

march - june 2015

portfolio

NORMAN ROCKWELL MUSEUM



FROM THE DIRECTOR

In this *Portfolio*, you will read about our wonderful exhibitions, engaging programs, and exciting donations. I hope you'll delight as I do in how the generous actions of dedicated individuals make access possible to many.



We are thrilled to share the news of a significant gift of an important early Norman Rockwell painting; *Boy and Girl Gazing at the Moon*, graciously donated by the Millis family. Come enjoy this treasure; now on view. (Read more on page 6.)

With diverse offerings to inspire many interests and ages; we look forward to seeing our loyal Museum friends and new faces as well this spring and summer. The opening of J.C. Leyendecker in March celebrates the gift of a complete set of Leyendecker *Saturday Evening Post* covers from board member Bill Hargreaves, and honors the early leadership of Beurt SerVaas, who generously served the Museum during construction of our new building as chair of our national steering committee. The Servaas family owns Curtis Publishing Company/*The Saturday Evening Post*, the longtime publication platform for Norman Rockwell and J.C. Leyendecker.

The art of Norman Rockwell and other illustration masters helps reflect and define who we are as a people. This summer's upcoming exhibition on the art of Roz Chast and her recent best-selling book/graphic novel *Can't We Talk about Something More Pleasant*, will remind us, with humor, of our frailties and vulnerabilities, as Rockwell often did.

The Museum is so fortunate to have wise and caring board leaders, and I want to thank recent board chair Anne Morgan for serving five years as president and chairman, and welcome Bob Horvath and Alice Carter as our newly appointed chairman and president.

Recently, I attended the memorial service for Lee Williams, Norman Rockwell Museum's board president from 2002 to 2006. As his children offered their loving and eloquent eulogies, describing Lee as kind, wise, considerate, caring, thoughtful, meticulous, friendly, and calm, among many other distinguishing attributes, I was struck by how these characteristics also defined Norman Rockwell.

Without the dedication of leaders and patrons like Lee Williams, Anne Morgan, Bob Horvath, Alice Carter, Bill Hargreaves, and Beurt SerVaas there would be no Norman Rockwell Museum. The Museum exists by the generosity of its patrons and visitors, and of course Norman Rockwell, who left his collection in trust to the Museum.

Whether you visit the Museum in Stockbridge or see one of our many traveling exhibitions, you will be reminded of how Norman Rockwell saw the best in us. This is what Lee Williams and our many leaders, past and present, do as well; they inspire us to give our best to the world.

A handwritten signature in dark ink, appearing to read 'Laurie', written in a cursive style.

Laurie Norton Moffatt
Director/CEO

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J.C. LEYENDECKER AND THE SATURDAY EVENING POST

*“I began working for
The Saturday Evening Post
in 1916 and Leyendecker
was my god.”*

—Norman Rockwell

by Stephanie Plunkett, Deputy Director/Chief Curator

on view March 21 through June 14

Admired by Norman Rockwell and acknowledged as one of America’s preeminent twentieth century illustration masters, J.C. Leyendecker (1874-1951) rose to fame as the creator of elegant artworks for mass publication. He turned his capable hand and distinctive aesthetic to the posters, books, and advertisements of his day, and was celebrated for his Arrow Collar Man, a sophisticated and idealized trade character of his own design. Between 1896 and 1950, Leyendecker illustrated more than 400 magazine covers for the nation’s trade and general interest publications, including *The American Weekly*; *The Century Illustrated*; *Collier’s*; *McClure’s*; *Ladies’ Home Journal*; *Judge*; *Success*; *The Inland Printer*; and *The Saturday Evening Post*, for which he created 322 cover paintings—one more than Rockwell’s 321. Twenty years Rockwell’s senior, he was the artist most closely identified with the *Post* during the first decades of the twentieth century.

