

march - june 2016

portfolio

NORMAN ROCKWELL MUSEUM



Flying over the snowcapped mountains of Utah, where I spoke at Brigham Young University, the second-to-last destination for our exhibition *American Chronicles: The Art of Norman Rockwell*, I reflected on the power of images to change lives, echoed in hundreds of visitor comments left at the exhibition by those who saw Rockwell's original artwork for the first time:

I really appreciate what Rockwell did for the American people, the good that he brought out in people through his painting.

—David, Spanish Fork, UT

I think Norman Rockwell paintings are awesome because I would read about him as a little girl but they were copies! These are the REAL ones. (Amazing!)

—Audrey, age 10, Provo, UT

J'ai été élève sous l'ombre de la culture française, et alors quand j'ai découvert les chef-d'oeuvres de l'artiste Norman Rockwell, j'ai eu le désir de renoncer my patrie et devenir, Américain. Vive Norman Rockwell!

—Andre, Paris

These reflections are the reason we share our collections with the world, enabling visitors who may never have the opportunity to visit Stockbridge to experience Rockwell's art and be inspired by it. As *American Chronicles* draws to a close this spring at the Taubman Museum of Art in Roanoke, VA, millions will have experienced his art through the 18 cities it has traveled to.

We are currently energized, preparing for a major new traveling exhibition to coincide with and commemorate the 75th anniversary of *The Four Freedoms*. The exhibition is slated to launch in the spring of 2018 and conclude in 2020 (the 75th anniversary of the end of World War II).

President Franklin Delano Roosevelt and Norman Rockwell both envisioned a world where freedom and fundamental human rights would be guaranteed to all people. How timely this exhibition will be, with the challenges the world faces today. *Four Freedoms* scholar Harvey Kaye, writing about America's great leaders of the past, reflected on freedom's legacy in the United States:

For all their faults and failings - For all the tragedy and irony that marked their lives - And for all of the exploitation and oppression that they failed to bring to an end.

Each of these generations [Civil War, Great Depression, World War II, the Civil Rights Movement,] in all of their marvelous

American diversity - found it in themselves to rise up, to deal head on with the daunting challenges they faced...

and ...they succeeded in doing all of these things NOT by giving up or suspending their finest ideals and aspirations... BUT by harnessing the powers of democratic government and making America freer, more equal, and more democratic than ever before.

Roosevelt's aspirational words, expressed through Rockwell's eloquent images, wield soft power to change lives and inspire leadership.

This is the role that art museums can play in lives today, inspiring generations—young and old—to learn from times of tragedy and great courage; to pass on, through art and educational experiences, the lessons of past generations; and inspire a future filled with hope and promise. We do this in Stockbridge, at venues where our art is seen around the world, and through digital engagement providing universal access to our collections, programs and learning experiences.

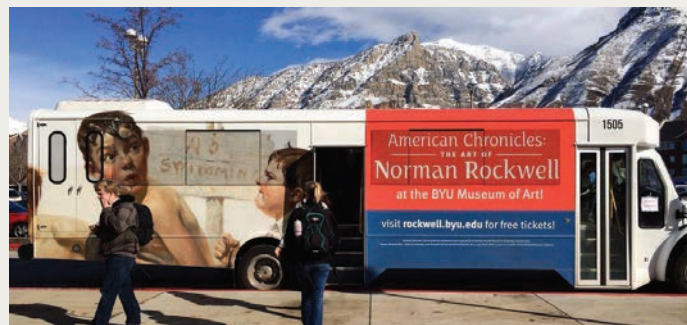
Our work would not be possible without our venue partners who help share our art exhibitions and experiences, our dedicated professional team who create these special experiences, and especially our donors and trustees who make these programs possible.

I am pleased to welcome our new Director of Education, Genève Brossard, who will advance the Museum's programs and curricula needed to inspire new generations of learners with the vision shared by Rockwell and our talented contemporary illustrators.

