

march - june 2013

portfolio

NORMAN ROCKWELL MUSEUM



DISTINGUISHED ILLUSTRATOR SERIES

Istvan Banyai: Stranger in a Strange Land

on view March 9 through May 5

Norman Rockwell Museum's Distinguished Illustrator Series honors the unique contributions of outstanding visual communicators today. Presented by the Rockwell Center for American Visual Studies, the nation's first research institute devoted to the art of illustration, the Distinguished Illustrator Series reflects the impact and evolution of Norman Rockwell's beloved profession, exploring a diverse and ever-changing field. The Museum is pleased to present the incisive work of illustrator Istvan Banyai, whose influential visual commentary for books, publications, and advertisements will be explored.

Istvan Banyai: What Makes Sense

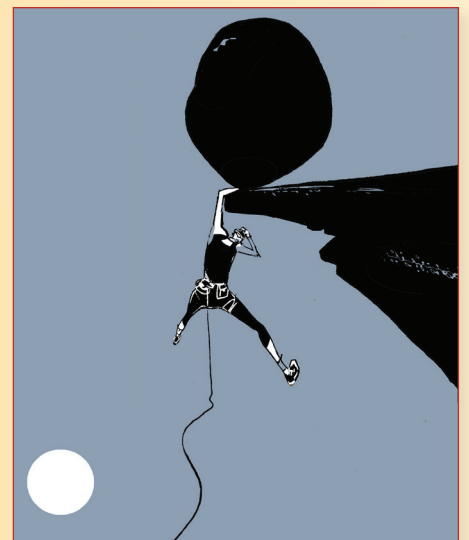
The following article is an excerpt from the complete essay published in the exhibition catalogue.

by Steven Heller

Istvan Banyai is mad. Not angry nor despondent, but mad in the transcendent sense. He is perpetually in a state of creative lunacy that only a gifted artist can achieve - if lucky.

Banyai is possessed by many inspirations, what he calls "an organic combination of turn-of-the-century Viennese Retro, interjected with American pop, some European absurdity added for flavor, served on a cartoon-style color palette." His signature sinuous linearity is at once beguiling and hypnotic, lulling his viewers into a moment of wonderment, while inviting them to take part in his madness.

Rather than draw from the observed world, Banyai trusts his fertile imagination to frame an internal world, refusing to inject what he calls "social realism" to his work. Perhaps this is a remnant of his early life in Hungary (born in Budapest in 1949) following the failed "uprising" in 1956, when after tightly shutting the iron curtain, the Soviet occupiers sucked the life out of the nation's creative arts, replacing it with dreary Communist visual propaganda.



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FROM THE DIRECTOR

Twenty years ago, Norman Rockwell Museum moved from its founding location on Main Street in Stockbridge to its new home on 36 acres in the nearby countryside. From our earliest beginnings as a small house museum we've responded to public demand for Norman Rockwell's art, becoming an internationally recognized cultural destination, and a lively center for the exhibition, collection, preservation, and study of American illustration art.

Today, the Museum is bursting at the seams with art, activities, visitors and collections, serving a worldwide audience through exhibitions, digital collections online, and ambassadorial outreach. More than 5,500,000 people have visited the Museum in Stockbridge, and an estimated 15 million around the world have experienced exhibitions we've organized.

We hold and preserve the world's largest collection of original works by Rockwell as well as a growing collection representing dozens of contemporary and historic illustration masters. Currently, our Rockwell holdings of more than 780 artworks are complemented by more than 2,900 works by other American illustrators spanning 150 years of published imagery.

The past two decades have seen global expansion of our exhibitions and audiences. Since 1993, we have presented more than 500 American illustrators - including Norman Rockwell - through changing exhibitions in Stockbridge and an ambitious traveling exhibition program that reaches across the continent and beyond our shores. ProjectNORMAN has enabled us to publish our digital collections and scholarship online, where they are readily available to the world. We have developed educational curricula that thousands of teachers access on our website each year. And, thanks to generous gifts and bequests, our illustration holdings have grown ten-fold.



A live television appearance on Fox & Friends on Rockwell's birthday was seen by over a million viewers.

Through the Rockwell Center for American Visual Studies, we continue to grow and engage a national Illustration Partnership Network of dozens of institutions, collectors, and scholars. Now in its fourth year, the Center is becoming a nexus for national scholarship, exhibition, and connection in the field.

