# july-october 2014 **Dottfolio** NORMAN ROCKWELL MUSEUM



#### FROM THE DIRECTOR

# Happy 45th Anniversary Norman Rockwell Museum!

Join us this summer as we celebrate our 45th anniversary of presenting the best of American illustration art. We are pleased to be presenting an exhibition that places Norman Rockwell side by side with Edward Hopper, one of his best-known contemporaries. *The Unknown Hopper: Edward Hopper as Illustrator* offers a rare look at early

work of these two influential American artists. Thanks to the National Endowment for the Arts, the Elayne P. Bernstein Fund, Deanna & Jordan Berman, and Carol Konner for sponsoring this

Berman, and Carol Konner for sponsoring this unique look at a little-known aspect of Edward Hopper's artistic career. One hundred years ago, Norman Rockwell

was 20 years old, yearning for success with his first *Saturday Evening Post* cover; The New York Armory show of 1913 had stood the art world on its head; and Edward Hopper, an illustrator for 12 years, was desperately struggling to break free of his commercial constraints.

Last December, these two remarkable artists set the all-time sales records for American paintings at Sotheby's.

Today, Rockwell's works are commanding exceptional prices at auction, authors are writing about him, and a movie about his life is in the works. *American Artist* magazine recently identified *The Four Freedoms* to be among "the most important paintings of our time." American illustration is now being taught in art history classes across the nation, thanks in large measure to the Museum's leadership in bringing critical attention and resources to this influential art form.

While we have come a long way in 45 years, there's so much more we can do with



<sup>1969</sup> 



your support. Your tax-deductible contribution will help us introduce Norman Rockwell and the best of America's illustrators to new audiences around our nation and the world.

Your timely support ensures that Norman Rockwell Museum continues to bring meaning, joy, and compassion to the lives of millions around the world—whether American

art collectors, young students learning about our country's traditions, or new citizens who experience the towering inspiration of *The Four Freedoms* while taking the oath of citizenship at our Museum.

We can't do it without you. We rely on generous gifts to support one third of the Museum's budget. Your contribution helps preserve and conserve our priceless art collections and artist's studio, allows us to present new and exciting exhibitions, and supports engaging and compelling programs for young people and lifelong learners.

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

We will be very grateful for your generosity. Happy 45th Anniversary, Norman Rockwell Museum!

Run

Laurie Norton Moffatt Director/CEO



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







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# Finding The Unknown Hopper: An Interview With Gail Levin, Ph.D.

by Stephanie Plunkett, Deputy Director/Chief Curator

Recently, I had the pleasure of speaking with Gail Levin, Ph.D., Edward Hopper's biographer and the premier scholar of his work. Dr. Levin provided an important contextual essay for Norman Rockwell Museum's upcoming exhibition, *The Unknown Hopper: Edward Hopper as Illustrator*, as well as a video interview offering meaningful insights into the artist's interests, motifs, and illustration career.

### An excerpt from that conversation follows.

**SP:** How did you become so interested in Edward Hopper's work?

GL: I first learned about Edward Hopper as an undergraduate at Simmons College in Boston. I was from Georgia, from far away, so everyone in New England was interesting to me. One year, instead of going home for the holiday, I went to Portland, Maine with a friend from school, and she took me to the Lighthouse of Two Lights. She said that Edward Hopper had painted it and I said "wow, I better take a picture of it." I never dreamed, of course, that I would become the first curator of the Hopper Collection at the Whitney Museum of American Art, with the charge to write Hopper's catalogue raisonné and organize a major exhibition of his work.

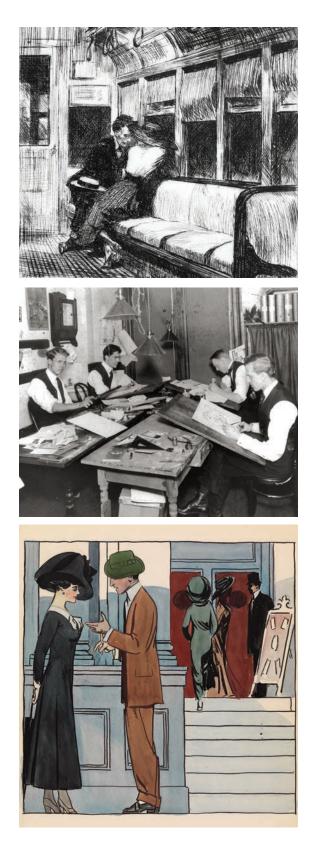
**SP:** When researching the Whitney collection, were you surprised to find that Hopper had worked as an illustrator?

