The Portfolio
WINTER 2000

The Norman Rockwell Museum at Stockbridge
www.normanrockwellmuseum.org
From the Director

Was it the incredible fall colors? Was it the eagerness to see the spectacular Rockwell Kent exhibition that was about to close? Well, whatever it was, approximately 9,500 guests visited the Norman Rockwell Museum during the two peak weekends in October! It is wonderful to share the works of Norman Rockwell and other illustrators with such a vast audience. My advice, however, is to come see us now that things have calmed down and you have much more opportunity to linger in our galleries during the quieter winter months.

So much has been happening at the museum. The 8th Annual Red Lion Inn/Norman Rockwell Museum Invitational Golf Tournament was a great success. As always, we are grateful to our wonderful friend Senator Jack Fitzpatrick for his extraordinary fund raising efforts on behalf of the museum. To date, the tournament has raised $80,000! Heartfelt gratitude also goes to the marvelous people at the Red Lion Inn who make the tournament such a success.

Pushing the Envelope: The Art of the Postage Stamp exhibition opened on November 11. This incredible and creative exhibition shows the development of our nation’s postage stamps from public suggestion to finished product. The original artwork of over seventy talented artists and designers will be on display until May 28, 2001. More than 550 guests attended the opening and heard fascinating guest speakers from the United States Postal Service, Jon M. Steele, Vice President of Northeast Area Operations, and graphic designer Terry McCaffrey, Manager of Stamp Development.

From November 11 to January 28, we celebrated the holiday season with a delightful exhibition of Rockwell paintings for Hallmark Christmas cards. These poignant holiday scenes were a generous loan from Hallmark Cards of Kansas City, Missouri.

Another important reason for visiting us is to see Norman Rockwell’s 322 Post Covers, on exhibition until January 27, 2002. The visual impact of seeing all the covers on display at once is a journey through history. Follow the war years, the changes in styles, the sports events and the themes that were important to American families.

I invite you to see the 15th Annual Berkshire County High School Art Show, co-sponsored by the Norman Rockwell Museum and Interlaken School of Art—February 3rd to March 4th at Interlaken. You will be amazed at the talent of these young art students.

Our touring exhibition, Norman Rockwell: Pictures for the American People continues to enthrall visitors. We all eagerly anticipate having the paintings back here when the exhibition will be on display from June 9—October 8, 2001.

The museum staff and I look forward to welcoming you here in Stockbridge.

Laurie Norton Moffatt
In Remembrance: John Deely 1917 - 2000

The board and staff of the Norman Rockwell Museum are greatly saddened to announce the death on Wednesday, October 11, 2000, of our dear friend and staunchest supporter, John Deely, Jr.

Jack Deely was president of the Norman Rockwell Museum Board of Trustees from 1981 to 1985. He was a highly visionary leader who recognized the need to build a new museum and he helped gather the support and courage we needed to make the move. He was personally involved in the site selection, and his signature was one of those on the contract when we purchased the beautiful Linwood house and its land as the home for the new museum. He and his family have been involved in the museum since its inception in 1969. Jack's devotion and dedication as board president and museum supporter will be long remembered by those of us who had the pleasure of knowing and the privilege of working with him.

—Laurie Norton Moffat

The Norman Rockwell Museum Announces New Board Member

At the Norman Rockwell Museum's annual board of trustees meeting on September 15, Thomas D. McCann was elected the newest member of the board. Retiring members are David L. Klausmeyer, William M. Bulger and General Robert F. McDermott.

Thomas D. McCann is well known in the Berkshires for his service to many different organizations, including the Boston Symphony Orchestra, the Pittsfield Tourism Commission and the Berkshire Opera Company.

In addition, Mr. McCann is the 1999 recipient of the Johns Hopkins University Heritage award, recognizing individuals who have contributed outstanding service over an extended period of time to the progress of the university.

Before coming to the Berkshires, Mr. McCann worked for Bristol-Meyers Squibb Company in New York City. There, he supervised areas responsible for media relations, public relations and internal and external communications. Prior to that, he served as the director of public affairs for the General Foods Corporation.

An attorney and member of the bar in Massachusetts, New York, the District of Columbia and the Supreme Court of the United States, Mr. McCann is a graduate of Marquette University and Georgetown University Law Center. He resides in Richmond with his wife, Carol.

