

july - october 2011

# portfolio

NORMAN ROCKWELL MUSEUM

## It's a Dog's Life

Norman Rockwell Paints Man's Best Friend

on view June 25 through November 11, 2011

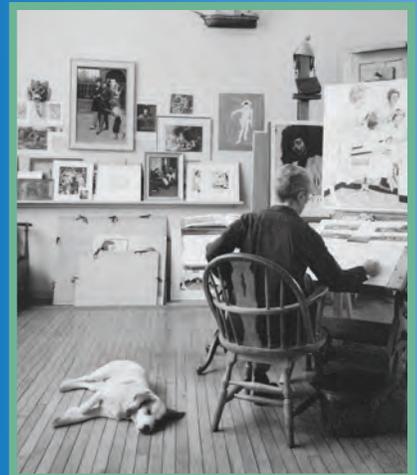
by Joyce K. Schiller, Ph.D  
Curator, Rockwell Center for American Visual Studies

Dogs do many things for us as they partner with us in our lives. They teach responsibility, provide companionship, and even become vital members of our families. We love our dogs for their personalities, as well as for their foibles.

Norman Rockwell's dogs were not only part of his family's life, they played an essential role in his illustrations from his earliest work and throughout his career. He often used the pets of neighbors and friends in his illustrations, and his own dogs sometimes made cameo appearances in his art. The artist's canine companion Pitter looks on in *Juvenile Cowboy*, a 1960 advertisement for Massachusetts Mutual Life Insurance Company, but in 1956, he engaged an endearing but anonymous beagle for *The Veterinarian*, an illustration for The Upjohn Company. Now in the collection of Pfizer Inc, on loan to the Museum, the painting, in Rockwell's words, portrays "a young, intelligent veterinarian perhaps looking down a very cute dog's throat. The dog being held by its loving boy master."

Within the first decade of his career, Rockwell created a dog character that helped him to tell visual stories. A canine of indistinct breed with black ears and a dark furry eye patch, he is a favorite Rockwell type who appeared in *First Shave*, a 1918 cover illustration for *Farm and Fireside*, and in several *Country Gentleman* cover illustrations. He called this character dog, Patsy, and years later, created a lively sketch of this same type of dog with a tin can tied to its tail, an alter-ego caricature of himself. The image conveyed the notion that Rockwell saw himself as beleaguered, always working toward deadlines, and never quite catching up. The work continued to chase Rockwell as he chased it.

The poignant and often humorous illustrations that appear in this special exhibition allow us to explore how Rockwell engaged man's best friend to focus our attentions on the carefully constructed stories that he imagined and illustrated throughout his life.



## FROM THE DIRECTOR

### Animazing!

That's the best way to describe this summer at Norman Rockwell Museum — we have an “animazing” array of exhibitions and programs in store for you, your friends and family.

Premiering at the Museum, *Ice Age to the Digital Age: The 3D Animation Art of Blue Sky Studios* is a first-ever look at the work of one of the world's hottest animation studios. Did you ever wonder how an animated film is made? Well, you can both learn and try it yourself at the Museum this summer. Blue Sky Studios has produced some of the most memorable animated films over the past decade, including the *Ice Age* series, *Robots*, and their most recent hit *Rio*. Curated by our own staff, this landmark exhibition will reveal the magic behind the making of digital animation, from sketch to screen. Starting with character development, drawing and constructing the armature on digital tablets, to creating three-dimensional models and inventing the scenery—step-by-step, we will show you how a movie is made. Of course a good storyline is essential, as the narrative holds the art and action together. Teen art workshops, a Thursday evening lecture series, and in-gallery technology will offer you in-depth and hands-on opportunities to learn more about animation. Scheduled to travel to museums around the country, see it first... right here in Stockbridge!

Let's not forget man's best friend. Are you a dog lover? Norman Rockwell loved canines (and cats too!) and had many pets during his long life. Raleigh the German Shepherd, Pitter the mixed Beagle breed, and others appeared in his paintings. He had special techniques for coaxing his animal poses, and our archives hold many delightful artworks and photos from his reference collection. From his signature mutt “My Faithful Friend,” to his pedigree shepherd, this new exhibition



will give you the opportunity to view the many dog illustrations Rockwell created during his long career; *It's A Dog's Life: Norman Rockwell Paints Man's Best Friend* will take us through the dog days of summer, with a special dog-themed day in August.