**GL**: I was more surprised by how large his body of illustration work was, and by how much of it had survived. As I located more and more of his commercial work and magazine illustrations, I began to realize what an influence it had been on his development, and thought it should be the subject of a separate exhibition. No one knew about his illustrations, and it seemed to make sense to combine them with his first work that had been successful in the art market, his etchings and drypoints. I organized *Edward Hopper: Prints and Illustrations*, which opened at the Whitney Museum in 1979, and it had two catalogues, *Edward Hopper: The Complete Prints*, and *Edward Hopper as Illustrator*, to focus on these lesser known aspects of his work. The catalogue raisonné also reproduces the illustrations that had been documented to that point.

continue on page 4







### Finding The Unknown Hopper, continued from page 3

**SP:** Edward Hopper was a reluctant illustrator. Might you say a little about his attitudes toward commercial work, and how he came to pursue it?

**GL**: It was really Hopper's parents who chose his path in life, wanting him to study illustration rather than fine arts. They wanted him to be able to support himself—a perfectly understandable if unreasonable request for someone who really had trouble working under direction. Hopper needed to make art for self-expression and not with someone else's recipe or end goal in mind. He found that very irritating. Hopper himself admitted that he never strived so high as *The Saturday Evening Post*, which I think was a direct reference to Norman Rockwell. He had not chosen illustration as his dedicated path in life, as had Rockwell. I think both Hopper and Rockwell understood how to make images that the public could respond to in a very direct way, and we are seeing it in the art market today.

**SP:** How did Hopper's experience as an illustrator influence his later work?

**GL:** Hopper really understood that what is in the artist's mind is likely there from the start. You can train an artist to look at things in this way or that, but there is something in each person that is really part and parcel of his or her personality. I found early on a justification for showing and publishing Hopper's illustrations in a quotation that he used when corresponding with Nathaniel Pousette-Dart, one of his editors, about his influences. Hopper said, "In every artist's development, the germ of the later work is always found in the earlier....What he was once, he always is, with slight modification. Changing fashions in methods or subject matter alter him little or not at all." According to Hopper's views, the connection between his illustration work, even at its most banal, is evident in his paintings, etchings, and drawings.

Meet Dr. Gail Levin in person on Thursday, July 24 at 5:30 p.m., when she will join us to discuss her work, on *Edward Hopper: An Intimate Biography*. Dr. Levin is a Distinguished Professor of Art History, American Studies, and Women's Studies at The Graduate Center and Baruch College of the City University of New York. The acknowledged authority on the American realist painter Edward Hopper, her many books, include a four-volume catalogue raisonné (1995), *Edward Hopper as Illustrator* (1979) and *Edward Hopper: An Intimate Biography* (1995). Together with the catalogue raisonné, her biography of Hopper is a basic source for all writing on the artist.

*The Unknown Hopper: Edward Hopper as Illustrator* was made possible in part, through generous support from the National Endowment of the Arts, the Elayne P. Bernstein Fund, Deanna & Carol Berman, and Carol Konner.

# Meet Norman Rockwell Museum's Executive Team

# Fond farewell to our friend Terry Smith

by Laurie Norton Moffatt, Director/CEO

Terry Smith, the Museum's chief operating officer, has announced his retirement from the position he has held since 2004. His responsibilities included oversight of our finances and business office, Museum store and warehouse operations, technology, safety and security, facilities and grounds, and human resources.

Terry shepherded the Museum through the white waters of the recession; oversaw the rebound of the Museum's reserve fund and the creation of our Master Facilities Plan and Capital Maintenance Plan; and

developed our Emergency Preparedness Procedures. Terry succeeded in retiring our Museum mortgage debt, and ably managed our seasonal cash flow. He also oversaw more than \$2.5 million in campus maintenance and facilities upgrades.