Today, through generous support and conservative fiscal management, the Museum is proud to be on solid financial footing. Having retired a 20 year mortgage bond, we must now turn our attention to growing an endowment to maintain our historic campus and 20-year old Museum, and support new programming.

This year, we are excited to present *American Chronicles: The Art of Norman Rockwell* at the new Crystal Bridges Museum in Bentonville, Arkansas. The collection returns home to Stockbridge for our summer and fall visitors, and then travels to Nashville, opening at the Frist Center in November.

This summer, we will also debut three new exhibitions beginning with *Snow White and the Seven Dwarfs: The Creation of a Classic*, opening with a gala celebration on June 8th. In conjunction with Snow White, a special themed installation, *Norman Rockwell: Happily Ever After* opens in July. We are thrilled to organize the career retrospective of Jarvis Rockwell's diverse body of work, celebrating the individuality and artistic success of Norman Rockwell's eldest son, also opening in July.

A full roster of exhibitions through our *Distinguished Illustrator Series* will feature four contemporary illustrators Istvan Banyai and R. O. Blechman this spring; and Wendell Minor and Ruth Sanderson later in the fall.

In the months ahead, we will bring back favorite programs including a special *Rockwell Models Reunion*; the *Four Freedoms Forums*; *Summer Thursday Evening programs*; the *Rockwell Center Lecture Series*, as well as a host of art classes, workshops, and family days for children and adults.

As we reflect back on our accomplishments and growth, we must give thanks to one of our founding mother's, *Norma Ogden*, who passed away this winter at the age of 92, for her vision and tenacity to save the Old Corner House, never dreaming that our little house Museum would one day become a museum with reach around the world.

Laurie Norton Moffatt
Director/CEO

Norman Rockwell Museum gratefully acknowledges the generous support from the following:



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Istvan Banyai: What Makes Sense continued from page 1

Rather than follow other artists' leads (or censors' decrees), Banyai asserts "I can only see what makes sense to me. If I am lucky to have that, immediately a picture comes to mind. Now I just have to draw it."

I recall when Banyai made a trial visit to New York with his hefty portfolio in hand. It was vividly clear that he had an overpowering desire to live and work here like many other very talented artists washed ashore during a period of Eastern European emigration. *The New York Times* was like Ellis Island for these artists. Because so many were well trained in the art of symbolic subterfuge, they were perfect for the intellectual needs of the *Times* OpEd page, Week in Review and other sections that used "conceptual illustration" and "graphic commentary."

Banyai's work, however, stood apart from many of the earlier émigré arrivals. His mastery of line, ease of distortion, confidence with composition were expected, but his capacity to express himself in a visual language that was at once mysterious and accessible was a key asset. Additionally, his work defied what some editors at the *Times* lamented was "lugubrious," dark, morose at times off-putting. Banyai may evoke the same kinds of cautionary messages as the lugubrious ones – protesting war, political intrigue, economic decline, etc. – but did so in a cooler, minimalist, indeed more friendly manner.

Banyai was soon in great demand, employed by the dozens of editorial outlets, notably *The New Yorker*, *New York Magazine*, *The Atlantic* and ultimately received regular features in *The New York Times*. He also found work in advertising, but the most game-changing moment in his professional life was the first of his *Zoom* (1995) and later *ReZoom* (1998) children's books and the subsequent short films made for Nickelodeon and MTV.

Because *Zoom* allowed him to tell a fully constructed story, it went beyond the limitations of his one-off editorial genre. Moreover, it revealed the mischievous side that has come to define Banyai's work. "Zoom" gave his child audience and their parents a new way to see how their small universes inter-connected with the larger universe.

Over the years, Banyai's work has become a staple of American illustration, yet not because he relies entirely on conceits that work. His line, which was always assertive, has become even more fluid and expressive – a pleasure to behold and imagine how he does it so effortlessly. Banyai has added to his skills but retains the subversive wit – and madness – that continues to define him.

Steve Heller is the author, co-author, and editor of more than 100 books on design. He was an art director for the New York Times for more than 33 years and is currently co-chair of the MFA Designer as Author Department at School of Visual Arts.