We must also, sadly, say goodbye to a number of dear friends of the Museum, who have unexpectedly passed away recently, including: Trustee Emeritus **Ann Fitzpatrick Brown**; Trustee **Michelle Gillett**; Artist/National Council member, **Sol Schwartz**; Inaugural Curator of the Rockwell Center for American Visual Studies, **Joyce K. Schiller**; Illustrator/Trustee/Artist Laureate **Murray Tinkelman** and his wife, **Carol Tinkelman**. We will sorely miss these longtime supporters and visual communicators who have helped us see, shape, and understand our world, inspiring us to be our best selves.



Laurie Norton Moffatt
Director/CEO



Illustration's Original "Mad Men"

Mac Conner: A New York Life

Joe De Mers: American Glamour

March 19 through June 19, 2016

by Stephanie Haboush Plunkett,
Deputy Director/Chief Curator

This season, the art of two original "Mad Men" and masters of the printed page—Mac Conner and Joe De Mers—will offer a compelling look back at the imagery and aspirations of mid-century America.

Mac Conner: A New York Life explores the art and career of McCauley ("Mac") Conner (b. 1913), who ascended from correspondence-school drawing lessons in his hometown of Newport, New Jersey, to join the ranks of top illustrators in 1950s New York. He made his career at a time when New York dominated American publishing and advertising, and illustration defined the graphic look of the industry. From the pages of magazines like *Collier's*, *Woman's Home Companion*, and *Redbook*, Conner and his fellow commercial artists popularized an image of postwar America — newly prosperous, redolent with middle class family values, and populated by glamorous, strikingly homogenous people.

Conner's is a classic New York story. Encouraged by an art director who rejected—and later purchased—his work at *The Saturday Evening Post*, he launched his career in Philadelphia. In 1943, he was drafted by the Navy and deployed to New York City, where he spent World War II illustrating training materials. He stayed on after the war, scrambling for illustration work for a time, and later rising to become a celebrated stalwart, "a real pro" in a thriving field.

Conner's story is part of a larger tale of newcomers seeking fortune in New York during the postwar boom, and of New York's heyday as a publishing capital. Still drawing today in his 103rd year, he and his work provide a fascinating bridge to mid-century illustration and New York's original "Mad Men."

continued on page 4



Mac Conner



Joe De Mers

Illustration's Original "Mad Men" continued from page 3

The exhibition is organized by The Museum of the City of New York, curated by Douglas B. Dowd and Terry Brown, and co-sponsored by Washington University in St. Louis and the Rockwell Center for American Visual Studies, Norman Rockwell Museum.

Joe De Mers: American Glamour presents a newly-acquired collection of captivating art by Joe De Mers (1910-1984), a prolific and highly regarded illustrator whose glamorous women, considered too steamy for the covers of *The Saturday Evening Post*, graced the covers and pages of America's major women's magazines.

Born in San Diego, California, De Mers attended the Chouinard Art School in Los Angeles, where he taught from 1934 to 1937, and later studied at the Brooklyn Museum Art School with landscape painter and graphic artist Reuben Tam (1916-1991). De Mers started his professional career as a production illustrator and designer in the motion picture industry, working for Warner Brothers Studios. In 1937, he received his first illustration assignment for *Fortune*, which was followed by work for *Esquire*, *McCall's*, and *Ladies' Home Journal*. His dramatic and inventive compositions also appeared in two noted British publications, *Woman's Own* and *Woman*.

In New York, De Mers found success at the influential commercial art agency Charles E. Cooper Studios, along with fellow artists Murray Tinkelman, Coby Whitmore, Jon Whitcomb, Joe Bowler, Bernard D'Andrea, and Lorraine Fox. De Mers' art has been exhibited at the Museum of Modern Art, Corcoran Museum of Art, and Los Angeles County Museum, and in 1997 he was elected to the Society of Illustrators Hall of Fame, which boasts Norman Rockwell as its first inductee.

This special exhibition honors illustration champions, longtime Museum friends and Trustees Murray and Carol Tinkelman (d. 2016), who were closely acquainted with the artist and his daughter. Their wish was to have this collection of De Mers art preserved for generations to come at Norman Rockwell Museum—a desire realized with a generous donation from the Estate of the artist.