We also celebrate our Berkshire cultural family in the music and performance arenas with the exhibition *Sol Schwartz: Drawing in the Dark*. You will surely recognize your favorite venues and performers in the fresh candid drawings of this local artist.

The Museum's beautiful grounds will also come to life in a new and unusual way as we open *Robot Nation*, our latest outdoor sculpture exhibition. Inspired by Blue Sky Studios' hit movie *Robots*, artists have been invited to submit their own robotic designs for exhibition on the Museum property. Be sure to plan a visit to meet these fantastic creations!

Returning home for the summer and fall, our *American Chronicles* collection will also be back on view, offering you a chance to revisit your old favorites.

Norman Rockwell Museum is also extremely honored to be sharing Rockwell's classic *The Problem We All Live With* painting with the White House this summer, where it will be on view outside the President's Office.

Visit our website, [nrm.org](http://nrm.org), for all of our latest news, exhibition and program information. Summer is a wonderful time to visit Norman Rockwell Museum—hope to see you soon!

Warmly,

Laurie Norton Moffatt  
Director/CEO

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



ROBERT LEHMAN FOUNDATION, INC.



#### CREDITS:

PAGE 1: TOP TO BOTTOM: *Going and Coming* (detail), Norman Rockwell, 1947 Norman Rockwell Museum Collections. ©1947 SEPS: Curtis Publishing, Indianapolis, IN. Concept painting for *Rio*™ (detail). ©2011 Twentieth Century Fox Film Corporation. All Rights Reserved. *The Veterinarian*, Norman Rockwell, 1961. Collection of Pfizer Inc. ©NREL: Niles, IL. Norman Rockwell working on *First Trip to the Beauty Parlor* with dog Pitter in his Stockbridge studio, 1972. Photo by Bill Scovill. Norman Rockwell Museum. Collections. ©NREL: Niles, IL.

PAGE 2: Photo by Kevin Sprague. ©Norman Rockwell Museum. All rights reserved.

PAGE 5: Model sheet for Ray by Scott Lincoln. ©Scott Lincoln. All rights reserved. IronMan storyboard art by Robert Castillo. ©Robert Castillo. All rights reserved. *Robots* ©2011 Twentieth Century Fox Film Corporation. All Rights Reserved.

PAGE 6: Dog sketch (detail) by Norman Rockwell. Norman Rockwell Museum Digital Collections. ©NREL: Niles, IL. Character sketch by Peter de Sève for *Ice Age*.™ & ©Twentieth Century Fox Film Corporation. All Rights Reserved. Digital production stills from *Rio*, *Robots*, and *Ice Age: The Meltdown*.™ & ©Twentieth Century Fox Film Corporation. All Rights Reserved.

PAGE 8: *Your Faithful Friend*, Norman Rockwell, c. 1925. Norman Rockwell Museum Collections. ©NREL: Niles, IL.

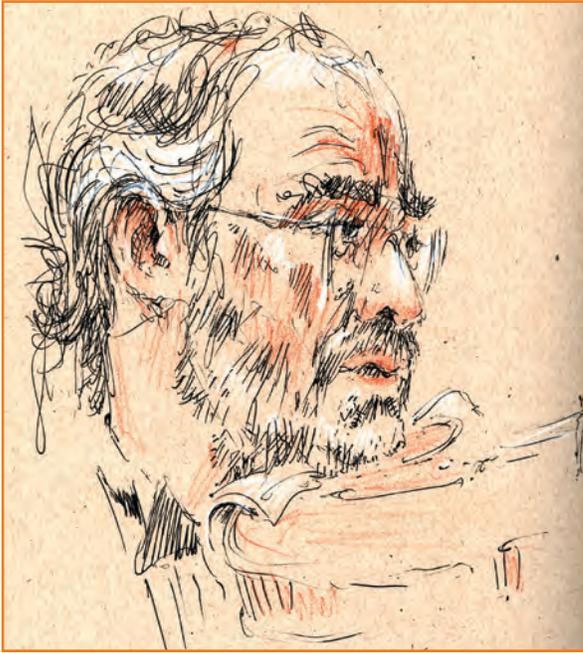
# Sol Schwartz: drawing in the dark

on view July 9 through October 23, 2011

Opening Reception and Program

Saturday, July 9, 5:30 - 7:30 p.m.