Terry's affable, calm, unflappable manner; his quiet leadership from behind-the-scenes; and eagle eye on our budget and finances will be greatly missed. Please join me in thanking Terry for his stewardship of the Museum for nearly a quarter of its history.

Terry's keen oversight of the Museum will continue with his successor, **Jill Gellert**, who is a finance and administrative professional with 20 years of non-profit management experience. She most recently served as the Vice President of Finance and Administration at Berkshire Taconic Community Foundation in Sheffield, MA, where she provided leadership in overseeing the finances, investments and operations of the Foundation.

Jill was a member of the Fiscal and Administrative Officers Group of the Council on Foundations, and served on the executive committee for four years. She began her career at Manufacturers Hanover Trust in New York City, where she worked in the corporate lending division. Jill is a member of the Endowment Committee at Hevreh of Southern Berkshire, and the Committee for Academic Excellence at Taconic Hills Central School District.



Jill joins another newly appointed member of our Executive Team, **Michelle Clarkin**, our new chief advancement officer; who brings over a decade of experience in fundraising, strategic planning, and communications to the Museum.

Prior to joining Norman Rockwell Museum, Michelle developed successful major gifts and planned giving campaigns for Ms. Foundation for Women, and Barrington Stage Company. In addition, her fundraising work at Smith College helped secure one of the largest gifts

in the history of the college in support of needs-based scholarships. She has also served on the Board of Directors of the Women's Fund of Western Massachusetts, and the Norwalk River Watershed Association.

Jill and Michelle join the Museum's executive team which includes **Stephanie Haboush Plunkett**, **deputy director and chief curator**; **Margit Hotchkiss**, promoted to **deputy director of audience and business development** last fall; and **Holly Coleman**, **director of human resources**.

Welcome Jill and Michelle, who step into a vibrant national institution privileged to protect and present the beloved works of Norman Rockwell and American illustration.





# programs & events

### july - october 2014

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

### ALL AMERICAN WEEKEND Mom, Apple Pie, and Rockwell's Models

Saturday, July 5, 11 a.m. - 4 p.m.

July 4th festivities continue on Saturday as American as apple pie and Norman Rockwell! Meet the models who posed for some of Rockwell's most iconic works. Music, talks, performances, and an apple pie bake-off.

### TALKS AND WALKS Historic Property Walks

Thursdays, July - October, 2:30 p.m.

Explore Norman Rockwell Museum's bucolic 36-acre site and learn about the historic buildings on its property, including Linwood House, an 1859 Berkshire Cottage, and Norman Rockwell's own Stockbridge Studio.

### MUSICAL PERFORMANCE Berkshire Choral Festival

Wednesdays, July 16 & 23, 2:30 p.m.

Enjoy these inspired short performances of American vocal music by the gifted singers of the Berkshire Choral Festival.

### FAMILY FESTIVAL DAY Illustrating Our World

### Saturday, August 16, 1 - 4 p.m.

Discover the stories that art can tell! Explore the art of Norman Rockwell and Edward Hopper during this activity-filled day. Enjoy storytelling, art-making, and a special signing of *Edward Hopper Paints His World*, with author **Robert Burleigh** and illustrator **Wendell Minor**.

### MUSICAL PERFORMANCE The Stockbridge Sinfonia Saturday, August 16, 2 p.m.

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

### MUSICAL PERFORMANCE Music from High Peaks Monday, August 18, 5:30 PM

Renowned faculty and international young artists will perform chamber music, and the High Peaks Festival Orchestra will present Grieg's Holberg Suite in an exuberant display of virtuosity and talent, plus selections from Arvo Pärt, Brahms, Vivaldi. A reception follows the performance.

### FREE DAY Free Fun Friday!

### Friday, August 29, 10 a.m. - 5 p.m.

Bring your friends and family for a free admission day. Due to the popularity of the event--group visits cannot be accommodated on this day. Sponsored by the Highland Street Foundation.

### TALKS Meet Rockwell's Models

Fridays, September 5 & October 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.