"We are so pleased that Tom has joined our board of trustees," said museum director Laurie Norton Moffatt. "He brings with him a wealth of experience, enthusiasm and knowledge that will enrich both the board and the museum."
Mysterious and awe-inspiring, the first dinosaurs appeared around 236 million years ago in the Late Triassic period at the same time as crocodiles and turtles. Dinosaurs became extinct 65 million years ago at the end of the Cretaceous period. Their fossilized remains, which were first discovered in the early nineteenth century, offer a fascinating look at the lives of these enigmatic beasts.

Before *The World of Dinosaurs* stamps were issued in 1997, dinosaurs had been featured on United States postage just twice in the nation's one-hundred-fifty year postal history. Created by gifted illustrator James Gurney, who is best known for his acclaimed *Dinotopia* books, these paintings accurately reflect the most current scientific findings on creatures that lived during the two great ages of North American dinosaurs—the Jurassic and Cretaceous periods. Gurney is a specialist at painting realistic images of things that cannot be photographed. After extensive research, field study and consultation with scientists, he recreated the full texture of their environment. Fifteen individual stamps are contained within each beautifully conceived pane. (A pane is one of the sections into which a sheet of postage stamps is cut for distribution.)

**The Evolution of The World of Dinosaurs**

When artist James Gurney was invited to develop a new set of dinosaur stamps for the United States Postal Service, he and art director Carl Herrman determined that the illustrations should accurately reflect, in an unusual pictorial format, our current understanding of dinosaurs. Their original design concept included a grouping of four stamps within a larger illustrated scene that pictured dinosaurs in their natural habitat, see following pages, (Figure 1).

Gurney's first pencil sketches featuring a *Tyrannosaurus rex* and the recently discovered *Einiosaurus*...
(Figure 2) were presented to the Citizens' Stamp Advisory Committee, which advises the Postmaster General on stamp subjects and designs. They were so well received that six additional stamp designs were requested. Faced with a difficult compositional problem, the artist proposed that the series be divided into two panoramic scenes featuring well-known dinosaurs from the Jurassic period and the Cretaceous period (Figure 3). The Postal Service supplied the artist with extensive research materials and appointed noted paleontologist Jack Horner as the project's official consultant. Gurney also contacted several other scientists who provided lists of contemporaneous dinosaurs and information about plants and animals that would have shared their world.

After the artist's final sketches were approved, Carl Herrman suggested that several of the creatures in the margins of the design be made into additional postage stamps. With a bit of retouching, five more animals became stamp subjects. Since some of these were not dinosaurs, the title of the issue was changed from Dinosaurs: Masters of the Mesozoic to The World of Dinosaurs.

The Artist's Process
Although dinosaurs are often portrayed in a relatively barren setting, they actually lived in a rich and diverse ecosystem. "I wanted to re-create the full texture of their environment in order to make these stamps useful educational tools," Gurney commented. He also said that he wanted to tell a variety of stories, not just of predators looking for a meal, but also of babies hatching and mammals hiding in trees.

The artist spent many hours studying available materials such as fossilized bones, footprints and impressions of skin texture. After drawing simplified dinosaur skeletons, Gurney fleshed out their muscles on tracing paper and added the texture of skin. Since the patterns of light and shadow can be difficult to invent, tabletop models of each dinosaur type were placed under bright lights. This allowed him to observe the look of wrinkles and scales as they might actually have appeared in daylight.
Figure 1: Carl Herrman, study for *The World of Dinosaurs*, ink on paper.
This initial sketch by United States Postal Service art director Carl Herrman suggests a design featuring four stamp subjects set inside a pane filled with related visual material. His handwritten notes specify practical and artistic guidelines.

With great attention to detail, the artist gathered reference for foliage by photographing plants in Florida and at the New York Brooklyn Botanical Garden. Branches from ginkgo trees found in his hometown also were painted into his designs, but he later discovered that their leaves had a multi-lobed shape during the Jurassic period, and he therefore had to repaint each one!

James Gurney’s original paintings and drawings are on view at the Norman Rockwell Museum’s current exhibition, *Pushing the Envelope: The Art of the Postage Stamp.* This exciting exhibition features 155 works from the archives of the United States Postal Service and celebrates the art of more than seventy stamp artists and designers whose images breathe new life into time-honored icons and represent a rapidly changing world.


This exhibition is generously sponsored by

*Berkshire Bank*  
*Crane’s*  

This exhibition has been organized by the Norman Rockwell Museum in collaboration with the United States Postal Service.