Snow White and The Seven Dwarfs: The Creation of a Classic

on view through June 8 through October 27

Snow White and the Seven Dwarfs: The Creation of a Classic celebrates the 75th anniversary of Walt Disney's first feature-length animated film, a classic work released in 1937 that is beloved by viewers of all ages. The exhibition explores Walt Disney's vision and the artistry of his dedicated staff, illustrating how they shaped and defined an entirely new American art form through their creation of this groundbreaking film. Featuring more than 200 works of art including conceptual drawings, early character studies, detailed story sketches, watercolor backgrounds, and animation drawings, the exhibition also reveals works of art that have never been seen before as well as images from scenes that were deleted.

Organized by The Walt Disney Family Museum and guest curated by Lella Smith, Creative Director of The Walt Disney Company's Animation Research Library

"People will be surprised by the details in the art... when you think there were millions of drawings done ... the artistry is really quite extraordinary." —Lella Smith in an interview with San Francisco Examiner, November 28, 2012.



R.O. Blechman: The Inquiring Line

on view May 11 through June 30

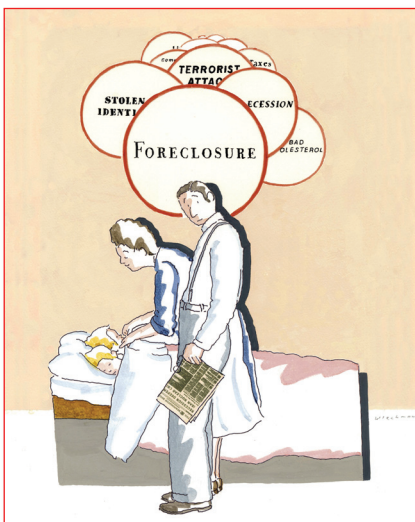


R. O. (Bob) Blechman is a celebrated illustrator, animator, children's book author, graphic novelist, and editorial cartoonist. His witty illustrations for *The New Yorker* and *The Huffington Post*, and a seminal animated commercial created for Alka-Seltzer made Blechman's work an important touchstone in modern illustration art. The art world and the media have bestowed numerous prestigious honors for his contributions, including his induction into the Society of Illustrators Hall of Fame and the New York Art Directors Club Hall of Fame; a Lifetime Achievement Award from The National Cartoonists Society; and an *Adweek* Illustrator of the Year Award. Additionally, in 1984, his animation work was awarded an Emmy as director of the PBS program, *The Soldier's Tale*. Blechman's art has also been exhibited at the Museum of Modern Art in New York, which mounted a retrospective of his animated films in 2003.

Throughout his celebrated career, Blechman's inquiring line—an essential aspect of his distinctive imagery—has engaged and entertained us. Quavering and active with telling starts and stops, the marks of the artist's hand are an essential aspect of his art. His fine calligraphic strokes are a kind of handwriting that implies meaning, expressing a nervous energy that gives the sense that his drawings could spring from the page.

Among the works on view is Blechman's 2006 illustration for The Municipal Art Society of New York, with a memorialized presence of the World Trade Towers in New York's skyline. In this piece, the city's famed skyscrapers bow to the lights shining up into the night sky. Two days after the attacks on the World Trade Center, Blechman produced an illustration for *The New York Times* Op-Ed page called the *Age of Terrorism*. In a simple heart of black ink, the ghosts of the twin towers pierce the dark. At the bottom of the heart, where the arcs come together in a point, bits of black are crumbling away. Not only does Blechman illustrate that Americans' hearts were breaking as the towers crumbled, but also that our sense of stability and feelings of imperviousness had been shattered. So much conveyed in such a seemingly-simple design.

Norman Rockwell Museum is honored to celebrate R. O. Blechman's artistic contributions in our ongoing series of *Distinguished Illustrator* exhibitions, which highlight the art of noted contemporary illustrators. Blechman's art, filled with wry humor and pointed commentary, has been tickling and inspiring us for nearly 60 years. Join us to discover R. O. Blechman's illustrations on view in May and June, 2013.



for children,
teens & families

programs & events

march - june 2013

SCHOOL VACATION WEEK PROGRAMS

The Wonder of Wordless
Picture Books

Monday through Friday, April 15 - 19, 1 - 5 p.m.



Let the picture tell the story! Create your own picture book in these hands-on workshops. Come once or all week. Free with Museum admission.