Commentary by Sol Schwartz at 6 p.m.



Artwork by Sol Schwartz. ©Sol Schwartz. All rights reserved.

Catch the spirit of music and movement at Norman Rockwell Museum this summer through the art of Sol Schwartz, whose vibrant drawings have captured the beauty and excitement of music, theater, and dance in the Berkshires for more than a decade.

As the curtain rises and the lights go down, the energy and emotion of live performance provides the inspiration for Schwartz's art. Created on location from his place in the audience at Tanglewood Music Center, Shakespeare & Company, Berkshire Theatre Festival, and Jacob's Pillow, his artworks reflect the intensity and focus of his gifted subjects, providing a unique window into their experience.

"It happened by accident," the artist said. "I used to make little sketches in the corners of my programs when I attended concerts." Eventually, he began bringing a sketchbook along to work in and over the years has completed thousands of studies, including likenesses of such musical superstars as Andre Previn, Itzak Perlman, and Seiji Ozawa. "The novelty of my work is that I do it while a performance is underway, sometimes in the pitch dark," Schwartz notes. The artist prefers not to adjust or complete an artwork after the fact, and enjoys the sense of immediacy that is conveyed by drawing onsite. Working in pencil, ball point pen, and Japanese sumi brush, Schwartz explains, "I try to capture the spirit of the concert, that ineffable nature of a great performance." The artist's original drawings and sketchbooks will be on view.

# Robot Nation:

an outdoor installation for the 21st Century

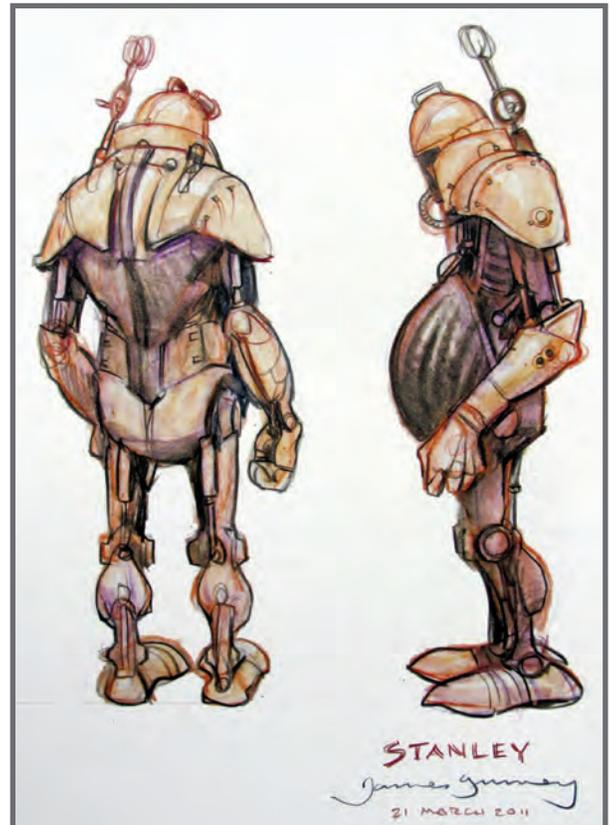
on view July 16 through October 31, 2011

by Corry Kanzenberg, Curator, and Thomas Mesquita, Registrar  
Norman Rockwell Museum

In conjunction with our summer exhibition, *Ice Age to the Digital Age: The 3D Animation Art of Blue Sky Studios*, Norman Rockwell Museum presents *Robot Nation*, a new outdoor installation on our scenic 36-acre campus. Inspired by the Blue Sky Studios film, *Robots* (2005), the exhibit will feature large-scale sculptural robots created by 14 distinguished artists.

Works by creative individuals stemming from a diverse range of backgrounds will be displayed. James Gurney, award-winning author and illustrator of the *Dinotopia* series, is working with sculptor Lawrence Elig to construct Stanley, a figural robot cold-cast in bronze. A character drawn from Gurney's imagination, the artist describes Stanley as "a pot-bellied steamer bot who came together out of spare junk thrown behind an intergalactic restaurant." The work of Texas sculptor Vincent Villafranca will be represented by *The Inquisitive Nomad*, a bronze robot that contrasts futuristic imagery with organic elements.