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Saturday, January 20  
1pm to 5pm

**Family Time: Dinomania!**

Meet artist James Gurney at the Norman Rockwell Museum on Saturday, January 20. Our Dinomania! Family Day will include talks, demonstrations, art activities and a book signing with this renowned American illustrator, whose aesthetic approach and artistic techniques have been inspired by the art of Norman Rockwell. Children ages 18 and under are free! The program is free for adults with museum admission. For further information, call 413-298-4100, ext. 260.
Many unpublished studies of the featured dinosaurs were developed to help the artist understand their physical attributes and range of motion.

Before beginning his final painting, the artist made a full-scale pencil drawing that focused on details and established specific poses and positions. Note that the Styracosaurus skull was changed to a Chasmosaurus skull in the foreground, and the crocodilian Goniocephalus was moved over to fit into the stamp area in the final painting.
News Across the Nation

Kimberly Rawson, Associate Director for Communications

It was an exciting autumn for the Norman Rockwell Museum. In October and November, the museum opened four exhibitions nationally!

Norman Rockwell: Pictures for the American People

San Diego, California
On October 29, Norman Rockwell: Pictures for the American People opened at the exhibition’s fourth and only West Coast venue—the San Diego Museum of Art. This exhibition continues to produce extraordinary excitement with the public and the press as it travels across the nation. More than 27,000 tickets were sold before the exhibition even opened in San Diego.

Opening week, television coverage included PBS, NBC, CBS, ABC, UPN and FOX affiliates, as well as a local Spanish language channel. The TV interviews featured Director Laurie Norton Moffatt and Maureen Hart Hennessey, associate director and chief curator. Hennessey also was interviewed on local radio programs in San Diego.

The press continues to fan the flame of the “artist vs. illustrator” debate, although the issue now has become more about the critics’ shifting attitudes concerning Rockwell’s place in American art. Here is what a few of the California art critics had to say:

Los Angeles Times. Jed Perl’s review in the New Republic called Rockwell’s paintings “finicky renderings of puppy love and civic pride.” In the New York Observer, Hilton Kramer wrote that one of the best things about this year’s version of “The Art Show,” a New York trade fair, is “the fact that I didn’t encounter a single painting by Norman Rockwell,” an omission that “must be counted as a contribution to civilization.”

But Rockwell bashing isn’t what it used to be. The tide of professional opinion has turned dramatically and has gathered force as the exhibition has traveled. While Perl and Kramer attempt to uphold what’s left of the anti-narrative Modernists credo, most of their peers are reevaluating Rockwell as a great painter in the tradition of 19th-century naturalism.

So, what’s going on? For one thing, the time is right to add...
Rockwell to the canon of American art, critics and curators say. Boundaries between fine art and popular culture are increasingly blurred as Postmodernists disregard old standards and question the notion that good art has to be difficult. At the same time, many art historians now view their discipline within a broad social context.

Reflecting on the phenomenon, D. Scott Atkinson, the San Diego museum’s curator of American Art, says, “this is one of those rare situations where the art establishment kind of lost out to the populace. In that regard, I think it’s refreshing.”

The San Diego Union-Tribune. To enter the San Diego Museum of Art, at the moment, is to leave America behind. Your destination: a place called Americana… Norman Rockwell didn’t exactly invent the land of Americana, but he is its painter laureate.

Critics and curators have long classified him as the cornball storyteller among artists. Now, as the century that gave us Rockwell becomes history, some members of the art world’s intelligentsia have done an about-face. He should be seen, they argue, as a major unrecognized painter of democratic life.

North County Times. No one expressed the American Dream so graphically or in such an accessible manner as artist Norman Rockwell. … Only now is he coming into his own as a serious artist, as confirmed in the exhibition, Norman Rockwell: Pictures for the American People at the San Diego Museum of Art.

This belated recognition is due to Rockwell’s choice of subjects, America and Americans. While other artists embraced various trendy “isms,” he painted events from everyday life, universal situations and relationships that people recognized from personal experiences.

The paintings and studies [in this exhibition] are far too many to discuss individually. Those who grew up with Rockwell’s magazine covers, posters, book and magazine illustrations will enjoy every piece. For younger viewers, the show can be a discovery.