Mac Conner



Joe De Mers



Mac Conner



Joe De Mers

Celebrating Rockwell's Post Centennial

In 1916, Norman Rockwell painted his first cover for *The Saturday Evening Post*, the magazine considered by the artist to be the "greatest show window in America." Over the next 47 years, millions of Americans brought Rockwell's art into their homes, enjoying the artist's cover and interior art while seated in their favorite chairs, surrounded by their families. This intimate connection with Rockwell's art made his images a part of the fabric of American lives. This year, Norman Rockwell Museum will celebrate the 100th anniversary of Norman Rockwell's first *Post* cover, *Boy with Baby Carriage* (May 20, 1916) through a special series of events and installations.

Rockwell at The Post: 1916-1941 looks at works that endeared Norman Rockwell to the American public. *Boy with Baby Carriage*, *Puppy Love*, and many of these early covers featured children at play and a light-hearted reflection of family life.

Rockwell at The Post: 1942-1963 focuses on the years that the artist cemented his image as America's painter, through such iconic covers such as *Gossips*, *Roadblock*, and *The Runaway*. Recently on view at the United Nations, Golden Rule portends Rockwell's eventual move to *Look* magazine, where he began to create more socially conscious paintings, reflecting our changing society.

Build a Better Baby Carriage, on view May 14 through October 30, 2016, will feature sculptures across the Museum's grounds, created by contemporary artists inspired by the theme of Rockwell's first *Post* cover. The outdoor exhibition will open with a festive Family Day (see page 7 for details).

Of course, no visit to the Museum is complete without a look at our comprehensive exhibition of original *Post* cover tear sheets, featuring each of Rockwell's illustrations for the publication, created between 1916 and 1963. Help us celebrate the centennial—cover by cover!



OUTDOOR SCULPTURE SHOW

Call for Entries

For information and submission form, go to:

nrm.org/entries or
call 413.931.2278

or email tmesquita@nrm.org

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store.nrm.org

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Rockwell and Realism In An Abstract World

on view June 17 through October 29, 2016

The essence of tradition is to invite the challenge that redefines it, and after more than six decades on the periphery, realism has been reinvigorated by contemporary artists who see it as a way to address the experiences of living in our complex world.

In post-World War II America, however, the primacy of abstract art was clearly acknowledged, and by 1961, when Norman Rockwell painted *The Connoisseur*, his visual treatise on the subject juxtaposing Jackson Pollock's nonrepresentational art with his own illusionistic imagery, Abstract Expressionism had been covered in the popular press for nearly 15 years. By the mid-1950s, abstraction had successfully attracted collectors and critics whose passion for these visceral, less readable artworks was in itself noteworthy.

Rockwell and Realism in an Abstract World will examine the forces that inspired the relegation of narrative painting and especially the art of illustration to a lesser status by mid-century. Illustrators working on the edges of abstraction and personal expression sought to meld both worlds, but cultural distinctions between fine and applied art remained. The exhibition will examine this fractured history and explore the resurgence of realist painting during the latter half of the twentieth century—its presence and critical consideration today, and the ways in which our contemporary viewpoints have been shaped by post-World War II constructs. Works by noted illustrators, abstract expressionists, photo-realists, and contemporary painters and photographers will be on view.

This exhibition is sponsored by TD Bank.



All programs are free for Museum members, or included with Museum admission, unless otherwise indicated.



STUDENT ART SHOW

Revisiting Norman Rockwell's Four Freedoms on view March 11 through April 3

The Capital Area Art Supervisors in neighboring New York state, in conjunction with Norman Rockwell Museum are pleased to present the 2016 Four Freedoms Student exhibition commemorating the 75th Anniversary of President Franklin Delano Roosevelt's Four Freedoms speech, which inspired Norman Rockwell's historic 1943 paintings. The exhibition features work created by students enrolled in studio art classes, focusing on the concept of fundamental human freedoms from a personal perspective.