Commendations for outstanding work will be awarded in a variety of different categories including SuperBot Best in Show, SteampunkBot, WowBot Viewers' Choice, and KidBot Children's Choice. The sculptures will be reviewed by Hope Sullivan, Executive Director of IS 183 Art School of the Berkshires; Gabrielle Senza, an internationally recognized artist; and Dr. Joyce K. Schiller, Curator of the Rockwell Center for American Visual Studies at Norman Rockwell Museum.



Conceptual illustration of Stanley by James Gurney. ©2011 James Gurney. All rights reserved.



# Meet Nick Bruno

senior animator at blue sky studios

by Corry Kanzenberg, Curator, Norman Rockwell Museum

This summer, Norman Rockwell Museum presents *Ice Age to the Digital Age: The 3D Animation Art of Blue Sky Studios*. The exhibition features art and recreations of creative workspaces, including the whimsical offices of Nick Bruno and his animator colleagues. [Read the full interview on our website, nrm.org.](#)

**NRM:** How did you get into this field?

**NB:** In 1991, my Dad took me to see *Terminator 2*. When we walked out of that movie the two of us were blown away by the special effects. I remember saying to him that I wish I could do that for a living, and I will never forget his response: “Why don’t you?”

In college I studied illustration and fine arts at University of Massachusetts Dartmouth, and then went on to receive my Master’s at New York University in computer graphics and animation. Mike Walling, an animator from Blue Sky Studios, came to NYU to give a lecture. Like most starry-eyed students, I begged him to look at my reel. It was the beginning of a relationship that eventually got me into Blue Sky Studios.

**NRM:** What are the differences between 3D animation and traditional animation?

**NB:** Traditional (hand-drawn) and 3D animation strive to do the same thing. All of the same methods and principles are used, and both require a keen artistic eye, strong imagination, and the ability to communicate feeling. In traditional animation, the animator will use a pencil and stacks of paper. In 3D animation, instead of drawing the character frame-by-frame, the animator will manipulate a three-dimensional puppet in the computer.

**NRM:** How would you advise a young person interested in becoming an animator?

**NB:** The best advice I could give a young person interested in becoming an animator is to enjoy and experience life. As an animator, it will be your responsibility to create the illusion of life, and in order to do that honestly, you have to live one.

**NRM:** Could you tell us the story behind your imaginative workspace?

**NB:** When my best animator buds and I found out that we would be sitting next to each other, we knew we had to do something special. All boys grow up wishing they had a treehouse. None of us had, but we all shared the same stories of trying to build one. The idea of a treehouse became a symbol of a simpler time. So each day we walk into our tribute to childhood, and I’m pretty sure that each one of us would have made the 12 year-old versions of ourselves proud.



TOP TO BOTTOM:  
Blue Sky Studios animators in their ‘tree house’ workspace, 2011. Back row: Nick Bruno and Jeff Gabor. Front Row: Paul Downs, Peter Paquette, and Scott Carroll.™ & ©2011 Twentieth Century Fox Film Corporation. All Rights Reserved.

*Ice Age to the Digital Age* exhibition mock up of “Lost Boys” tree house workspace. ©Norman Rockwell Museum. All rights reserved.

Blue Sky Studios staff at the opening of “Ice Age” to the Digital Age. From left to right: Michael Knapp, Thomas Cardone, Chris Wedge, Nick Cogan, Christina Witoshkin, Peter de Sève, Greg Couch, Alena Wooten, Jud Estes. ©2011 Norman Rockwell Museum. All rights reserved.

In partnership with




Special programs for teens will be presented this summer and fall, exploring the combination of science, technology, engineering, math, and art that makes computer animation possible.

*See program listings for details*



for children, teens & families

## CHILDREN'S ART WORKSHOPS

### Summer Sketch Club

Tuesdays, July & August, 10 a.m. - 12 p.m.

Draw! Paint! Experiment with art outside! Class is outdoors, weather permitting. Bring sketchbook or drawing pad, bottled water, insect repellent, hats and sun-screen. Art supplies are provided. Take one class or take them all! For ages 7 and up. \$6, \$4 members.

