockbridge, whose continued sponsorship of *Kids Free Every Day* extends free admission to all young people age 18 and under. Grant money from High Meadow Foundation and the Berkshire County Sheriff's Association underwrote bus and program costs for dozens of public schools, bringing more than 5,000 students and teachers through the Museum's doors.

An important Berkshire Bank grant supported education programming. Legacy Banks sponsored the popular juried *22nd Annual Berkshire County High School Art Show*. An endowment gift from the Ruth P. & Nicholas Boraski Family Children's Fund will provide support for children's programs, particularly for children in need.

The Town of Stockbridge Community Preservation Fund provided a second grant to support ProjectNORMAN, focusing on the Museum's efforts to digitize, inventory, and preserve the Stockbridge Photo Collection.

Two grants from the Massachusetts Cultural Council provided funds to restore the Museum's deteriorating front bluestone terrace, and to support Museum operations.

A grant from the 1772 Foundation helped fund the restoration of a badly damaged marble chimney at Linwood House, an 1859 Gothic Revival mansion on the Museum's grounds. The chimney repairs were part of a Museum initiative to save and restore Linwood, one of the few remaining historic Berkshire "cottages." Linwood houses the Museum's administrative and executive offices and is used for Board and committee meetings, receptions for public officials and private functions, public events and celebrations, and living history theatrical performances.

Membership and individual support continue to play a significant role in generating income during a slowed economic climate. Nearly 2,000 members and donors made significant financial commitments this year. Most impressive was

external relations continued

the large percentage of renewing members whose loyalty and longevity reflects the heart and soul of Norman Rockwell Museum.

Library memberships are a growing category for the Museum and an important outreach tool. Sixty-eight regional libraries from Massachusetts, Connecticut, New York, and Vermont participate in this program which entitles library patrons to check out a pass for four individual admissions, broadening the reach and accessibility of the Museum.

BOARD AND COUNCIL LEADERSHIP

The advisory National Council is a group of supporters from around the country who serve as Museum ambassadors; provide important stewardship and national outreach for the Museum; and counsel Museum staff and Board in strategic planning, programming, endowment, and art acquisition decisions. Council members convene in Stockbridge each year to learn more about Museum initiatives, share ideas, and advise on key issues. The annual National Council Weekend of September 28-29, 2007 welcomed new and returning council members as it embarked on another ambitious year of leadership, inspiration, and support for the Museum.

FACILITY RENTALS

Norman Rockwell Museum's buildings and grounds continue to provide an important source of revenue and exposure through event rentals. The Museum, with its spacious foyer, clerestory lighting, meeting rooms, and expansive outdoor terrace, combined with the elegant Linwood House and the estate's bucolic grounds, offer a range of inviting spaces for public events, private parties, weddings, reunions, corporate functions, and Museum events. This year, over 2,280 people attended special events at the Museum, primarily from May through October.

Also this year, the Museum hosted events for General Electric, Verizon, SABIC, Printing Industries of America, Bank of America, the Superintendents of Western Massachusetts Schools, and the Stockbridge Annual Holiday House Tour, as well as weddings, rehearsal dinners, christenings, and reunions.

finance & administration

YEAR IN REVIEW

Norman Rockwell Museum experienced solid financial stability during the 2007-2008 fiscal year. Fueled by the receipt of several significant grants, the Museum more than doubled its budget expectations. The Museum performed efficiently and effectively during the continuing challenging climate of the cultural sector.

During the year, the Museum welcomed nearly 140,000 visitors with seven outstanding exhibitions to accompany its renowned collection of original Norman Rockwell artwork. These visitors generated admissions revenue of \$1,253,000 and were responsible for 80% of Norman Rockwell Museum Store's net sales of \$965,000, with the remaining 20% generated from our online store at www.nrm.org. The Museum's various earned revenue categories contributed another \$750,000 to the operating revenue. These combined revenues account for over 60% of the total operating revenue and underscore how imperative it is to proactively market the many services and products the Museum has to offer.

New store products and seasonal food service on the Terrace Café (run in partnership with the Red Lion Inn) contributed to an enjoyable visitor experience and the continuation of a strong capture rate of spending from Museum visitors.

Efforts are ongoing to enhance the Museum's merchandising with new products and presentation. One particular undertaking has been a significant renovation and continuous upgrade of the Museum's Web site. The Museum realizes that not everyone is able to visit our wonderful campus; therefore, it seeks to offer everyone the most enjoyable connection to the Museum possible. At the same time, the Museum strives to simplify and enhance the experience of visitors to the Museum's online store.

The ever-increasing base of loyal and generous supporters of the Museum expressed their commitment throughout the year via memberships, Trustee giving, and National Council backing. These varied categories of development income contributed an additional \$586,000 to the Museum's total operating revenue. In addition to this total, grants of \$1,350,000 were awarded to the Museum in support of the development of *American Chronicles*. This traveling exhibition will allow many museums across the country to display

finance & administration continued

and enjoy Rockwell masterpieces from the Museum's spectacular collection. Norman Rockwell Museum also continued to be awarded grants in support of ProjectNORMAN. This exciting undertaking intends to preserve and make accessible the personal and public papers, art, and archives of Norman Rockwell. Public access to this amazing material is scheduled for 2009.

Against these revenues, the Museum spent \$4,659,000 on operating expenses resulting in an operating surplus of just under \$245,000 before endowment revenue, depreciation, and investment income. The majority of these operating expenses were earmarked to expand the range of exhibitions and to broaden the sphere of educational programs.

Capital improvements consisted of upgrades to the Museum building, Rockwell's studio, and Linwood House, as well as investments in enhanced computer and maintenance equipment. This was accomplished while growing the Museum's endowment and art acquisition fund by \$240,000, as compared to June 30 of last year.



*Raw Nerve! The Political
Art of Steve Brodner*

June 7 – October 26, 2008

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donors

The Norman Rockwell Museum is grateful to the following donors for their generous support from July 1, 2007 through June 30, 2008.

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THE CRISIS IN CHRISTIANITY By WILL DURANT

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Holly Coleman	Director of Human Resources
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Frank Kennedy	Information Technology Manager
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Jill Laraway	Warehouse Assistant
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