A sought-after image maker, Leyendecker was best known for paintings of fashionable men and women in a sleek, idealized style, perfectly suited for the many corporations that commissioned this work—from Arrow and Kuppenheimer clothing to Procter & Gamble, Kellogg’s, Pierce-Arrow Automobiles, and the United States Armed Forces. A sensitive observer, he also created poignant, whimsical works capturing the antics of children, the bond between mothers and their infants, the blush of new romance, and the intensity of athletes engaged in sports. Illustration historian Roger Reed notes that “Leyendecker’s main contribution is to have invented,



along with other illustrators, the modern magazine cover as a miniature poster that would engage the viewer, impart an idea, and sell the issue, all within the few moments one browses at the newsstand.”

continue on page 4



J.C. Leyendecker and The Saturday Evening Post offers a rare glimpse of each of the artist's 322 eye-catching Post cover designs, made possible by Museum Trustee William Hargreaves, whose generous donation of magazine tearsheets to the Museum's permanent collection forms the centerpiece of the exhibition. Symbolic, recognizable imagery is at the core of the artist's visual arsenal, in his depictions of all-American holidays: Fourth of July calls up Uncle Sam and festive firework displays to celebrate Independence Day, and Thanksgiving is an array of pilgrims, football games, pumpkins and plump, juicy turkeys ready to be eaten. Jolly Santas, shoppers buckling under the weight of colorful packages, and modern Madonnas lifted readers' spirits during the Christmas season. In spring, blossoms abounded, and the tradition of giving gifts of flowers on Mother's Day began with his May 30, 1914 cover, depicting a bellhop carrying a bouquet of hyacinths, published soon after President Woodrow Wilson declared Mother's Day a national holiday. We are grateful to our lenders, Carol Konner, The Eisenstat Collection of Illustration, Illustrated Gallery, The Kelly Collection of American Illustration, National Museum of American Illustration, and other private collections for making rarely-seen original artworks available for exhibition.

Leyendecker's most enduring series of images, created for the *Post* from 1907 to 1943, were his New Year's babies — chubby, newly-minted infants, who looked ahead to the joys and challenges of the coming year. Among the nearly 30 original artworks from public and private collections to be featured in the exhibition are outstanding examples of this genre, including the 1928 *Rainy Day New Year's Baby*, holding a torn umbrella incapable of protecting him from the stormy days ahead. The artist's 1943 New Year's Baby, shown fending off symbols of Germany and Japan during World War II, was his final portrayal of this tried and true icon. The cover illustration was also his last for the *Post*, ending a 44-year career with the magazine that had been publishing his art since 1899.

Classically trained at the Chicago Art Institute, and the Colarossi and Academie Julian in Paris, Leyendecker was a gifted draughtsman and technician who eschewed the use of photography in favor of direct drawing from life. His secret painting medium, a mix of oils and turpentine once shared with Rockwell (who found it too slippery for his own use), produced the rich, fluid brush strokes and luminous painting surfaces that are hallmarks of his work. Included in the exhibition are examples of Leyendecker's exacting figure studies, designed within the proportional framework of a grid for later inclusion within a final composition.

Like many illustrators of the era, Rockwell admired and imitated Leyendecker's distinctive style, particularly as a fledgling artist in search of his own voice. The two enjoyed a warm friendship during their years as neighbors in New Rochelle, New York, and Leyendecker's influence on Rockwell will also be explored in this exhibition, which celebrates the work of an exceptional visual communicator, who continues to inspire.

The exhibition is sponsored by William & Sandy Hargreaves, Valerie & George Kennedy, and Carol Konner.

Roz Chast: Cartoon Memoirs

on view June 6 through October 26

In her first memoir, *Can't We Talk About Something More Pleasant* long-time *New Yorker* cartoonist Roz Chast brings her signature wit to the topic of aging parents. Spanning the last several years of their lives and told through four-color cartoons, family photos and artifacts, and a narrative rife with laughter and emotion, Chast's memoir is both comfort and comic relief for anyone experiencing the life-altering loss of elderly parents.