Ocala, Florida

Distant Shores: The Odyssey of Rockwell Kent will be on exhibition at the Appleton Museum, Florida State University, November 18–February 7, 2001. This retrospective exhibition of Rockwell Kent was curated for the Norman Rockwell Museum by guest curator Constance Martin and was on exhibition here from June 24 to October 29. Martin is the curator of the Arctic Institute of North America, University of Calgary, Alberta, Canada. Following Ocala, Distant Shores will be at the Terra Museum of American Art, Chicago, Illinois from February 24–May 20, 2001. The final venue for the exhibition is the Anchorage Museum of History and Art, Anchorage, Alaska, where it can be seen from June 17–September 23, 2001.
Meanwhile, at home in Stockbridge, a series of successful events launched two new exhibitions at the Norman Rockwell Museum that opened on November 11—*Pushing the Envelope: The Art of the Postage Stamp* and *The Spirit of Christmas: Rockwell Paintings from the Hallmark Collections.*

Nearly 40 members of the press, including four television networks, attended the media preview of the postage stamp exhibition. One of the highlights of the press coverage was a feature story about the exhibition, "Art that Delivers," that appeared on the cover of *The Boston Globe's* Living Section.

**The Boston Globe.** *It would richly reward us to pay more attention when we lick or stick, suggests an exhibition that just opened at the Norman Rockwell Museum here. The message of *Pushing the Envelope*: The Art of the Postage Stamp is that a thumbnail-size stamp can also be a miniature masterpiece of the illustrator's art and a powerful visual statement about American history, popular culture, and national achievements.*

The article also made note of the Norman Rockwell Museum’s expanding illustration mission.

*After moving into its present building in 1993, the Rockwell has been refining its mission and assuming a distinctive role among the region’s museums. In the past two or three years, it has been curating more frequent and more ambitious temporary shows devoted to the art of illustration.*

The Norman Rockwell Museum has brought the public important exhibitions of the works of such American illustrators as Currier & Ives, Winslow Homer, Al Hirschfeld, Rockwell Kent, J.C. Leyendecker and Maxfield Parrish. Many of our exhibitions have traveled to other major museums in America and around the world. From coast-to-coast, from north to south, the numbers of visitors, the media coverage, the enthusiasm of the public and many of the critics, all reinforce the fact that the field of illustration has an important place in the world of art.
The Norman Rockwell Museum offers a variety of handsome items sporting Rockwell images and the museum's name.

**CAPS**
Baseball cap in hunter green or oatmeal with embroidered Rockwell silhouette, order numbers: 
#TROY6 green, #TROY7 oatmeal—$19.00, $17.10 MEMBERS
Bucket caps with subtle Norman Rockwell Museum logo in assorted colors, #TROY8—$21.00, $18.90 MEMBERS

**MUGS**
Maroon ceramic mug with oatmeal Rockwell silhouette, #TROY3—$6.00, $5.40 MEMBERS
Full color ceramic Stockbridge Main Street at Christmas mug, #MSPMUG—$10.95, $9.85 MEMBERS
Ceramic Spring Flowers mug blooming with color, #MSPMUG2—$10.95, $9.85 MEMBERS
Green plastic travel mug with oatmeal Rockwell silhouette, #TROY4—$7.00, $6.30 MEMBERS

**T-SHIRT**
Stockbridge Main Street at Christmas, 50/50 cotton, adult sizes, #MSTEE—$15.00, $13.50 MEMBERS

**PEN**
Stockbridge Main Street at Christmas floating pen with moving car, #PENMS—$3.00, $2.70 MEMBERS

**UMBRELLA**
The Norman Rockwell Museum umbrella, maroon, sporting a Norman Rockwell silhouette, #TROY—$12.00, $10.80 MEMBERS

**TOTE BAG**
Four panels of Rockwell illustrations on this sturdy tote bag with pocket, #BLUE235—$25.00, $22.50 MEMBERS

You may order these items by
Phone: 1-800-742-9450 • Fax: 413-298-4144
Mail: P.O. Box 308, Stockbridge, MA 01262
E-mail: store@nrm.org
Or visit us at the museum store: Monday–Friday: 10am-4pm and Saturday and Sunday 10am-5pm

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**Make Your Event Special**

**Sally Underwood-Miller,**
**Manager of Marketing Services and Special Events**

Special events are a wonderful and distinctive way for people to experience the Norman Rockwell Museum outside of regular visiting hours. As an exclusive benefit of membership, many of our corporate and individual members have celebrated their clients and friends in this unique way. These private gatherings often include a catered reception and/or dinner. Sometimes an event includes a special recognition or presentation. The highlight of each event is a private museum tour. Guests have the opportunity to explore the galleries with our knowledgeable museum guides. Sometimes it is our guides who learn new information when the guests share their knowledge and stories with us. We continue to be amazed at how many of our visitors knew, or have personal stories about, Norman Rockwell.

