

highlights

Norman Rockwell, American Imagist

Nassau County Museum of Art

Through January 3, 2010; the exhibition will then travel to other venues into 2012

Organized by American Illustrators Gallery, NYC, with The National Museum of American Illustration, Newport, R.I.

Norman Rockwell was the greatest American illustrator-storyteller. He created images that defined America and Americans, in this country and abroad. His greatest impact was achieved through the paintings he created over nearly six decades for the *Saturday Evening Post*, and of course from his seminal *Four Freedoms*, a series of WWII patriotic works. "I paint life as I would like it to be," he once said.

One of Rockwell's earliest commissions was to illustrate a series of children's books. Soon thereafter, he became the art director for *Boy's Life*, the official publication of the Boy Scouts of America. His association with the Boy Scouts continued for a half century. Thereafter, Rockwell freelanced his professional services to magazines, among them *Life*, *Literary Digest*, *Leslies*, and *Country Gentleman*. At 22, he began his legendary association with the *Saturday Evening Post*, the most prestigious magazine in the nation. Rockwell's first work for the *Post* was *Mother's Day Off*, which ran on the May 20, 1916 cover. From that issue onwards until 1963, he produced 323 *Post* covers, thought by many to be his greatest legacy. *Norman Rockwell, American Imagist* includes forty original Rockwell paintings and studies, and all 323 of his vintage *Saturday Evening Post* covers.



Norman Rockwell (1894-1978)
Volunteer Fireman, 1931,
Oil on canvas, 41 x 31 inches
Signed lower right

Saturday Evening Post cover,
March 28, 1931

Buechner, illus. 265

LNM #C322

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Norman Rockwell (1894-1978)
Bridge Game - The Bid, 1948

Oil on canvas, 46½ x 38½ inches
Signed lower left

Saturday Evening Post cover,
May 15, 1948

LNM #C443

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