FAMILY DAY

Zoom! A Special Family Day Event

Saturday, April 20, 1 - 4 p.m.



Take an exciting journey from a farm to a ship, a city street, and a desert island through the art of Istvan Banyai, and his picture books, *Zoom!*, *Re-Zoom!* and *REM*. Meet the artist and enjoy readings, demonstrations, workshops, and signings. Fun for all ages. Free with Museum admission.

FAMILY DAY

Doodle Day!

Saturday, June 22, 1 - 4 p.m.



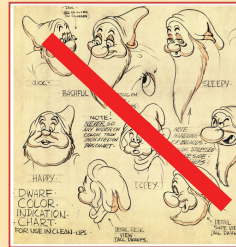
Celebrate the art of spontaneous drawing inspired by the works on view in *R.O. Blechman: The Inquiring Line*. Tours, performances, and workshops are sure to make a doodler out of you! Free with Museum admission.

SUMMER ART WORKSHOPS FOR YOUNG ARTISTS

Telling Stories:
Exploring Animation

Monday through Friday, July 15 - 19

10 a.m. - 3 p.m.



Discover the art of character design, storyboard illustration, and computer animation in this exciting exploration of the moving image and the world of animation, inspired by our special exhibition, *Snow White and the Seven Dwarfs: The Creation of a Classic*. Ages 8 to 12, \$175, \$150 members. Extended day until 5 p.m. available, \$75 per week.

Seeing is Believing:
Drawing and Painting from Life

Monday through Friday, July 22 - 26

10 a.m. - 3 p.m.



Inspiration from the real world guides this drawing and painting workshop. Get creative with various techniques and use of light, color, and design. Explore working from the still life, landscape, and a clothed model. Ages 11 to 15, \$175, \$150 members. Extended day until 5 p.m. available, \$75 per week.

Pre-register now at [413.931.2221](tel:413.931.2221) or email: rsvp@nrm.org

SUMMER ART WORKSHOPS FOR ADULTS

The Art of the Picture Book with
Mary Jane Begin

Monday through Friday, July 29 - August 2

10 a.m. - 4 p.m.



Explore the art of visual storytelling with **Mary Jane Begin**, an award-winning illustrator of children's books including *The Wind in the Willows*, *A Mouse Told His Mother*, and *Little Mouse's Painting*. Bringing your idea from concept to finish, creative and technical approaches to narrative art, and the current marketplace will be explored. Ms. Begin is also Senior Critic in the Illustration Department at RISD. \$230, \$195 members.

Painting Light: Luminous
Watercolors with Irena Roman

Monday through Friday, August 5 - 9

10 a.m. - 4 p.m.



Learn to paint in transparent watercolors to achieve luminous light effects from **Irena Roman**, an award-winning illustrator, painter, and an Associate Professor of Art at Massachusetts College of Art and Design. Traditional and experimental techniques will be practiced. \$230, \$195 members.

for adults

GALLERY TALKS

Meet Rockwell's Models

First Friday of each month

March 1, April 5, May 3, June 7, 2:30 p.m.

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



Norman Rockwell: Humorous Tales and Little Known Facts

Fridays March 8, April 12, May 10, June 14 2:30 p.m.

Celebrate Norman Rockwell's unique brand of humor during this engaging, enlightening series exploring the artist's adventures in illustration, with Curator of Education Tom Daly. Free with Museum admission, members free.

PERFORMANCE

Trust: A Performance by JoAnne Spies

Friday, March 22, 2:30 p.m.

A special interactive gallery performance by JoAnne Spies, a talented singer, songwriter, and poet who will share songs and poems relating to the theme of trust inspired by Rockwell's art. This performance is one in a series presented by the Berkshire Festival of Women Writers. Free with Museum admission, members free.

ART TALK

A Conversation with Istvan Banyai

Saturday, March 23, 5:30 p.m.



Enjoy a fascinating conversation about image-making and the life of a working artist with

award-winning illustrator, Istvan, whose art is on view. \$10, \$7 members.

COMMUNITY CONNECTIONS

Four Freedoms Forums: A Series of Town Hall Meetings at Norman Rockwell Museum

Thursdays April 25, July 25, October 24, January 23, 5:30 p.m.