### SPECIAL EVENT United States Citizenship Naturalization Ceremony Saturday, September 6, 10 a.m.

Join us to honor new United States citizens, who will take their oath surrounded by Rockwell's paintings. A moving event everyone should experience. Presented in collaboration with **Berkshire Immigrant Center**.

### TALKS

### Norman Rockwell: Humorous Tales and Little Known Facts

Fridays, September 12 & October 10 2:30 p.m.

Celebrate Rockwell's unique sense of humor during this engaging, enlightening series exploring the artist's adventures in illustration, with Curator of Education Tom Daly.

#### DAY TRIP

### Hopper House & Edward Hopper's Nyack, New York

#### Saturday, September 27, 9 a.m. - 5 p.m.

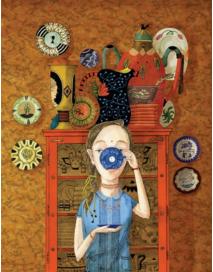
Enjoy a bus trip to Edward Hopper's boyhood home in the charming riverfront village of Nyack, NY. Tour the unique historic structure built by the artist's grandfather, now a vibrant art center, and visit other significant Nyack sites, including the riverfront where he spent much of his time, the family cemetery plot. \$65; \$55 members; includes lunch. Register by Sept. 5; 413.931.2221

### PRE-HALLOWEEN TOUR Luminaries: Exploring Stockbridge Cemetery

#### Thursday, October 23, 5 p.m.

Join Curator of Education **Tom Daly** for a walking history tour of Stockbridge Cemetery, the burial sites of such luminaries as Norman Rockwell, Elizabeth Freeman, the Sedgwick Family, and other notable town residents. A reception on the old Town Hall lawn will precede the tour. \$5; members and children 12 and under free.





# summer art workshops

Pre-registration required; call 413-931-2221 or email rsvp@nrm.org

### Experimental Painting: Inspirational Approaches for Mixed Media Art

Friday - Saturday, July 18 - 19

#### 10 a.m. - 4 p.m.

Explore the dynamic world of mixed media art with accomplished artist/author/educator Lisa L. Cyr. Demonstrations and hands-on experiences in two and three dimensions employing alternative working grounds; using repurposed and custom tools; toning the painting surface in imaginative ways; building visual architecture; and utilizing innovative mixed media techniques to create intriguing effects. Cyr teaches at several of the nation's top illustration graduate programs, and is a painter, 3D illustrator, and animator. She is well-published in art and design. \$125; \$95 members.

### Art Lab: Daily Workshop Experiments

#### Monday - Friday, July 28 - August 1, 10 a.m. - 4 p.m.

Using diverse new ways to engage and ignite creative thinking, award-winning illustrator/ writer/educator **Whitney Sherman** will lead daily exercises that will open up new ways of seeing; each with solid foundations in the history of art-making, designed to inspire discovery, experimentation, and personal expression. Bring your old and new sketchbooks, doodles, and to-do lists! Sherman is the Founder and Director of the MFA in Illustration Practice at the Maryland Institute College of Art (MICA) and her work has been widely published. She also creates houseware designs under the name Pbody Dsign. \$230, \$195 members.

### Sketchology: Wine, Cheese, and Art-making

#### Friday, August 1, 6 - 8 p.m.

Join us for an enjoyable evening of art-making and socializing that will spark both creativity and conversation. Award-winning illustrator **Whitney Sherman** will inspire new ways of seeing through a series of playful sketching exercises from her new book, *Playing with Sketches: 50 Creative Sketches for Artists and Designers.* Join the fun! \$20, \$15 members.

Enjoy the Museum's extended Thursday evening hours until 7 p.m. in July & August.

## summer evenings with art

Author Series Impossible Craft: The Artist's Biography

### Thursdays, 5:30 p.m.

The biography of an artist is an influential document that offers insights into the subject's personality, intentions, and influences. This series of conversations with artists' biographers explores the intricacies of this time-honored craft. A book signing with the authors will follow. Free with admission; free for members. *Sponsored in part by Carl and Eunice Feinberg*.

#### July 10

Norman Rockwell: A Life An evening with Norman Rockwell biographer Laura Claridge.

