

## NORMAN ROCKWELL EXHIBITION

(September 22 – November 23, 2010)

Sr. Theresa Couture, M.F.A., D.Min.  
Director, Rivier College Art Gallery

### NORMAN ROCKWELL'S AMERICA



a selection of covers from  
*The Saturday Evening Post*

September 22–November 23, 2010  
Rivier College Art Gallery  
*Gallery Talk* October 14 at 4 p.m.

Open to the public with no admission fee  
Monday - Wednesday 10:00 A.M. - 4:00 P.M.  
Thursday 10:00 A.M. - 8:30 P.M.  
Friday 10:00 A.M. - 1:00 P.M.

Memorial Hall  
second floor landing

Access by elevator  
and six low steps

Norman Rockwell's ambition as a young art student was to have his work on the cover of *The Saturday Evening Post*, a popular weekly publication that featured leading names in fiction, non-fiction, and illustration. His dream was fulfilled through an association with the magazine that became legendary, spanning the years from 1916 to 1963. Calling the *Post* the "greatest show window in America," he created over 300 paintings for its covers. In response to a wide variety of topics, many of them gleaned from detailed observations of the middle-America he knew well, Rockwell offered a compelling pictorial commentary on life as he saw it during times of rapid economic growth and social change. This exhibition presents original covers from the Rivier College Permanent Collection of Art.

*Ambiguous Realism: Another Look at the Rockwell Controversy*

Lecture by Sr. Theresa Couture, Director of the Art Gallery

Thursday, Oct. 14, 2010, 4:00 P.M.

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*The Saturday Evening Post*

Rivier College Art Gallery  
*Final Days: Nov. 22nd and 23rd*  
*Open 10:00 a.m.– 4:00 p.m.*  
*Memorial Hall 2nd floor landing*

During the *Golden Age of Magazine Illustration* Norman Rockwell, with exquisite skill and an affectionate sense of humor, helped intensify for Americans a spirit of national pride and identity. Between 1920 and 1963 he created 332 covers for the popular *Saturday Evening Post*. Today his legacy lives on because of a resurgence of interest in his work. This exhibition presents actual *Post* covers from the Rivier College Permanent Collection of Art. It will close on Tuesday, November 23<sup>rd</sup>, 2010.