Museum members also have hosted breakfasts, picnics and lunches for smaller group on the museum terrace. There is no better way to get to know new colleagues or renew old friendships. Sometimes the special connection is a Norman Rockwell painting! We find that even total strangers are moved to talk with each other while standing in front of a Rockwell work. Frequently our corporate groups find that Rockwell painted an advertisement for their company, and that they share a very special connection with the museum.

Our comprehensive facilities rental packet provides members with all the information they need to create a fabulous experience for their business associates or friends. For more information on facilities rental and services, call Sally at 413-298-4100, ext. 237. For our corporate or group gift services, please call Mary at ext. 245.
A Model Family

Thomas C. Daly, Assistant Curator of Education and Visitor Services

All of Norman Rockwell's 322 Saturday Evening Post covers are once again on exhibition at the Norman Rockwell Museum. Having an overview of the complete run of Rockwell's Post cover art allows the viewer to recognize the recurrent themes that Rockwell painted. It is not just ideas that Rockwell sometimes reworked, he frequently posed the same models for his images, and often those models were himself and members of his family.

Because of this, the public feels that it is acquainted not only with the artist but also with his wife Mary and their three sons Jarvis, Thomas and Peter. Norman Rockwell once said, "When I do a picture with a lot of people, I often run out of models, or perhaps there is some space I wish to fill; then the easiest and cheapest thing to do is to pose myself." Of course, when Rockwell said "cheapest thing to do," it was tongue in cheek, as he is on record in How I Make a Picture as writing, "... never economize in the studio. If you must economize, be stingy with ... your clothes, your food but never on what will make your work better." Financial records in the archives of the Norman Rockwell Museum document the fact that Rockwell spent freely on the materials he used to create his storytelling Post covers.

As one can see from the examples below, Norman Rockwell saw his family as a rich resource for character actors in his narratives. However, he does not use his family in order to promote them in any self-exalting way. On the contrary, they are used as extras might be used in a movie. Only when a family member has inspired the story, or is the best

Norman Rockwell's first wife, Irene O'Connor Rockwell, is the face in the portrait of the girl friend.

Sailor Dreaming of Girl Friend, tear sheet, Saturday Evening Post, January 18, 1919, cover © 1919. The Curtis Publishing Company. All rights reserved.

Middle son Tom is the nine-year-old model for the mischievous lad in this painting.

Boy Reading Sister's Diary, tear sheet, Saturday Evening Post, March 21, 1942, cover © 1942. The Curtis Publishing Company. All rights reserved.

Needing a twelfth figure to make up a jury, Rockwell posed himself (the figure leaning over the holdout juror) among the many models in The Jury.

The Jury, tear sheet, Saturday Evening Post, February 14, 1959, cover © 1959. The Curtis Publishing Company. All rights reserved.
In *Roadblock*, Rockwell finds some space he wishes to fill, and he includes two small, barely visible figures—son Peter appears from the edge of the painting as a bespectacled lad in the lower left-hand corner, and barely recognizable in the high right-hand corner is the artist himself looking out of an upper-story window.

*Roadblock*, oil on board, *Saturday Evening Post*, July 9, 1949, cover. © 1949, The Curtis Publishing Company. All rights reserved.

possible model for the particular character, is he or she made the central figure. In *Christmas Homecoming*, an image inspired by eldest son Jarvis returning from school for the holidays, all five family members appear. However, in *Boy Reading Sister’s Diary*, son Tom, who never had a sister, is the perfect model for an inquisitive little brother. Other times, one has to look hard to find a Rockwell. In 1919, Rockwell cast his first wife Irene O’Connor Rockwell in a cameo appearance as the beautiful girl in the photo *Sailor Dreaming of Girl Friend*, and in the 1949 cover *Roadblock*, Rockwell and son Peter support the lead characters.

The success of the cover, the communication of the pictorial story to the readers, is always primary and supersedes the model’s identity. This is why composites of several models are so prevalent; why Rockwell might use the expression of one boy’s face, the body language of another boy and the clothes a third boy wore to the modeling session.

Also, one must not forget the four-legged family members. Coaxed into service for the sake of art, *Post* paintings abound with many Rockwell family pets.

