

NEWS RELEASE

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N.C. Museum of Art Reopens East Building with Rockwell

Exhibition presents six decades of art by America's premier illustrator and visual storyteller

Media Preview: Thursday, November 4, 10 a.m.

RALEIGH, N.C.—The art of one of America's most beloved and recognized illustrators comes to the North Carolina Museum of Art for the holidays. *American Chronicles: The Art of Norman Rockwell* opens November 7 in the Museum's transformed East Building, now home to rotating exhibitions and education programming.

Featuring 40 original paintings and more than 300 *Saturday Evening Post* covers, *American Chronicles* offers a rich, in-depth look at Rockwell's artistic contributions and the impact of his images on popular culture. The NCMA is the only North Carolina venue to host this nationally acclaimed exhibition organized by the Norman Rockwell Museum in Stockbridge, Mass.

"We're thrilled to unveil our transformed special exhibition galleries with the work of an American icon," said Lawrence Wheeler, Museum director. "Rockwell's art transcends generations, offering visitors of all ages the chance to discover and rediscover his reflections of 20th-century America."

For six decades Rockwell (1894-1978) captured the American experience for the covers and pages of the nation's most prominent publications. He was the consummate visual storyteller, transforming images of everyday life into poignant, and sometimes humorous, works of art with broad popular appeal.

American Chronicles traces the evolution of Rockwell's art throughout his storied career—from carefully choreographed reflections on childhood innocence in *No Swimming* (1921) to powerful, consciousness-raising images like *The Problem We All Live With* (1963) and *Murder in Mississippi* (1965), which documented the traumatic realities of desegregation in the South for *Look* magazine.

"One of the surprising aspects of this exhibition is the attention placed upon Rockwell's career in the 1960s *after* he abandoned being Norman Rockwell, the all-American painter," said John Coffey, curator of American and modern art. "Most people are unfamiliar with—or have forgotten—Rockwell's crusade in support of the civil rights movement."

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The exhibition features many of Rockwell's original signature works: *Girl at Mirror* (1954), *Christmas Homecoming* (1948), and *Going and Coming* (1947), as well as a selection of posters and drawings, including the famous *Four Freedoms* (1943). To commemorate his 47-year-career at the *Post*, an entire gallery will also display a complete set of Rockwell's 323 covers created between 1916 and 1963.

In addition to the artworks on view, the exhibition is accompanied by 34 archival objects that demonstrate Rockwell's artistic process. Through photographs of models, preliminary sketches, studies, and correspondence with magazine editors, visitors have the unique opportunity to trace Rockwell's entire working method.

American Chronicles will be on view until January 30, 2011. *American Chronicles* is one of five inaugural special exhibitions opening on November 7 in the Museum's East Building. The other exhibitions include *Bob Trotman: Inverted Utopias*, *Fins and Feathers: Original Children's Book Illustrations from the Eric Carle Museum of Picture Book Art*, *Binh Danh: In the Eclipse of Angkor*, and *John James Audubon's The Birds of America*.

American Chronicles was organized by the Norman Rockwell Museum, Stockbridge, Mass. The exhibition has been made possible by a grant from the National Endowment for the Arts, American Masterpieces Program. Publication support has been provided by the Henry Luce Foundation. Media sponsorship has been provided by Curtis Publishing Company and the Norman Rockwell Estate Licensing Company. Conservation support has been provided by the Stockman Family Foundation. In Raleigh, the presenting sponsor is Duke Energy, and supporting sponsors are Quintiles and ABC11 Eyewitness News.

Visitor Information

Dates

November 7, 2010–January 30, 2011

Location

American Chronicles will be located in East Building's new special exhibition gallery, formerly the Museum's European Gallery.

Hours

American Chronicles will be open during regular Museum hours:

Tuesday–Thursday 10 a.m.–5 p.m.

Friday 10 a.m.–9 p.m.

Saturday–Sunday 10 a.m.–5 p.m.

Tickets

Timed-entry tickets are required to view *American Chronicles*. Admission is \$15 for adults; \$12 for students, seniors, military personnel, and groups of 10 or more; \$7.50 for children ages 7 to 12; and free for children 6 and under and Museum members on the first visit.

Tickets are available in person at the Museum Box Office, by calling the Box Office at (919) 715-5923, or online at www.ncartmuseum.org.

Resources

The exhibition is accompanied by in-depth exhibition commentary and an 11-minute video.

Adult and family-themed audio tours will be available to rent for \$5. The adult tour is also available in Spanish. A fully illustrated, 272-page catalogue published by the Norman Rockwell Museum will be available for \$30 in the special exhibition store.

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Docent-led group tours for 10 or more are available with advance reservation by contacting the Museum's concierge at (919) 664-6785. Tours are free with admission.

Shopping and Dining

A special exhibition store carrying Rockwell-related merchandise will be open during Museum hours in East Building.

During the run of the exhibition, Rockwell Café will offer casual food service, including light breakfast fare, sandwiches, snacks, and beverages in East Building's former Blue Ridge Restaurant space. Café Rockwell opens at 10 a.m. and closes 30 minutes prior to the Museum closing.

Related Events and Programs

The exhibition is accompanied by a series of educational programs, including lectures, family workshops, and special events. For information on related events, see the related events fact sheet.

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The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from ancient Egypt to the present, making the institution one of the premier art museums in the Southeast. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through monumental works of environmental art. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts.

The Museum recently opened its new gallery building, home to the permanent collection. The North Carolina Museum of Art, Lawrence J. Wheeler, director, is located at 2110 Blue Ridge Road in Raleigh. It is the art museum of the State of North Carolina, Beverly Eaves Perdue, governor, and an agency of the Department of Cultural Resources, Linda A. Carlisle, secretary. Admission to the Museum's permanent collection and Museum Park is free. Museum hours are Tuesday–Thursday and Saturday–Sunday, 10 a.m.–5 p.m.; Friday, 10 a.m.–9 p.m.; Closed Monday. For information call (919) 839-NCMA, or visit www.ncartmuseum.org.