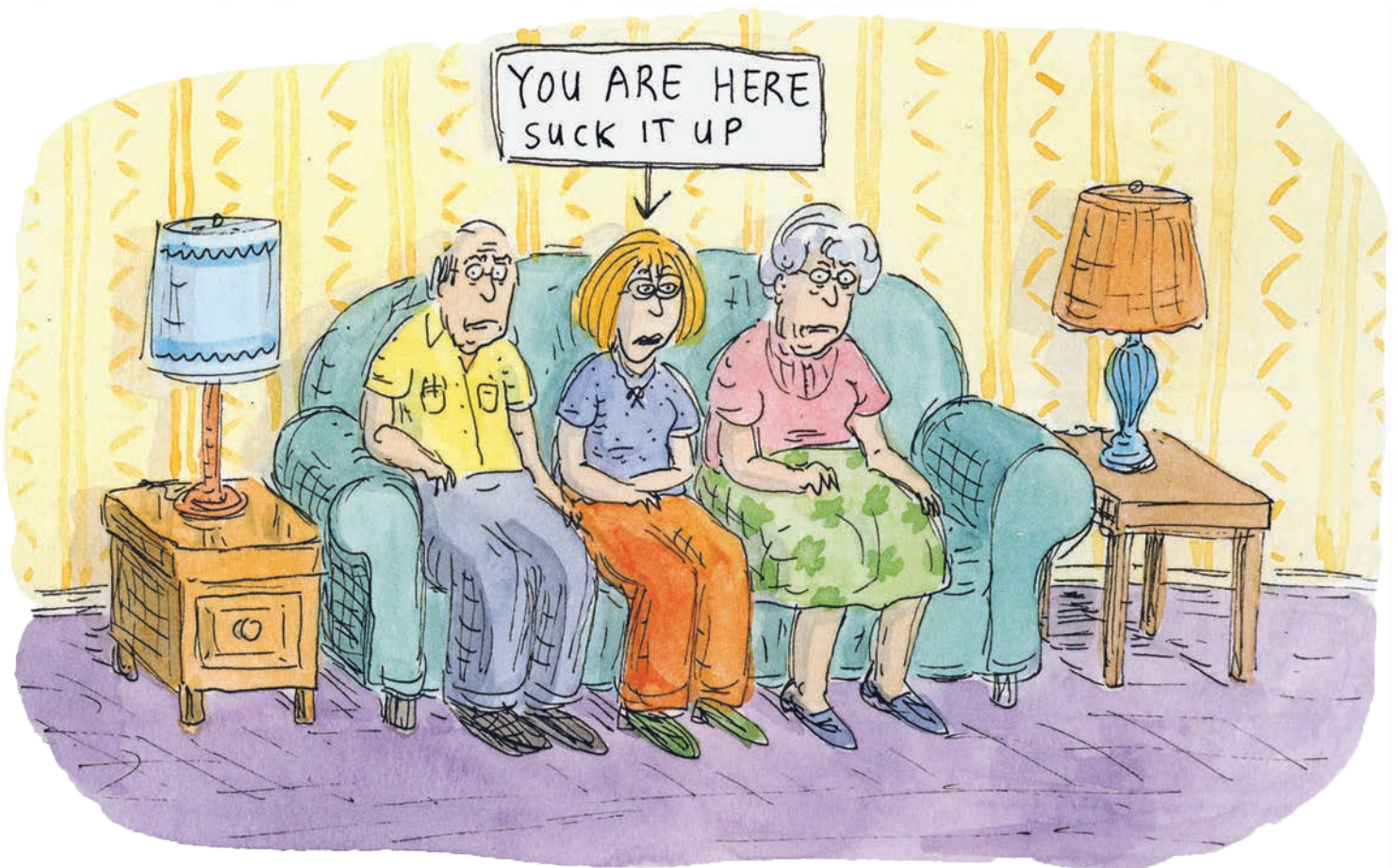
By turns grim and absurd, deeply poignant and laugh-out-loud funny, Ms. Chast reminds us how deftly the graphic novel can capture ordinary crises in ordinary American lives.

—Michiko Kakutani
New York Times

An amazing portrait of two lives nearing their end and an only child coping with challenging times, *Cartoon Memoirs* reveals the full range of Roz Chast's talent as cartoonist and storyteller. The exhibition will also feature artworks representing the breadth of her career, including her legendary cartoons for *The New Yorker*; children's picture book illustrations for *Around the Clock* and *What I Hate from A to Z*, among others; intricately-painted eggs - pysanky; and hand-made storytelling rugs.

Meet the artist at our gala on Saturday, June 6, and during a special evening talk on Thursday, July 9.

This exhibit is sponsored by Dena & Felda Hardyman and Amy C. Liss.



A Gift of Love

This past February, Norman Rockwell Museum announced the recent acquisition of Norman Rockwell's 1926 painting, *Boy and Girl Gazing at Moon (Puppy Love)* to its permanent collection. One of Rockwell's most iconic images, the original oil on canvas was donated to the Museum as a gift from Bill, Casey, Maggie, Jenny, and Jesse Millis, in honor of Rockwell, "an incredible American."

The early Rockwell illustration was created for the April 24, 1926 cover of *The Saturday Evening Post* and has resurfaced in recent years in the form of tributes and parodies. It was the inspiration for a popular Google Doodle, presented by the web search engine in honor of Rockwell's birthday on February 3, 2010, resulting in over three million worldwide visits to the Norman Rockwell Museum website.

