

Rockwell, Norman (1894-1978)
New York, New York

EDUCATION/INFLUENCES

- National Academy of Design, Art Students League

BIG IDEAS/THEMES

- Inspired by middle-class America; incredible technical prowess who took great pains with authenticity and attention to details.
- Considered “Just an Illustrator” during his lifetime-never received respect he craved from artistic establishment but very popular with public. Critics and art historians are now looking at Rockwell with new eyes

KIA WORK-*Growing Boy*, charcoal on paper (sketch for a painting), 1945

- Preliminary sketch for a painting commissioned by the Upjohn Company in the 1940s for their “Your Doctor Speaks” series. The “Your Doctor Speaks” paintings appeared in national magazines, including *Life* and *The Saturday Evening Post*, as advertisements containing information on general medical topics ranging from high-blood pressure to advice on aging.
- Used for a message concerning the dietary needs of children, such as the importance of “bone-building Vitamin D,” a supplement that was produced by Upjohn. Although Rockwell was only one of many American artists commissioned for the “Your Doctor Speaks” program, his tender portrayal of a young boy marking his transformation into a strong, healthy man, quickly became a national favorite.
- Gift from Mr. and Mrs. Donald S. Gilmore. Mr. Gilmore was the Upjohn executive responsible for the “Your Doctor Speaks” series.