A special closing reception for the artists and public will be held on Sunday, April 3 from 2 - 4 p.m.



DRAWING IN THE GALLERIES

Art in Motion: Drawing in the Galleries with Pat O'Donnell

Saturdays, March 12, April 9, May 14, June 11, 2 - 4 p.m.

Using Rockwell's art as his guide, O'Donnell will demonstrate the artistic techniques used on the covers of *The Saturday Evening Post*. Watch a working illustrator in action and create your own drawing.

SCHOOL VACATION WEEK WORKSHOP

Drop In On Art!

Monday through Saturday, April 18 - 23, 1 - 4 p.m.

Take inspiration from the art of Norman Rockwell and Mac Conner to invent your own story lines, and design characters, plots, and settings during this creative series of drop-in art workshops for children of all ages. Experiment with a variety of materials and techniques! Parents and caregivers are welcome to join the fun.



FAMILY DAY EVENT

100th Anniversary Celebration: Rockwell and *The Post*! *Saturday, May 14, 1 - 4 p.m.*

Rockwell's *Boy With Baby Carriage* turns 100! Norman Rockwell published his very first *Saturday Evening Post* cover in 1916. Join the celebration with artmaking, storytelling, talks, refreshments and the opening of *Build a Better Baby Carriage*—an outdoor sculpture exhibition inspired by Rockwell's famous painting.

Sponsored by Pittsfield Co-Operative Bank.

programs for adults

All programs are free for Museum members, or included with Museum admission, unless otherwise indicated.

SPECIAL ROCKWELL TALKS

Meet Rockwell's Models

Fridays March 4, April 1, May 6, and June 3
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.

Norman Rockwell in Detail

Fridays, March 11, April 8, May 13, June 10
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.

NATIONAL ARTS CLUB PROGRAM

Harvey Kaye discusses the Four Freedoms

Wednesday, May 18, time TBA

American Historian, Sociologist, Author Harvey Kaye discusses the Four Freedoms in this special program at the National Arts Club, in NYC. Details forthcoming.

Sponsored by Dr. & Mrs. Steven Lomazow

TEA AND TALK

Tastemakers: Illustration in an Age of Glamour

Saturday, May 21, 2 p.m.

Illustration historian Terry Brown, co-curator and Director of the Artists' Fellowship, Inc., will explore the world of the American magazine during the Post-War age of glamour, and discuss the art and impact of the era's most popular illustrators, including Mac Conner, Al Parker, Coby Whitmore, Jon Whitcomb, Joe Bowler, and others. Tea and treats will be served.

ART TALK: ROCKWELL AT THE MOUNT Rockwell, Wharton, and World War I

Thursday, June 30, 4 p.m.

Explore little-known connection between author Edith Wharton and illustrator Norman Rockwell, as two American artists who responded to WWI, one from the Homefront and one stateside. Wharton Scholar Alan Price and Curator of Education Tom Daly, offer perspectives at The Mount in Lenox, Massachusetts. Wine and cheese reception to follow. Free for members of NRM and The Mount in Lenox, general admission: \$10. Limited seating; advance registration required. Visit EdithWharton.org or call 413-931-2221.



SPECIAL EVENT

Summer Celebration and Norman Rockwell Museum 2016 Artist Laureate Award

Friday, June 17, 6 p.m.

The opening of the featured summer/fall exhibition, *Rockwell and Realism in an Abstract World*, will held in conjunction with the Museum's annual benefit event, honoring artist Jerry Pinkney. Ticketed event; please see page 10 for details.

register for programs & classes:
call 413.931.2221 or
email: register@nrm.org

SAVE THE DATE:

SUMMER ART INTENSIVE WORKSHOPS FOR ADULTS AND TEENS

Drawing as a Tool for Seeing: A Workshop with Illustrator Pat O'Donnell

Monday, July 11 - Friday, July 15
10 a.m. - 4 p.m.

Join dynamic illustrator/educator Pat O'Donnell for this lively exploration of the art of drawing. A great portfolio class for art students. Limited enrollment; advance registration required. \$250; \$215 members and students.

