

NORMAN ROCKWELL

February 3, 1894 – November 8, 1978



- Norman Rockwell was born in New York City. He wanted to be an artist ever since he was a child.
- When Rockwell was 16, he left high school to study art at The National Academy of Design. He then studied at other art schools in NYC and began working as an illustrator.

- After moving to New Rochelle, New York at the age of 21, Rockwell began producing paintings for various magazines.
- At just 22, he painted his first of 321 covers for The Saturday Evening Post. Rockwell worked with this magazine for 47 years.

THE SATURDAY EVENING POST

An Illustrated Weekly
Founded August 18, 1774 by Benj. Franklin

MAY 20, 1915

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THE EMPIRE BUILDERS—By Mary Roberts Rinehart

Baby Carriage

- In the 1930's, Rockwell moved with his wife and three sons to Arlington, Vermont.
- This setting inspired Rockwell to paint reflections of American life, especially small-town life. He painted what he saw around him.
- “Without thinking too much about it in specific terms, I was showing the America I knew and observed to others who might not have noticed.”



Girl Reading the Post



The Gossips

- His paintings were extremely popular among the American public. They found them to be charming and humorous. However, many critics did not see any artistic value in his work.
- He used his neighbors as inspiration for this image, and even included himself.



"Maybe as I grew up and found the world wasn't the perfect place I had thought it to be, I unconsciously decided that it wasn't an ideal world, and so I painted only the ideal aspects of it."

The Saturday Evening
POST
September 20, 1958 - 15¢



- Rockwell used family, friends, and even strangers as models.
- For this image, he recruited a real police officer from Massachusetts and a boy from a local elementary school.

The Runaway

Rockwell painted the *Four Freedoms* series in 1943.

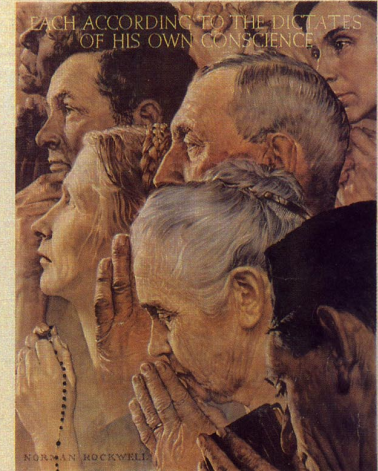
The paintings are inspired by a speech by President Franklin Roosevelt.

They are interpretations of *Freedom of Speech*, *Freedom to Worship*, *Freedom from Want*, and *Freedom from Fear*.

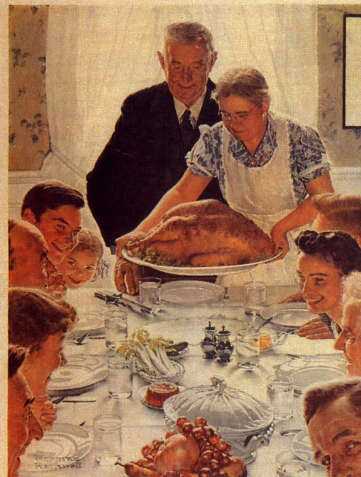
OURS...to fight for



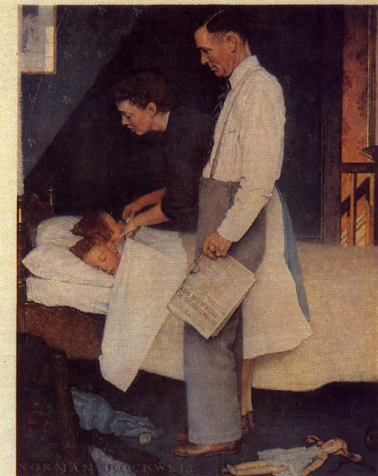
Freedom of Speech



Freedom of Worship



Freedom from Want



Freedom from Fear

FOUR FREEDOMS This classic poster from wartime America shows four paintings by the artist Norman Rockwell, all celebrating democratic and patriotic values as experienced in small-town American life.

- In 1960, Rockwell published his autobiography, *My Adventures as an Illustrator*.
- This self-portrait was a *Post* cover that same year. Parts of the book were included in the issue.



Triple Self-Portrait



The
Problem
We All
Live With

In 1963, Rockwell began painting pictures for *Look* magazine. His paintings shifted to more controversial material, like race and civil rights.

- In 1977, Rockwell received the Presidential Medal of Freedom.
- The Norman Rockwell Museum in Stockbridge, Massachusetts is home to the largest collection of his original work in the world.