These images are just a few of the family vignettes that are part of *Post* covers. Come and bring your family to this spectacular all-time-favorite exhibition; Rockwell brought his!
For the past 14 years, the Norman Rockwell Museum at Stockbridge has presented the Annual Berkshire County High School Art Show—an exhibition celebrating the artistic talent of our area students. The first exhibition was organized by the Pittsfield Art League. A member of the league, who also was a Rockwell Museum employee, suggested that this project be a cooperative effort of the two organizations, and the partnership began! The first exhibition co-sponsored by both institutions took place in 1988. Hung in Linwood, the museum’s administrative building, the works took over the entire first floor of the beautiful house.

Those of you who have followed the growth and development of the High School Art Show over the years know that it has continued to be dynamic and changing with the times. The year 2001 proves that point with the collaboration for the exhibition that combines the strengths of the Norman Rockwell Museum and Interlaken School of Art.

This year, the annual exhibition of high school art will move off-site to the Interlaken School of Art. Having the exhibition there allows for a new collaborative partnership and brings together students interested in art with a local school dedicated to art instruction in many different media. All the high schools in Berkshire County are invited to participate, and each student may submit one work of art.

The annual exhibition of the art of Berkshire County’s high school students closely fits the Norman Rockwell Museum’s mission, which is, in part, "dedicated to education and art appreciation inspired by the legacy of Norman Rockwell." In fulfilling this mission, the Norman Rockwell Museum presents opportunities for art enthusiasts of all levels of ability and interest to participate in the creative process, learn from experts in the field of illustration, attend lectures, enjoy films, delight in storytellers and discover personal connections to original works of art.

The Interlaken School of Art has a mission to bring a hands-on art experience to all people of all abilities. Classes are offered in jewelry making, ceramics, painting, drawing, photography, sculpture, metalwork and fiber arts. There are programs for all ages held throughout the year. This not-for-profit organization works with an outstanding teaching staff of dedicated artists. Faculty members, drawn from the surrounding area, include Linda Kay-Moses (jewelry and metal artist, writer, lecturer), Ellen Grenadier (ceramic artist, whose cup designs can be found in local stores), Pat Hogan (watercolorist, whose exhibitions have been shown at many locations in Berkshire County), Nova Rockwell (inspiring instructor of children’s classes) and Carol Gingles (oil painter). Scholarships and
work-study programs for those in financial need are available. Interlaken is open year-round with the exception of major holidays and the week between Christmas and New Year’s Day. For further information on the Interlaken School, call 413-298-5252.

The opening receptions for the High School Art Show not only have been fun but also have presented opportunities for learning as the programs feature speakers chosen for their contributions to the visual arts. The invited presenter for February 3, 2001 is illustrator Mark Hess, one of the artists whose work is on view in our exciting new exhibition *Pushing the Envelope: The Art of the Postage Stamp*.

Mark Hess has created 46 U.S. postage stamps and has received many awards for his artwork. His images have been exhibited at some of America’s premier art museums, including the Smithsonian Institution in Washington, D.C., and the Museum of Natural History in New York.

We invite you to join us this February 3rd from 1 to 5pm as the Norman Rockwell Museum and Interlaken School of Art celebrate together the artistic expressions and achievements of the youth of Berkshire County. The exhibition presents over 200 works of art. To get to the Interlaken School, travel north on Route 183 past the intersection of 102. Turn right on Trask Lane. Take the next left to Hill Road. The school is the sixth house on the left.

For more membership information, please log on at www.normanrockwellmuseum.org

To purchase a Gift Membership

Phone: 1-800-742-9450
Fax: 413-298-4144
Mail: P.O. Box 308, Stockbridge, MA 01262
E-mail: store@nrm.org
Or visit us at the museum store

Special Early Offer to Members

Don’t miss out on your 2001 calendars! As these items quickly sell out, we have reserved a limited number of deluxe wall calendars, scrolls and desk calendars especially for our members.
With each purchase of $25 or more, receive a 20% discount on these perennial favorites.
NORMAN ROCKWELL—THE ULTIMATE CELEBRATION!
Be Part of Art History! The Most Important and Extensive Exhibition of Norman Rockwell's Original Art Ever!

The national touring exhibition
Norman Rockwell: Pictures for the American People
June 9 to October 2001

Gala June 8, 2001
Members Opening June 9, 2001

Hailed from coast-to-coast by Rockwell fans and art critics alike, Norman Rockwell: Pictures for the American People, to date has been enjoyed by over 500,000 visitors to the High Museum of Art, Chicago Historical Society, Corcoran Gallery of Art and the San Diego Museum of Art. The exhibition arrives at the Norman Rockwell Museum on June 9, 2001, for a four-month stay before concluding its triumphal tour at the Solomon R. Guggenheim Museum in New York City.