### July 17

Cecilia Beaux: A Modern Painter in a Gilded Age An evening with Cecilia Beaux biographer Alice Carter.

#### July 24

Edward Hopper: An Intimate Biography An evening with Edward Hopper biographer Gail Levin, Ph.D.

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# summer evenings with art

### Edward Hopper's World

### Thursdays, 5:30 p.m.

Explore the life and art of Edward Hopper, whose career as an illustrator is highlighted in our current exhibition, *The Unknown Hopper: Edward Hopper as Illustrator*. A reception will follow each program. Free with admission; free for members.

### *July 31* Inside Hopper's World: A Contemporary Painter's View

Painter **Philip Koch** has had unprecedented access to the studio in Truro, MA, where Hopper worked for 30 years. Koch will discuss Hopper's life on Cape Cod and take a comparative look at the artist's paintings and illustrations. Koch is a Senior Professor at the Maryland Institute College of Art.

### August 7

### Sentimental Journey: Clothing in the Art of Hopper and Rockwell

Clothing historian **Lynda Meyer** will explore the influences on fashion in the early 1900s. Original period garments will be featured. Meyer is the owner of Lynda's Antique Clothing Loft in Adams, MA, and has lectured widely on the history of fashion.

### August 14

### Edward Hopper in Vermont

Edward and Jo Hopper discovered the scenic beauty of Vermont between 1927 and 1936. During this period, he produced some two dozen paintings—including watercolors that are among the most distinctive of his regional works. Author **Bonnie Tocher Clause** will discuss Hopper's visits and his singular interpretations of the region. A book signing will follow.

### August 21

### Edward Hopper: Light and Shadow, an A Cappella Performance

Enjoy an evening of Hopper-inspired song with **Quintessential**, a creative and accomplished a cappella group featuring **David Anderegg, Steve Dahlin, Jim McMenamy, Al Thorpe**, and **Jay Wise**.

### August 28

### The Unknown Hopper: Edward Hopper as Illustrator

Explore the little-known, 20-year illustration career of celebrated painter Edward Hopper, and discuss the teachers and fellow artists who helped shape his vision in this interactive gallery walk with exhibition curator **Stephanie Haboush Plunkett**.



# rockwell center saturday series

### Adventures in Visual Culture

#### Saturdays

Enjoy this special series of talks exploring the art of illustration and the world of visual culture. Free with admission, free for members.

### July 19, 2 p.m. Illustrating the 1920s

Step back in time to the roaring 20s! Celebrated artist and illustration historian **Murray Tinkelman** will discuss noted illustrators and their indelible images that established a vision of the era.

### July 19, 5:30 p.m. Hopper's Drawings

**Carter E. Foster**, the Steven and Ann Ames Curator of Drawing at the Whitney Museum of American Art, will examine how Edward Hopper used drawing to develop his paintings, recording his direct observations of the world as well as his imaginative transformations. Foster is the curator of *Hopper Drawing*; a book signing and reception will follow.

### August 16, 3 p.m.

### Mama, Your Boy (and Girl) Should Be an Illustrator!

Join Rockwell Center curator **Joyce K. Schiller**, **Ph.D**. for a fascinating look at the promise and the realities of life as a working illustrator in early 20th Century America for Edward Hopper, Norman Rockwell, and other artists.

### September 13, 2 p.m. American Dreamer:

### Robert McClosky and the Art of the Picture Book

Celebrate the centenary of legendary illustrator Robert McClosky (1914-2003), whose 1942 book, *Make Way for Ducklings*, remains a contemporary favorite. Noted author/children's book historian **Leonard S. Marcus** will discuss McClosky within the context of mid-twentieth century American culture, drawing comparisons with Norman Rockwell, Aaron Copland, Jackson Pollock, and other celebrated figures.