### Multicultural Bridges: A Summer Program for Children

Mondays - Fridays, August 1 - 12 & August 15 - 26, 10 a.m. - 3:30 p.m.

Literacy and multiculturalism are celebrated in these special programs. Bilingual programming, music, storytelling, art workshops, and interactive gallery tours will inspire learning through the arts. For ages 5 to 11. Call BRIDGE at 413.274.1001 to register.

## TEEN WORKSHOPS

presented by TimeWarner Cable/Connect a Million Minds

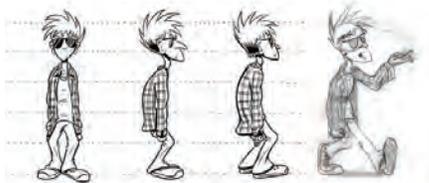
### Animation from A to Z with Cartoonist/Animator Scott Lincoln

Monday - Friday, July 11 - 15, 10 a.m. - 3 p.m.

Explore the art of animation! Character design, storyboard illustration, and computer animation will be a part of this exciting exploration of the moving image and the world of digital animation. Animator **Scott Lincoln** is the creator of *Ralf the Destroyer*, a long-running cartoon strip, and has taught aspiring artists at the Guy Gilchrist Cartoon Academy.

For 12 and up. \$175, \$150 members. Extended day from 3 - 5 p.m., \$50 per week.

Model Sheet for "Ray" by Scott Lincoln



### Creating Together:

#### A Parent-Child Experience

Wednesdays, July & August, 10 - 11:30 a.m.

Children and their parents/guardians are invited to explore the galleries together during this interactive art experience. Exciting new exhibitions will inspire personal artworks created with a variety of materials and techniques. Take one class or take them all! For parents and children ages 4 and up. \$6 per person, \$4 members.

### Filmmaking! Storyboards and the Moving Image with Illustrator/Storyboard Artist Robert Castillo

Monday - Friday, July 18 - 22, 10 a.m. - 3 p.m.

Discover the art of film, from script writing to storyboards and live action video. In-gallery and classroom art activities will also explore the world of digital animation in *Ice Age to the Digital Age: The 3D Animation Art of Blue Sky Studios*. Illustrator, animator, **Robert Castillo** has created imagery for Adidas, VHI, ESPN, PHAT FARM, and HBO, among others.

For 12 and up. \$175, \$150 members. Extended day from 3 - 5 p.m., \$50 per week.

Iron Man storyboards by Robert Castillo



### Careers in Animation

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

Artists of all ages are invited to explore opportunities in the world of animation with successful practitioners who are working in the field. This informative and inspiring afternoon of talks, demonstrations, and portfolio reviews will discuss education paths, the recruitment process and the many facets of animation in the 21st century. Free with Museum admission.

## family days!

### Blue Skies! Family Day

Saturday, July 16  
1 - 4 p.m.

Meet **The Lost Boys**, four talented artists from **Blue Sky Studios**, during this exciting look at the process of digital animation for feature length films. **Nick Bruno, Scott Carroll, Paul Downs, and Peter Paquette** will offer insight into how beloved characters from *Robots*, *Ice Age*, and *Rio* are brought to life. Enjoy family exhibition tours, hands-on workshops, and the opening of **Robot Nation**, a special outdoor sculpture exhibition! Free with Museum admission.

## opening reception

### Robot Nation!

Saturday, July 16  
4 - 6 p.m.

Explore this whimsical exhibition of artist-designed robots for the 21st century on the Museum's scenic grounds. Design a mini-robot of your own! Refreshments included! Free with Museum admission.



## A Dog's Life! Dogs & their Friends Day

Saturday, August 6, 11 - 3 p.m.

Celebrate the "dog days of summer" and the new exhibition *It's a Dog's Life: Norman Rockwell Paints Man's Best Friend*. Enjoy this pet-friendly program inspired by Rockwell's many dog illustrations over the years. Featured guests include: Scooby Doo; Eric Letendre from Bay State Dog Training, who will share tricks of the trade; and Berkshire Humane Society, with lovable canines in tow.

Bring along your own dog, and join us for a costume parade, art activities, or a photo with your pooch! Enjoy a snow cone, pictorial cancellation of the new forever stamp "Owney the Postal Dog," exhibition tours (humans only please-dogsitters available), and more! Free with Museum admission.