Paint Like the Masters: A Workshop with Illustrator/Painter Dan Howe

Monday, July 25 - Friday, July 29
10 a.m. - 4 p.m.

Painter/illustrator Dan Howe will share approaches to drawing and painting that were used by America's most prominent Golden Age illustrators. Light, color, form, and line will be discussed. All levels welcome. Limited enrollment; advance registration required. \$250; \$215 members and students.

EXHIBITION OPENING



DISTINGUISHED ILLUSTRATOR SERIES

Mac Conner: A New York Life

Saturday, March 19, 2016
6 - 8 p.m.

Comments at 6:30 p.m.

Special appearance by Mac Conner, Centenarian Illustrator

Guest speakers: Exhibition Co-Curators Terry Brown, Director of the Artists' Fellowship Inc., and Douglas Dowd, Professor of Art and American Culture Studies, Washington University in St. Louis.

IMAGE CREDITS: COVER Mac Conner, illustration for "How Do You Love Me" in *Woman's Home Companion*, August 1950. Gouache on illustration board. ©Mac Conner. Courtesy of the artist. PAGE 2 LEFT: Photo: Laurie Norton Moffatt. / RIGHT: Courtesy Brigham Young University Museum of Art. PAGE 3 TOP TO BOTTOM: Mac Conner, illustration for "Let's Take a Trip Up the Nile" in *This Week Magazine*, November 5, 1950. Gouache and graphite on illustration board. ©Mac Conner. Courtesy of the artist. / Joe De Mers (1910-1984), *He couldn't think of a better place to marry a girl he had just met...* Story illustration for *Take Her to Vegas* by William Saroyan, *Saturday Evening Post*, September 23, 1961. Gouache and pencil on board. Norman Rockwell Museum Collection, from the Estate of Joe De Mers. ©SEPS: Curtis Licensing, Indianapolis, IN PAGE 4 TOP TO BOTTOM: Mac Conner, illustration for "We Won't Be Any Trouble" in *Collier's*, November 13, 1953. Gouache on illustration board. ©Mac Conner. Courtesy of the artist. / Joe De Mers (1910-1984), story illustration for *Fugitive from Romance*, *Saturday Evening Post*, April 6, 1957. Gouache and pencil on board. Norman Rockwell Museum Collection, from the Estate of Joe De Mers. ©SEPS: Curtis Licensing, Indianapolis, IN / Mac Conner, illustration for "Hold On Tight" in *Redbook*, March 1958. Gouache on illustration board. ©Mac Conner. Courtesy of the artist. / Joe De Mers (1910-1984), *David was the one person who seemed to think she was interesting to talk to. Story illustration for *Sardis After All* by Anne Goodwin Winslow, *Ladies Home Journal*, March 1952. Gouache and pencil on board. Norman Rockwell Museum Collection, from the Estate of Joe De Mers. PAGE 5 Norman Rockwell (1894-1978), *Boy with Baby Carriage*, 1916. Oil on canvas. Cover illustration for *The Saturday Evening Post*, May 20, 1916. Norman Rockwell Museum Collections. PAGE 6 TOP TO BOTTOM: Norman Rockwell (1894-1978), *Picasso vs. Sargent*, 1966. Oil on canvas. Illustration for *Look*, January 11, 1966. Norman Rockwell Museum Digital Collections. ©Norman Rockwell Family Agency / Norman Rockwell (1894-1978), *The Connoisseur*, 1962. Cover illustration for *The Saturday Evening Post*, January 13, 1962. / Reference photo for *The Connoisseur*. Photo by Louie Lamone. Norman Rockwell Museum Collections. ©Norman Rockwell Family Agency. PAGE 7 Photos ©Norman Rockwell Museum. PAGE 8 "Escape from Slavery: Underground Railroad," *National Geographic* (July 1984) ©Jerry Pinkney Studio. PAGE 9 Mac Conner, illustration for "Where's Mary Smith?" (detail) in *Good Housekeeping*, June 1950. Gouache and gesso on masonite. ©Mac Conner. Courtesy of the artist. PAGE 10 TOP TO BOTTOM: Photo ©Norman Rockwell Museum. / Jerry Pinkney in his studio. Photo by Thomas Kristich, 2008. Courtesy Jerry Pinkney. All rights reserved. PAGE 11 Norman Rockwell (1894-1978), *Freedom from Fear* (detail), 1943. Oil on canvas. Story illustration for *The Saturday Evening Post*, March 13, 1943. Norman Rockwell Museum Collections. ©SEPS: Curtis Licensing, Indianapolis, IN / Photo ©Norman Rockwell Museum. BACK COVER Norman Rockwell (1894-1978), *Still Going Strong*, 1960. Illustration for *My Adventures as an Illustrator*, 1960. Norman Rockwell Museum Digital Collections. ©SEPS: Curtis Licensing, Indianapolis, IN*

