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

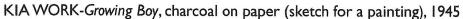
EDUCATION/INFLUENCES

•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



•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.