### September 20, 5 p.m. Edward Hopper's House: How a Small Town Saved a Nyack Treasure

Explore the world of Hopper House, the historic home in Nyack, NY where Edward Hopper spent his formative years. Executive Director **Victoria Hertz** and Executive Artistic Director **Carole Perry** will share stories of Hopper's life, the influence of the Hudson River on his art, and the community's efforts to save his home and preserve his legacy. *Join us on September 27 for a bus trip to Hopper House. (pg. 6)* 

### October 4, 5:30 p.m. Remembering the Harlem Renaissance: An Evening with Dr. Homer Meade

The Harlem Renaissance influenced every aspect of culture in the 1920s and 1930s, from the art of Edward Hopper to the music of Cole Porter. **Dr. Homer Meade** will discuss how the art forms of the time inspired and influenced one another, and how W.E.B. DuBois, a Berkshire native, connected many talented figures in this movement. This program is presented in partnership with Berkshire School. A reception will follow.





## children's summer art workshops

### Summer Sketch Club Tuesdays, July 8 - August 26 10 a.m.- 12 p.m., Ages 7 and up

Enjoy this lively on-location drawing and painting class that encourages self-expression and experimentation. Bring a sketchbook or drawing pad; other art supplies are provided. Class is outdoors, weather permitting. Take one class or take them all! \$6; \$4 members.

### Creating Together: A Parent-Child Experience

Wednesdays, July 9- August 27 10 - 11:30 a.m.

Ages 4 and up with a parent/caregiver

Explore the galleries together during this interactive art experience. Get creative with a variety of materials and techniques. Take one class or take them all! \$6; \$4 members.

COVER: Edward Hopper (1882-1967), Cover illustration for Hotel Management, September 1924. Published by Ahrens Publishing Company, NY. © Heirs of Josephine N. Hopper, licensed by Whittery Museum of American Art, NY. PAGE 2: Photos ©Norman Rackwell Museum. All rights reserved. PAGE 3: Edward Hopper (1882-1967). (Boy and Moon), (1906 - 1907). Pen, brush and ink, and transparent and opaque watercolor on paper, Sheet: 21 13/16 x 14 13/16in. (55.4 x 37.6cm). Whittey Museum of American Art, New York; Josephine N. Hopper Bequest 70.1349, © Heirs of Josephine N. Hopper, licensed by Whittey Museum of American Art. Digital Image © Whitney Museum of American Art. / Edward Hopper (1882-1967). (In a Restaurant), (c. 1916 - 1925). Charcoal on paper, Sheet: 26 11/16 x 21 5/8in. (67.3 x 54.9cm). Whitney Museum of American Art. New York; Josephine N. Hopper Bequest 70.1449 © Heirs of Josephine N. Hopper, licensed by Whittey Museum of American Art Digital Image © Whitney Museum of American Art. **PAGE 4:** Edward Hopper (1882-1967). Night on a the El Train (1918). Etching on paper. Collection of the Mead Art Museum. J. Edward Hopper (right foreground) as illustrator for C.C. Phillips Agency, c. 1906 / silver gelatin print. The Arthayer R. Sanborn Hopper Collection Trust-2005. © Heirs of Josephine N. Hopper, licensed by Whittey Museum of American Art Digital Image © Whittey Museum of

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## exhibitions july - october 2014

### Norman Rockwell's 323 Saturday Evening Post Covers

currently on view

Explore this comprehensive collection of Rockwell's original *Post* tear sheets, featuring every one of the artist's cover illustrations created from 1916 to 1963.

### A Day in the Life: Norman Rockwell's Stockbridge Studio

through October 31, 2014

Step back in time with this historic installation of Rockwell's original studio, circa October 1960, when the artist was working on the iconic *Golden Rule*.

### The Unknown Hopper: Edward Hopper as Illustrator

through October 26, 2014

Examine original works from Edward Hopper's two-decade illustration career. This exhibition offers a rare glimpse into the formative years of the American realist master.

### сомінд soon Mort Künstler: The Art of Adventure

November 9, 2014 through March 8, 2015

Discover the illustration work of this prolific historical painter, who has worked on a spectrum of assignments, about romance, war, sports, and more for over 50 years.

# rockwell on the road

This summer and fall, exhibitions curated by Norman Rockwell Museum are touring at:

The African American Museum, TX; Fremont Center for the Arts, CO; Mississippi Museum of Art, MS; George A. Spiva Center for the Arts, MO; and Columbia Museum of Art, SC.

See nrm.org/rockwell-museum-on-tour for a complete schedule.



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