

First ever exhibition of Norman Rockwell's original works to be launched in the UK

Norman Rockwell's America, 15 Dec 2010 - 27 March 2011



PRESS SHOW
Tues 14 December
11 am – 1.30 pm

Norman Rockwell was America's best known and best-loved illustrator for over six decades of the 20th century. Astonishingly prolific, he is best-known for the 322 covers he created

for the Saturday Evening Post; but he painted countless other magazine illustrations and advertisements, capturing images of everyday American life with a humour and power of observation that spoke directly to the public, whose love for his work never wavered. These good-natured, often very funny, occasionally sweetly sentimental images picturing America as he wished it to be, rather than as it perhaps was, gave rise to an adjective, 'Rockwellesque', which in some critics' minds became something of a dirty word. But his output was not all sugar and spice – he recorded political events, portrayed presidents, and on occasion painted searing images in support of the civil rights movement.

Although Rockwell himself was happy to be described as 'an illustrator', his illustrations were executed with considerable technical skill in oils, and these original paintings have increased dramatically in value since his death in 1978. Recent years have seen a critical reassessment of his work. In 1999, The New Yorker art critic Peter Schjeldahl led the way with his bold statement in ArtNews: "Rockwell is terrific. It's become too tedious to pretend he isn't."

NORMAN ROCKWELL, (1894-1978), BRIDGE GAME - THE BID 1948, oil on canvas, 46 1/2" x 38 1/2", signed lower left Saturday Evening Post cover, May 15, 1948, LNM #C443 © 2010 by SEPS, Curtis Publishing, Indianapolis www.curtispublishing.com © 2010 Photographic image courtesy of National Museum of American Illustration™ Newport, RI Archives of American Illustrators Gallery™ New York, NY

This exhibition will be the first of his original works in this country. It will include all 322 covers of the Saturday Evening Post, created between 1916 and 1963, along with illustrations for advertisements, magazines and books – providing a

comprehensive look at his career.

Over thirty years after his death, England's oldest public art gallery offers visitors in the UK their very first chance to discover the art behind the adjective.

The exhibition is organized by American Illustrators Gallery, New York City with The National Museum of American Illustration (NMAI), Newport, Rhode Island. The exhibition is curated for NCMA by Judy Goffman Cutler NMAI Museum Director, and includes 40 original Rockwell paintings and studies and all 323 of his vintage Saturday Evening Post covers.

Supported by:



Open: Tue-Fri 10am–5pm; weekends & BH Mondays 11am–5pm. Closed Mondays except BH Gallery and Exhibition £9; Seniors £8; Conc. £5. Free entry for children and Friends.

For more information or images, please contact Ellie Manwell on 020 8299 8711; e.manwell@dulwichpicturegallery.org.uk

Dulwich Picture Gallery, Gallery Road, London SE21 7AD; 020 8693 5254

NORMAN ROCKWELL'S AMERICA

15 DEC 2010
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Norman Rockwell (1894-1978), Breakfast Table Political Argument - oil study, 1948, oil on acetate on board, 10 1/4" x 11", signed lower right and inscribed, "To Herb Herrick, Sincerely, Norman Rockwell", Saturday Evening Post, October 30, 1948 - cover oil study, study for America, illus 134 study for LNM #C445 © 2010 by SEPS, Curtis Publishing, Indianapolis © 2010 Photographic image courtesy of National Museum of American Illustration™ Newport, RI Archives of American Illustrators Gallery™ New York, NY



NORMAN ROCKWELL (1894-1978) THE RUNAWAY - RUNAWAY BOY AND CLOWN , 1922, oil on canvas 36" x 24", signed lower right , Life magazine cover, June 1, 1922 LNM #C119 © 2010 Photographic image courtesy of National Museum of American Illustration™ Newport, RI Archives of American Illustrators Gallery™ New York, NY



NORMAN ROCKWELL (1894-1978),VOLUNTEER FIREMAN, 1931, oil on canvas 41" x 31", signed lower right, Saturday Evening Post cover, March 28, 1931, LNM #C322, © 2010 by SEPS, Curtis Publishing, Indianapolis, © 2010 Photographic image courtesy of National Museum of American Illustration™ Newport, RI, Archives of American Illustrators Gallery™ New York, NY



Norman Rockwell, (1894-1978) No Christmas Problem Now - Santa with a Parker Pen, 1929, oil on canvas, 28" x 23", signed lower right, Saturday Evening Post, December 14, 1929, LNM #A653 © 2010 Photographic image courtesy of National Museum of American Illustration™ Newport, RI Archives of American Illustrators Gallery™ New York, NY



Norman Rockwell,(1894-1978), Threading the Needle, 1922, oil on canvas, 25 1/2" x 20 1/2", signed lower right, Saturday Evening Post, April 8, 1922 cover LNM #C235 © 2010 by SEPS, Curtis Publishing, Indianapolis © 2010 Photographic image courtesy of National Museum of American Illustration™ Newport, RI, Archives of American Illustrators Gallery™ New York, NY



NORMAN ROCKWELL (1894-1978) CHARWOMEN IN THEATER - STUDY 1946, oil point over photographic base, 14 1/2 x 11 in.. Signed "Norman Rockwell" bottom right, inscribed "To Morgan Harding sincerely Norman Rockwell" on the mat, Saturday Evening Post, April 6, 1946 cover, LNM #C427, © 2010 by SEPS, Curtis Publishing, Indianapolis © 2010 Photographic image courtesy of National Museum of American Illustration™ Newport, RI Archives of American Illustrators Gallery™ New York, NY

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