Sponsored in part by Time Warner Cable.



## Blue Sky & Beyond

a summer program series

**Thursdays at 5:30 p.m.** Join us for this series of inspiring conversations celebrating the art of visual storytelling and the contributions of noted American illustrators and filmmakers, who bring artistry and technology together to create compelling new realities.

July 7

### Imagining the Stars:

An Evening with *Ice Age* Character Designer Peter de Sève



Multi-talented Peter de Sève designs characters for animated films and illustrates for major magazines,

including *The New Yorker*, *Time*, and *Newsweek*. Learn how he brings beloved animated characters like Manny, Diego, Sid, and Scrat to life.

July 14

### Animation and Art Direction

An Evening with *Rio* Art Director Thomas Cardone



With credits ranging from *Aladdin* and *Beauty and the Beast* to *Ice Age: The Meltdown* and *Rio*, Thomas Cardone may seem high-tech,

but he speaks passionately about timeless craftsmanship. Discover what it takes to create the overall look and feel for some of your favorite animated films.

July 21

### The Art of Animation: Behind the Scenes at Blue Sky Studios

The talented artists of Blue Sky Studios pull back the curtain to share their experiences in creating acclaimed feature-length animated films like *Ice Age*, *Robots*, and the recently released, *Rio*.

July 28

### Movie Night!

Screening Under the Stars



Special Screening of Blue Sky Studios 2005 hit film *Robots*, with tours, treats, and art activities for all!

August 4

### Steampunk Night!

The Victorian-era collides with modern technology in this electrifying evening with Bruce Rosenbaum of ModVic Steampuffin and Ellen Hagney, Executive Director of the Charles River Museum of Innovation and Industry, who will discuss the Steampunk movement and share unique appliance and interior designs.

August 11

### The Berkshires! Filmmaking & Special Effects in Our Backyard

Explore cutting edge filmmaking and special effects projects that have been designed right here in the Berkshires with Diane Pearlman, Producer and Executive Director of Berkshire Film and Media Commission, and Jeff Diamond, Producer and Screenwriter.

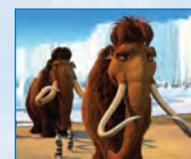
August 18

### Lights, Camera, Action! Lighting Design for Animated Films

An evening with *Rio* Lighting Supervisor, Jim Gettinger

Blue Sky Studios are recognized for their amazing natural lighting effects, which are cutting edge in the field. Explore the studio's groundbreaking lighting department with Jim Gettinger, the accomplished Lighting Supervisor for the acclaimed film *Rio*.

August 25



### Movie Night! Screening Under the Stars

Special screening of Blue Sky Studios 2006 hit *Ice Age: Dawn of the Dinosaurs*, with tours, treats, and art activities for all!

## for adults

### GALLERY TALKS

#### Meet Rockwell's Models

Wednesdays, July & August, 3 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.

### RECEPTION & TALK

#### Sol Schwartz: Drawing in the Dark

Saturday, July 9, 5:30 - 7:30 p.m.

Celebrate the art of Sol Schwartz and hear his personal reflections on capturing Berkshire music, theater, and dance by drawing "in the moment." Commentary at 6 p.m. with reception to follow. Free.

### TALKS

#### Women in Illustration: Shaping Our World

Saturday, July 16, 1 p.m.

Join award-winning illustrator and educator Murray Tinkelman for a lively, historical look at the art of women illustrators that has inspired us through the years, from Jessie Willcox Smith and Elizabeth Shippen Green to Charlotte Harding and Rose O'Neill, among many others. Free with Museum admission.

#### Norman Rockwell Paints Man's Best Friend

Tuesdays, July 19 and August 16, 11 a.m.

Meet Rockwell's canine inspirations during this special talk by curator Joyce K. Schiller, Ph.D., who will share insights into the artist's portrayals of man's best friend. Free with Museum admission.

### WALK & TALK

#### Historic Property Tours

Tuesdays & Thursdays, July & August  
2:30 p.m.

Explore the rich history of the region and Linwood House, our 1859 Berkshire cottage, with Curator of Education Tom Daly during an invigorating walk and talk on the Museum's bucolic grounds. Free with Museum admission.

