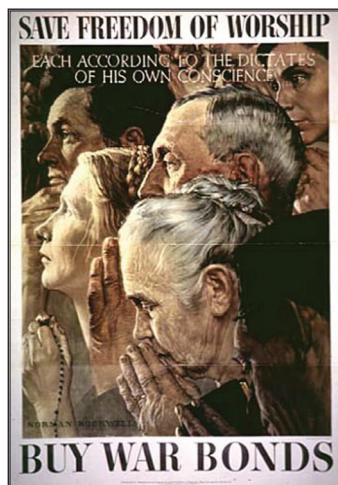


THE QUINTESSENTIAL AMERICAN PAINTER— NORMAN ROCKWELL



The Four Freedoms series. 1943

...EVEN IF IT WASN'T AN IDEAL WORLD, IT SHOULD BE AND SO I PAINTED ONLY THE IDEAL ASPECTS OF IT.

—NORMAN ROCKWELL

The quintessentially American painter & illustrator Norman Rockwell was born in his parents' Manhattan apartment in 1894. Showing talent at a young age, he studied during his high school years at the Chase School of Fine and Applied Art. While still a teenager he illustrated the *Tell Me Why Stories*, a series of children's books. Shortly after that he was hired as art director of the Boy Scouts' publication *Boy's Life* magazine, and continued to work on their calendar for fifty years.

Setting up a New York City studio, Rockwell began freelancing for various publications such as *Life*, *Literary Digest*,

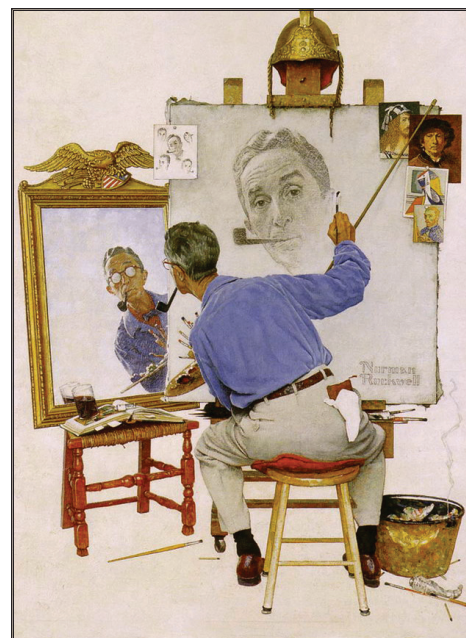
and, most famously, *The Saturday Evening Post*. He created 321 covers for the *Post*, boosting circulation every time they appeared on the stands.

In 1943, Rockwell painted *The Four Freedoms* series, which he completed in seven months. The series was inspired by a speech by Franklin D. Roosevelt, who declared there were four principles for universal rights: *Freedom from Want, Freedom of Speech, Freedom to Worship, and Freedom from Fear*.

Rockwell's patriotic images of Americana continued to gain currency, both literally and metaphorically. In 1960 he published his autobiography, *My Adventures As An Illustrator*. In 1963 Rockwell left the *Post* and began working for *Look* magazine, where he began to take a more biting look at American society. Among the pieces he created for *Look* is the famous *The Problem We All Live With*. Of his years at the *Post*, Rockwell wrote "For 47 years, I portrayed the best of all possible worlds—grandfathers, puppy dogs—things like

that. That kind of stuff is dead now, and I think it's about time."

Rockwell's last published work was the cover of *American Artist* in July of 1976. In November of 1978 he died in his home. Rockwell left an unfinished painting on his easel.—Dan Kaufman



Triple Self Portrait. 1960

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