MAC CONNER'S WORLD: A SPECIAL PROGRAM SERIES

This engaging series of talks and performances explores Mac Conner's life and times, drawing artistic and cultural connections to the art on view. All programs are included with Museum admission. Members free. Please register online or call 413-931-2221.

The Art of Mac Conner: A Pre-Opening Lecture

Saturday, March 19, 4 p.m.

Explore the art of Mac Conner within the context of mid-century American visual culture with Curator Douglas Dowd, a professor of art and American culture studies with expertise in the practice, history, and theory of illustration.

Mid-Century Modern: Home Furnishings in the Post-War Era

Saturday, April 16, 5 p.m.

Henry Ford Museum Curator of Decorative Arts Charles Sable will discuss the hallmarks of domestic style in the Post-War 1940s and 1950s, which are elegantly portrayed in Mac Conner's art.

Swing Time: Music from the Golden Age of Jazz

Saturday, May 7, 5 p.m.

Vocalist Sherri Buxton, virtuoso clarinetist Paul Green, and their ensemble will channel their inner Benny Goodman during this special celebration of the jazz era.

Phoning It In: Staying Connected in a Pre-Digital Age

Saturday, June 4, 5 p.m.

Paul Violette, founder and curator of The New Hampshire Telephone Museum, will explore the history of the telephone, which made its way into the art of many mid-century illustrators, including Mac Conner.

SUMMER GALA & ARTIST LAUREATE AWARD



SAVE THE DATE: Annual Summer Celebration

Friday, June 17, 2016, 6 p.m.

Join us for a special evening to honor internationally renowned illustrator, Jerry Pinkney and celebrate educational programming for youth. The evening will include:

- Cocktail reception • Music from Eli & The Hot Four • Dinner on the Terrace
- Private viewing of the summer exhibition, *Rockwell and Realism in an Abstract World*, and a special selection of Jerry Pinkney's works.

The highlight of the evening will be the presentation of the Artist Laureate Award to Jerry Pinkney, an award bestowed to a contemporary illustration artist for their accomplishments in the field and dedication to furthering public knowledge and appreciation of the art of illustration.

Contact the Development Office, 413.931.2264 to purchase tickets!

Honoring Artist and Educator Jerry Pinkney



Across his 55-year journey as an illustrator, Jerry Pinkney has cast a warm, curious eye on our world to create transcendent images that reflect his passion for life, his love of family and community, and his deep and abiding engagement with the rich complexities of history. His award-winning books have been printed in 16 languages. The Museum's newest national traveling exhibition, *Jerry Pinkney: Imaginings/An Artist's Exploration of Images and Words* has begun its national

tour—a wonderfully-timed tribute to a respected American Illustration artist and longtime Museum friend.

A master watercolorist, Jerry Pinkney has received numerous awards and honors for his illustrations including, most recently, the American Library Association presented Pinkney with the Coretta Scott King - Virginia Hamilton Award for Lifetime Achievement, and the 2016 Laura Ingalls Wilder Achievement Award for children's literature. Norman Rockwell Museum is honored to present its 2016 Artist Laureate Award to this exceptional visual communicator.