#### Fall Foliage Museum Site & Studio Tour

Saturdays, October 1, 8, & 15  
2:30 p.m.

Explore the Museum's beautiful Berkshire site during the splendor of autumn! Linwood, an 1859 Berkshire Cottage; and Norman Rockwell's studio, will be discussed during this special walking tour. These lively jaunts last about 45 minutes and are less than a mile long. Free with Museum admission.

### PERFORMANCES

#### Berkshire Choral Festival

Wednesdays, July 13, 20, 27 & August 3  
2:30 p.m.

Enjoy these inspired short performances of American music by the gifted singers of the Berkshire Choral Festival. Free with Museum admission.

#### The Stockbridge Sinfonia

Saturday, August 20, 2 p.m.

Enjoy an afternoon of music with an outstanding community orchestra that celebrates the talents of developing musicians and seasoned performers. Free. Does not include Museum admission.

### ADULT ART INTENSIVE WORKSHOP

#### Luminous Layers: The Art of Watercolor Glazing

Monday - Friday, July 25 - 29, 10 a.m. - 3 p.m.



© Bob Marstall. All rights reserved.

Explore the watercolor medium and the art of creating washes and glazes with award-winning illustrator Bob Marstall. Creating deep, rich color through the application of transparent paint layers will be emphasized through a series of studies inspired by natural objects and the beautiful Berkshire landscape. Pre-registration is required. \$250, \$210 members.



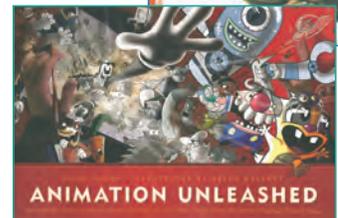
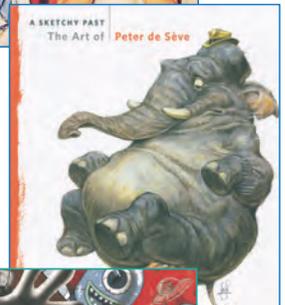
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# NORMAN ROCKWELL MUSEUM

exhibitions 2011



Homecoming (Home from Camp), Norman Rockwell, 1961. Norman Rockwell Museum Collections. ©NRELC: Niles, IL.

## A Day In The Life: Norman Rockwell's Stockbridge Studio

on view through October 31

Travel back in time to October 1960, when Norman Rockwell was hard at work on his classic painting *The Golden Rule*. This historic installation of Rockwell's Stockbridge Studio offers new insights on the working methods of America's favorite illustrator.

## Ice Age to the Digital Age! The 3D Animation Art of Blue Sky Studios

on view through October 31

Enjoy this interactive look at the art of animation! Storyboards, character designs, digital modeling and more from Blue Sky Studios (*Ice Age*, *Robots*), will offer an exciting behind-the-scenes look at the process of creating animated movies in the 21st century.

## It's a Dog's Life: Norman Rockwell & Man's Best Friend

on view through November 11

Throughout Norman Rockwell's career, dogs of all kinds—from wide-eyed beagles to shiny collies—made frequent appearances in his art. This engaging installation will shed light on Rockwell's work with man's best friends through original artworks, photographs, and archival materials that offer insights into his artistic goals and working methods.

## Sol Schwartz: Drawing in the Dark

on view through September 18

Catch the spirit of music and movement at the Norman Rockwell Museum this summer through the art of Sol Schwartz, whose vibrant drawings have captured the beauty and excitement of music, theater, and dance in the Berkshires for more than a decade.

## Robot Nation: An Outdoor Installation for the 21st Century

July 16 through October 31

The worlds of art and science combine in this whimsical exhibition of 21st century robots created by a diverse list of artists for installation on the Museum's beautiful 36 acre site.

## coming soon

## Curious George Saves the Day: The Art of Margaret and H.A. Rey

November 12, 2011 through February 5, 2012

Curious George, the beloved, irrepressible monkey of children's book lore, is famous for his ability to "save the day." Organized by The Jewish Museum in New York City, the exhibition will examine the parallels between the obstacles the Reys faced and the drawings that may have saved their lives.



9 Route 183, P.O. Box 308, Stockbridge, MA 01262  
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NORMAN ROCKWELL MUSEUM  
portfolio  
July - October 2011

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