Join us to share your thoughts on the most compelling issues of our day. This series of Town Hall conversations inspired by Rockwell's *Four Freedoms* paintings will explore aspects of our democracy in a rapidly changing world. Noted commentators will offer observations and inspire community discourse, with a reception to follow. Free.

Thursday, April 25, 5:30 p.m.

The Gun Violence Debate

Thursday, July 25, 5:30 p.m.

Youth, Identity, and the Media

FUTURE DATES:

Thursday, October 24, 5:30 p.m.

Thursday, January 23, 2014, 5:30 p.m.

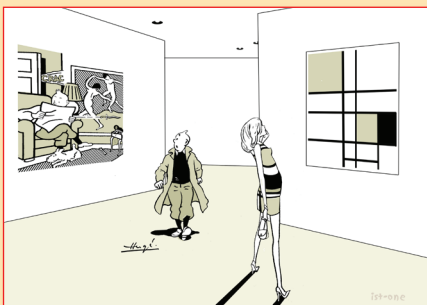
MEMBERS OPENING EVENT

Istvan Banyai: Stranger in a Strange Land

Saturday, March 9

6 - 8:30 p.m.

Commentary by Istvan Banyai at 6:30 p.m.



Step into the world of Hungarian-born illustrator Istvan Banyai, who has been creating award-winning illustrations for over 30 years. Imagery created for *The New Yorker*, *Atlantic Monthly*, *Rolling Stone*, *The New York Times*, and *Zoom and Re-Zoom*, his wordless picture books, will be on view. Members free, guests \$20.

ROCKWELL CENTER LECTURE SERIES

New Perspectives on Illustration

Join us for this exciting series highlighting the latest scholarship relating to the art of illustration by the outstanding recipients of this year's Rockwell Center Fellowships, which support graduate and post graduate scholarship relating to the field. Free with Museum admission, members free.

Saturday, April 6, 5:30 p.m.

Unsettled Masses: Transportation in American Art during the 1930s and 1940s

An evening with Emily Schiller, a Ph. D. Candidate at Pennsylvania State University at University Park, Pennsylvania.

Saturday, May 4, 5:30 p.m.

Bodies in Crisis: The Comic Grotesque in American Caricature of the 1930s

An evening with Bryna R. Campbell, a Ph. D. Candidate at Washington University in St. Louis, Missouri.

MEMBERS OPENING EVENT

R.O. Blechman: The Inquiring Mind

Saturday, May 11

6 - 8:30 p.m.

Commentary at 6:30 p.m.

by R.O. Blechman



Meet celebrated illustrator, animator, children's book author, graphic novelist, and editorial cartoonist, R.O. Blechman, whose witty, insightful illustrations have appeared in *The New Yorker*, *The New York Times*, and *The Huffington Post*, and in memorable advertisements for Alka-Seltzer and Capezio, among others. Members free, guests \$20.

NORMAN ROCKWELL'S STUDIO

In the Studio With...

Friday, May 17, 2:30 p.m.



Join us for this special afternoon in Rockwell's Stockbridge Studio with **Ann Lamone White**, daughter of Louie Lamone, Norman Rockwell's beloved long-time studio assistant. Ms. Lamone White will share memories of her father, his relationship with the artist, and her own experiences visiting Rockwell's studio. Free with Museum admission, members free.