Six-years in the planning, Pictures for the American People features over 70 of the beloved artist's most famous paintings gathered from museums and private collections throughout the nation.

A special national-exhibition audio tour (in English and Spanish) will be available at no additional charge in both a children's and adults' version. Visitors ages 18 and under will be admitted free, and many special events and programs linked to the exhibition will be held.

We look forward to welcoming you to the greatest celebration of Norman Rockwell ever! For more information, please call 413-298-4100, ext. 220 and visit www.rockwelltour.org and www.normanrockwellmuseum.org.

The Norman Rockwell Museum
at Stockbridge
Stockbridge, MA 01262

www.normanrockwellmuseum.org

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MASSACHUSETTS CULTURAL COUNCIL
The Norman Rockwell Museum at Stockbridge

Programs and Events

Winter 2001
This band indicates programs specifically designed for children and families.

Saturday, January 13, 2:30pm
SECOND SATURDAYS
Artists of the Berkshires: Peter Thorne
This series of discussions by area artists explores what artists do and why they do it. Join us this month as we celebrate the work of custom furniture artist Peter Thorne. Working from his studio in West Stockbridge, Peter creates one-of-a-kind pieces of furniture that often reflect his background as a Harvard University among many others. His philosophy of wood working is cooperative. He has founded and remains the head of the Berkshire Woodworkers Guild. These illustrated talks are free of charge. Admission to museum galleries is not included.

Thursday, January 18, 2pm
CURATOR’S COMMENTS
Rockwell’s Paintings from the Hallmark Collection
Norman Rockwell’s Hallmark images capture the essence of times fond to human hearts. Join Linda Pero, Curator of the Rockwell Collection, for an informative tour of the works on view courtesy of Hallmark cards. Free with museum admission.

Saturday, January 20
FAMILY TIME
Dinomania
for all ages
1:00 How would you illustrate a word you’ve never seen? Artist James Gurney for a special presentation about his work. James Gurney, author of Dinotopia and creator of the world of Dinosaurs, will be on hand to sign copies of his book following the presentation.

Saturday, February 3 from 1 to 5pm
OPENING
Berkshire County High School Art Show
 Held at Interlaken School of Art this year, the annual High School Art Festival promises to be a dynamic array of texture and color. Join us in celebrating the art of area youth during this special opening. At 2:30, Illustrator Mark Hess will offer comments connecting high school art experiences with success in the arts.
Mark Hess has received many professional awards and honors and has created work for the New York Times, Rolling Stone, Newsweek, Disney and many other clients including the United States Postal Service.

Saturday, February 17 at 2pm
SPECIAL DISCUSSION
The Underground Railroad in Berkshire County
Join Elaine Gruene, Barbara Bettle and Eve Pelled for an informative presentation on the Underground Railroad in Berkshire County. Several years of careful research are reflected in this special discussion. Free with museum admission.

Monday, February 19 through Friday, February 23 2 to 4pm
TECHNIQUES
Explorations in Art
for ages 8 and up
Explore the exhibition Pushing the Envelope: The Art of the Postage Stamp and by your hand at some of these classes taught by area artists! $10. $5 members per day or take them all for $40. $20 members.

Monday: The World of Dinosaurs takes on a new dimension in your dinosaur dorama – a Dinomation!
Tuesday: Do the Locomotion – using wood, tools and your imagination, build a train to play with and display.
Wednesday: Flowers in Sun’s blossoms before your eyes as you paint them in the style of Glicfast water painting.
Thursday: Under the sea are depths still to be explored. Design your underwater world in acrylic paint.
Friday: To the Moon! Using acrylic paint and modeling paste, design a lunar surface and landing craft.

Saturday, February 24 8:30pm to 10:30pm
SPECIAL SEMINAR
Stamping our History: The Art and Evolution of American Postage
United States postage stamps have helped move the mails efficiently and inexcusably across the nation since 1847, but their significance and influence transcends their utilitarian role in society.
Join us for an exciting day of talks, tours and performances that will explore the history and evolution of American postage, from early hand-engraved depictions of our historic past to the dynamic graphic statements that we enjoy today. Stamps, artists, historians, collectors and educators will offer fascinating insights into these distinct visual icons, which convey a sense of national identity through image and word.

Saturday, March 24 at 2:30pm
COMMUNITY CONNECTIONS
Rockwell’s Stockbridge: Details from the Stockbridge Library Historical Collection
Join Patricia Allen, Curator of the Stockbridge Library Historical Collection, for a closer look at some of the historical details of Stockbridge that appear in Rockwell’s work.
Free with museum admission.