A public unveiling of the painting took place at the Museum on February 13, a day before Valentine's Day, before an enthusiastic gathering of press, members, and guests. Reported in such media outlets as *The New York Times*, the exhibited painting resulted in increased visitation for the Museum through the holiday weekend.

A lifelong fan of the artist's work, Bill Millis corresponded with Norman Rockwell before and after purchasing the painting from New York's Bernard Dannenberg Galleries back in 1975. "(I) told him I had purchased it, and remember him writing me a letter back saying, 'I'm glad Puppy Love finally has a happy home,'" recalls Millis. "Now it will be at home at the Museum, where hopefully thousands of people can also view it."



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programs for adults

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

WINE & ART-MAKING

Sketchology: Evenings of Wine, Art, and Conversation

Saturdays, April 18 and May 16
5:30 - 7:30 p.m.

Enjoy an evening of art-making and socializing! Deputy Director/Chief Curator Stephanie Plunkett and educator/trustee Mary Jo Engels will explore the art of illustration using drawing and painting as a tool for seeing. Take home a work of art! Wine and refreshments available. Join the fun! \$20; \$15 members.

ART & FASHION

Elegance, Arrogance, and Beauty: J.C. Leyendecker and American Fashion

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

Illustrator J.C. Leyendecker is well known for his iconic images of fashionable American men and women, portrayed in his cover illustrations and his advertisements featuring the Arrow Collar Man and Kuppenheimer clothing. His images sold the idea of a glamorous lifestyle, the bedrock upon which modern advertising was built. Lynda Meyer, fashion historian and proprietor of Lynda's Antique Clothing, will discuss the Age of Glamour with a unique display of vintage clothing. Refreshments will be served. Free with Museum admission; program only \$15; members free.



Join us to celebrate the opening of *J.C. Leyendecker and The Saturday Evening Post*. Judy and Laurence Cutler, authors of *J.C. Leyendecker: American Imagist*, will offer insights into Leyendecker's life and extensive illustration career. The Cutlers are the founders of the National Museum of American Illustration in Newport, RI.

Included in the program will be a special tribute to the late Dr. Beurt

SerVaas, owner of Curtis Publishing; who acquired and revitalized *The Saturday Evening Post*, over 44 years ago. The Museum honors his work, friendship, and service as a Museum trustee, together with his daughter, and current leader of Curtis Publishing, Joan SerVaas.

Free with Museum Admission; Members Free. A reception will follow. Space is limited. RSVP - 413.931.2264

ROCKWELL TALKS

Meet Rockwell's Models

Fridays, March 6, April 3, May 1, June 5
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 13, April 10, May 8, June 12
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.

FOUR FREEDOMS FORUM

The Pen and the Sword: Visual Imagery and Freedom of Expression

Thursday, April 9, 5:30 p.m.

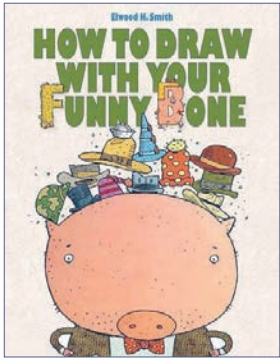
Explore the role of the artist as social commentator and the relationship of imagery to the issue of free speech. Four Freedoms Forums, inspired by Norman Rockwell's *Four Freedoms* paintings, encourage community discourse and explore aspects of our democracy in a rapidly changing world. A reception will follow. Free.



programs for adults

ART WORKSHOP & BOOK LAUNCH

How to Draw with Your Funny Bone
A Laugh-Out-Loud Day
 with **Elwood H. Smith**
Workshop: 11 a.m. - 4 p.m.
Talk and Book signing: 5:30 p.m.



If you struggle to turn sticks into figures, then perhaps it is time to seek out award-winning illustrator **Elwood H. Smith**. Laugh along with his amusing

tutorial on how to draw tricycle-riding pigs, silly-grinning cars, and jousting ketchup bottles. This program is inspired by *How to Draw with Your Funny Bone*, his recently-released book. A talk and book signing will follow the workshop. Come to one or both!

Workshop \$30; members \$25; teens \$20 (includes talk and book signing).

Talk and book signing only-free with Museum admission; members free.