For more information on programs
call 413.931.2221
or email: questions@nrm.org

COVER: Norman Rockwell, *Tiny Tim and Bob Cratchit*, 1934, ©SEPS: Licensed by Curtis Publishing, Indianapolis, IN. / Alex Ross, *Mythology, Superman*, 2005, SUPERMAN ®™ & © DC Comics. Used with Permission. / Alex Ross, *Mythology, Wonder Woman*, 2005, Courtesy of Artist.™ & © DC Comics. Used with Permission. **PAGE 3:** Alex Ross, *Captain Marvel*, age 4, Courtesy of Artist. Used with Permission. / Alex Ross, *Captain Marvel*, 2001. Courtesy of Artist.™ & © DC Comics. Used with Permission. / Norman Rockwell, *The Right to Know*, 1968, for *Look* magazine. All rights reserved. / Alex Ross, *Justice Vol. 1* paperback cover, 2006, courtesy of the artist,™ & © DC Comics. Used with permission. / Alex Ross, *Tango with Evil*, 1999, courtesy of the artist,®,™ and © 2011 DC Comics. All Rights Reserved. / Alex Ross, *Uncle Sam*, 1997, courtesy and from the collection of the artist. © DC Comics. Used with permission. **PAGE 4:** Photographs: Alex Ross in his studio and gallery, by Jeremy Clowe, Norman Rockwell Museum, all rights reserved. / Alex Ross, *Norman Rockwell*, 2012,™ & © Courtesy of Artist. Used with Permission. **PAGE 5:** Alex Ross, *Marvels #4* cover, 1994, courtesy of the artist, SPIDER-MAN™ & © 2012 Marvel and Subs. / Alex Ross, *Avengers Assemble*, 2010, courtesy of the artist, AVENGERS,™ & © 2012 Marvel and Subs. **PAGE 6:** Alex Ross, *Mythology: Green Lantern*, 2005, courtesy of the artist,™ & © DC Comics. Used with permission. / Norman Rockwell, *Freedom from Want*, 1943, ©SEPS: Licensed by Curtis Publishing, Indianapolis, IN. From the permanent collection of Norman Rockwell Museum. / Norman Rockwell, *The Runaway*, 1958, ©SEPS: Licensed by Curtis Publishing, Indianapolis, IN. From the permanent collection of Norman Rockwell Museum. Reference photo for *The Discovery*, photograph by Gene Pelham / **PAGE 7:** Alex Ross, *JLA: The Original Seven*, 2000, courtesy of the artist,™ & © DC Comics. Used with permission. / Photographer Unknown, Photograph of Mary Amy Cross with Norman Rockwell and his three sons, Thomas, Peter, and Jarvis (left to right), Arlington, Vermont, Summer 1940. / Courtesy of the Cross Family / Mary Amy Cross, *Untitled* (Brooklyn Street Scene) © 1940, Collection of the Cross Family / Istvan Banyai, 2011, cover for *The New Yorker*, ©Condé Nast **BACK COVER:** Norman Rockwell, *Girl Reading the Post*, 1941, ©SEPS: Licensed by Curtis Publishing, Indianapolis, IN. From the permanent collection of Norman Rockwell Museum. / Alex Ross, *Marvels #4* cover, 1994, courtesy of the artist, SPIDER-MAN™ & © 2012 Marvel and Subs.

something about the annual report

Snow White and the Seven Dwarfs: The Creation of a Classic

GALA OPENING EVENT

An Enchanting Evening

Saturday, June 8

6:30 - 11 p.m.

Commentary at 7 p.m.

Dinner at 8 p.m.

Animate your night in an enchanted forest and celebrate the exhibition's opening night and the 75th anniversary of *Snow White's* groundbreaking premiere. Watch for your invitation this spring.



MEMBERS OPENING DAY

Sunday, June 9

1 - 4 p.m.

A special Family Day to celebrate the artistry of Walt Disney's first feature-length animated film. The story of this hallmark film's development will be told through the original drawings and paintings, animation cels, props, costumes, and clips that will be on view.

Free with admission, members free.

ART TALK

My Son the Art Director, My Dad the Illustrator: A Conversation with R.O.

Blechman and Nicholas Blechman

Saturday, June 15, 5:30 p.m.

Spend an evening with two gifted visual communicators who also happen to be father and son. R.O. Blechman is an award-winning illustrator and animator whose art has appeared in many prominent publications. Nicholas Blechman is an internationally recognized illustrator, designer and art director of NY Times Book Review whose art has appeared in *GQ*, *Travel + Leisure*, *Wired*, and *The New Yorker*.



One Membership.

~~540~~ [^] Museums.
647

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NORMAN ROCKWELL MUSEUM

march - june 2013

always something new to see!

Heroes and Villains:

The Comic Book Art of Alex Ross

November 10, 2012 - February 24, 2013

One of the greatest artists in the field of comic books, Alex Ross has revitalized classic superheroes into works of fine art with his brilliant use of watercolor. Featuring over 130 originals spanning his life and career, this exhibit is organized by The Andy Warhol Museum.

coming soon



Rockwell on the Road

Visit our traveling Rockwell exhibitions now on view at Crocker Art Museum in Sacramento, CA; Vero Beach Museum of Art, Florida; Reading Public Museum, Reading, PA. View the entire schedule at nrm.org/category/rockwell-on-tour