Saturday, March 10, 2:30pm
SECOND SATURDAYS
Artists of the Berkshires: Sabine Vollmer von Falken
Join us for our continuing series of discussions by area artists exploring what artists do and why they do it. This month we welcome Sabine Vollmer von Falken who will focus the work she is currently investigating for new efforts in photography. Sabine’s thought-provoking photographs have appeared in numerous publications throughout the Berkshires region. These illustrated talks are free of charge. Admission to museum galleries is not included.

Thursday, March 15, 2pm
CURATOR’S COMMENTS
Rockwell’s Post Covers
Historical events throughout the 20th century affected the images appearing on the covers of America’s most popular magazines. Learn the inside scoop on Rockwell’s 222 covers for the Saturday Evening Post in this Day Assistant Curator of Education.
Free with museum admission.

Saturday, March 17
FAMILY TIME
Blarney
for all ages
12:00 Including fall tales is easy when inspired by area artists.
1:00 Enjoy a special interactive performance of Celtic music with musician and educator Jeff Snow.
3:00 Storytelling with Joy Goldspiner takes on mythic proportions as she spins together years of wondrous creatures of the earth from folklore and history as well as some original tales.
Free with museum admission.

The Norman Rockwell Museum
at Stockbridge

This image is about the Norman Rockwell Museum at Stockbridge. It showcases various events and programs, including discussions, seminars, and special seminars related to art and history. The museum offers a diverse range of activities, such as family programs, special seminars, and community connections, allowing visitors to engage with art and history in a unique way. The museum also features exhibitions related to Rockwell’s work, providing insight into his creative process and the evolution of American postage stamps. The events cater to different age groups, from children to adults, offering something for everyone to explore and enjoy. The museum’s commitment to preserving and promoting art and history is evident in the variety of programs and the dedication to providing educational experiences for visitors of all ages.
Exhibitions

Through January 28, 2001
THE SPIRIT OF CHRISTMAS: ROCKWELL PAINTINGS FROM THE HALLMARK COLLECTIONS
During this holiday season, visitors are invited to enjoy Norman Rockwell's original paintings for Hallmark Christmas cards. Still an enduring part of their Christmas line, these 28 paintings from Hallmark's collection of Rockwell artwork were commissioned between 1948 and 1957. The artist's subjects include traditional Dickensian characters, an inspired winter wonderland, and contemporary 1950s vignettes.

November 11, 2000 - May 28, 2001
PUSHING THE ENVELOPE: THE ART OF THE POSTAGE STAMP
For the first time, an exciting selection of 155 original artworks from the archives of the United States Postal Service has been brought together for exhibition. Vibrant images spanning forty years of illustration history breathe new life into time-honored icons and represent a rapidly changing world. The accomplishments of more than seventy outstanding artists and designers are featured and ten prominent philatelic themes are explored. The exhibition also highlights Norman Rockwell's original art for two United States postage stamps and looks at the making of a stamp – from public request to published sheet. Each original work is accompanied by its stamp and the story of its creation, inviting visitors to discover the joys and challenges inherent in bringing a stamp to life.

This exhibition is made possible by the generous support of Berkshire Bank and Crane's.

The Permanent Collection Galleries
Enjoy an outstanding collection of original Norman Rockwell paintings, drawings and preparatory studies, created by the artist for magazine covers, story illustrations and advertising.

ROCKWELL PAINTS THE CANDIDATES
MY BEST STUDIO YET

Through January 27, 2002
NORMAN ROCKWELL'S 322 SATURDAY EVENING POST COVERS
From his first cover in 1916 to his last in 1963, Norman Rockwell's work for the Saturday Evening Post charmed the publication's readership. Seen here in its entirety, this tearsheet collection of Rockwell's 322 Saturday Evening Post covers reflects changes in America, the Post, and the evolution of an illustrator's style.

Programs and Events
Winter 2001

Please make checks payable to: The Norman Rockwell Museum at Stockbridge

Registration Form

Call (413) 298-4100 ext. 220 for reservations or information. Pre-registration for all programs is requested; fees include museum admission. All programs take place at the Norman Rockwell Museum at Stockbridge, Route 183, Stockbridge, MA 01262, unless otherwise indicated. Museum members receive special program discounts and more! For membership information, please call (413) 298-4100 ext. 234.

Visit our web site at: www.normanrockwellmuseum.org