MUSICAL PERFORMANCE

The Jazz Age: An Evening of Music
 with **John E. Myers**
Saturday, May 9, 5:30 p.m.

Get in the groove with a little Jazz music, inspired by the stylized, art deco works by J.C. Leyendecker on view. **Dr. John Myers**, a professor of music at Bard College at Simon's Rock, performs regularly as a jazz and classical guitarist. Free with Museum admission; members free.

SUMMER ART INTENSIVE WORKSHOP

Painting Figures in an Environment
 with **Illustrator William Low**
Monday, July 27 - Friday, July 31
10 a.m. - 4 p.m.

Award-winning illustrator/educator **William Low** will explore narrative painting and drawing that incorporates figures into an environment. Photographic reference and direct drawing and painting from models will be used to create a final oil or acrylic painting. Limited enrollment; advance registration required. \$230; \$195 members. Call 413-931-2221



Save the Date!

ANNUAL SUMMER GALA & EXHIBITION PREMIERE

Roz Chast: Cartoon Memoirs

Saturday, June 6, 6 - 10 p.m.



Meet **Roz Chast** at the gala opening of the Museum's summer exhibition, *Roz Chast: Cartoon Memoirs*.

Pay tribute to Museum Trustees **Anne Morgan**, **Thomas L. Pulling**, and **Mark Selkowitz**, and their many years of dedicated leadership to the Museum. Enjoy cocktails, an exceptional farm-to-table dinner; silent and live auctions; and the sweet sounds of *The Sister City Jazz Ambassadors*, for your dancing pleasure.

Call 413.931.2266 for more information.

Look for the invitation mailing in April.



programs for children, teens & families

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

SCHOOL VACATION WEEK PROGRAM

Every Picture Tells a Story

Monday, April 20 - Saturday, April 25

1 - 4 p.m.

What's your story? Hands-on art making, tours, and performances in the galleries bring the *Saturday Evening Post* cover art of Norman Rockwell and J.C. Leyendecker to life and will inspire the creation of your own masterpiece! Pop-in fun for all ages.



FAMILY FESTIVAL DAYS



Home Run!

An All American Baseball Day

Saturday, May 30, 1 - 5 p.m.

Celebrate Summer with a tribute to baseball and the artists who captured the excitement of the game. Art making, tours, special presentations, and an outdoor clinic will make this a fun-filled day.



Tickle Your Fancy

Exploring Comics and Cartoons

Saturday, June 27, 1 - 5 p.m.

Explore the uproarious comic art of illustrator Roz Chast and create comics of your own. Hands-on drawing, tours, and performances will bring the art of humor to life.



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Thank You!



Every gift counts!

A big thank you to Price Chopper Supermarkets and everyone who contributed to our annual appeal this year! For every gift we received through December 15, Price Chopper donated a canned good to The Food Bank of Western MA. Norman Rockwell Museum staff picked up 274 non-perishable goods from Price Chopper and delivered them to our local Food Bank agency, the People's Pantry in Great Barrington, MA.

The People's Pantry, founded in 1999, is an all-volunteer organization dedicated to feeding the hungry in Southern Berkshire County by distributing food in a manner which preserves the dignity and sense of self-worth of the shoppers. You may contact Carol Purcell, President of the Board of Directors at 413-528-3498 and/or Rosemary Carpenite, Executive Director at 413-528-3061.

Image credits: **COVER:** Norman Rockwell, *Boy and Girl Gazing at Moon (Puppy Love)* 1926. Cover illustration for *The Saturday Evening Post*, April 24, 1926. © SEPS. Curtis Licensing, Indianapolis, IN. Norman Rockwell Museum Collection/Given by Bill, Casey, Maggie, Jennie and Jesse Millis. **PAGE 3:** J. C. Leyendecker, *Kissing Cupid*, 1923. Cover illustration for *The Saturday Evening Post*, March 31, 1923. © SEPS. Curtis Licensing, Indianapolis, IN. The Kelly Collection of American Illustration. **PAGE 4:** J. C. Leyendecker, *Soldier's Letter to Home*, 1917. Cover illustration for *The Saturday Evening Post*, October 7, 1917. © SEPS. Curtis Licensing, Indianapolis, IN. Collection of Illustrated Gallery. / J. C. Leyendecker, *Forging a New Year*, 1930. Cover illustration for *The Saturday Evening Post*, December 27, 1930. © SEPS. Curtis Licensing, Indianapolis, IN. Norman Rockwell Museum Collection. / J. C. Leyendecker, *Hailing You for the U. S. Navy*, 1918. Illustration for Navy Recruitment Poster. Private Collection. **PAGE 5:** Roz Chast, illustrations for *Can't We Talk About Something More Pleasant* © 2014. All rights reserved. **PAGE 6:** Laurie Norton Moffatt, Museum Director/CEO. © Norman Rockwell Museum. All rights reserved. / Norman Rockwell, *Triple Self Portrait*. Cover illustration for *The Saturday Evening Post*, February 13, 1960. © SEPS. Curtis Licensing, Indianapolis, IN. Norman Rockwell Museum Collections. / J.C. Leyendecker, *Thanksgiving*, 1928. Cover illustration for *The Saturday Evening Post*, November 24, 1928. © SEPS. Curtis Licensing, Indianapolis, IN. Norman Rockwell Museum Digital Collection. / Norman Rockwell, *Girl Reading the Post*. Cover illustration for *The Saturday Evening Post*,