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

Anonymous

Bessemer Trust

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George Lucas Family Foundation

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*The Stockbridge Community
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exhibitions

March – June 2016

STUDENT ART SHOW

Reimagining The Four Freedoms

March 11 through April 3, 2016

DISTINGUISHED ILLUSTRATOR SERIES

Mac Conner: A New York Life

March 19 through June 19, 2016

Joe De Mers: American Glamour

March 19 through June 19, 2016

OUTDOOR SCULPTURE SHOW

Build a Better Baby Carriage:

A 100th Anniversary Celebration

May 14 through October 30, 2016

Rockwell and Realism in an Abstract World

June 17 through October 29, 2016

Norman Rockwell's

323 *Saturday Evening Post* Covers

currently on view

A Day in The Life: Norman Rockwell's

Stockbridge Studio

May through October

rockwell on the road

Jerry Pinkney: Imaginings

Lebanon Valley College, Annville, PA

through March 13, 2016

Norman Rockwell in the 1960s

The Hyde Collection, Glens Falls, NY

through April 3, 2016

Mort Künstler: The Art of Adventure

The Long Island Museum, Stony Brook, NY

through May 30, 2016

American Chronicles:

The Art of Norman Rockwell

Taubman Museum of Art

March 20 through June 12, 2016

View the full list of venues at:

nrm.org/rockwell-museum-on-tour

march - june 2016

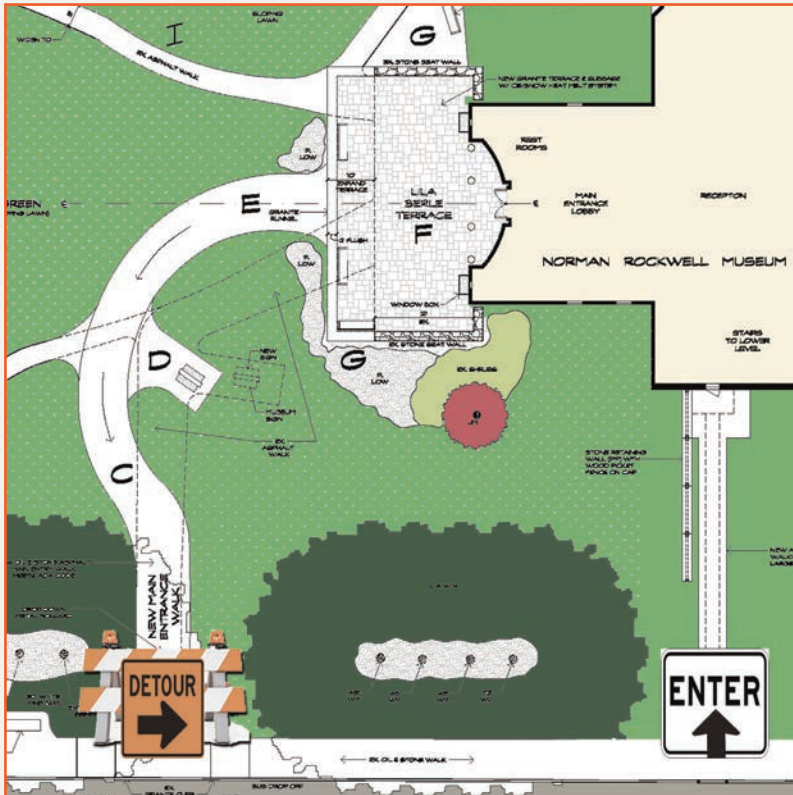
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UNDER CONSTRUCTION

Improvements in the works!

Beginning this spring, the front entry to Norman Rockwell Museum will be undergoing improvements, thanks to support from the Jane & Jack Fitzpatrick Trust and the Feigenbaum Foundation. Designed by Okerstrom-Lang, the refreshed entrance features a new granite terrace with engineered water management, heating controls for snow and ice, and a more gradual sloped path from the sidewalk. During the construction phase, visitors will be rerouted via a nearby path across from the accessible parking area, into an alternate ground floor entrance. Directional signs will be posted.

NORMAN
ROCKWELL
MUSEUM