March 1, 1941. © SEPS. Curtis Licensing, Indianapolis, IN. Norman Rockwell Museum Collections. **PAGE 7:** J.C. Leyendecker, *New Year's Baby (License Plate and Wrench)* 1925. Magazine tear sheet. Cover illustration for *The Saturday Evening Post*, January 3, 1925. © SEPS. Curtis Licensing, Indianapolis, IN. Private collection. / J.C. Leyendecker, *Easter Promenade* 1932. Cover illustration for *The Saturday Evening Post*, March 22, 1932. © SEPS. Curtis Licensing, Indianapolis, IN. Norman Rockwell Museum Digital Collection. **PAGE 8 & 9:** Norman Rockwell, *Springtime in Stockbridge*. (detail). Story illustration for *Look Magazine*, June 1, 1971. © Norman Rockwell Family Agency. Norman Rockwell Museum Collections. **PAGE 8:** Elwood H. Smith, *How to Draw With Your Funny Bone*. © All rights reserved. / William Low. All rights reserved. / Roz Chast; cover illustration for *The Party After You Left*. © 2004. All rights reserved. **PAGE 9:** Candid shots. © Norman Rockwell Museum. All rights reserved. **PAGE 10:** People's Pantry; © Norman Rockwell Museum. All rights reserved. **PAGE 11:** J. C. Leyendecker, *Beau Brummel is the Fairest* 1925. Cover illustration for *The Saturday Evening Post*, April 11, 1925. © SEPS. Curtis Licensing, Indianapolis, IN. The Kelly Collection of American Illustration. / Norman Rockwell's Studio, interior. © Norman Rockwell Museum. All rights reserved. / Roz Chast, illustration from *Can't We Talk About Something More Pleasant*. © 2014. All rights reserved. **BACK COVER:** J.C. Leyendecker, *New Year's Baby (License Plate and Wrench)* 1925. Cover illustration for *The Saturday Evening Post*, January 3, 1925. © SEPS. Curtis Licensing, Indianapolis, IN. Private collection.

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exhibitions

march - june 2015

Norman Rockwell's
323 *Saturday Evening Post* Covers
currently on view

J.C. Leyendecker and
The *Saturday Evening Post*
March 21 through June 14

A Day In The Life:
Norman Rockwell's Stockbridge Studio
May through October

Roz Chast: *Cartoon Memoirs*
June 6 through October 26



rockwell on the road

Exhibitions curated and organized by Norman Rockwell Museum are touring several cities this spring:

Dinotopia: The Fantastical Art of James Gurney
Stamford Museum & Nature Center, Stamford, CT
February 1 – June 10, 2015

American Chronicles: The Art of Norman Rockwell
Tampa Museum of Art, Tampa, FL
March 6 – May 31, 2015

Mort Künstler: The Art of Adventure
Museum of the Shenandoah Valley, VA
May 9 – August 2, 2015

Norman Rockwell's Tom Sawyer & Huckleberry Finn
Myrtle Beach Art Museum, Myrtle Beach, SC
June 9 – September 20, 2015

We the Peoples: Norman Rockwell's United Nations
United Nations Headquarters, Visitors Center, NY, NY
June 15, 2015 - January 3, 2016



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GOLDEN AGE OF AMERICAN ILLUSTRATION

J.C. LEYENDECKER
AND THE SATURDAY EVENING POST



MARCH 21 - JUNE 14, 2015