

ROCKWELL

Karal Ann Marling



TASCHEN

Taschen
ROCKWELL (I) #BASICART

Karal Ann Marling

BA

cartonato con sovraccoperta

2017

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italiano

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Disponibilità Immediata

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Il bello dell'America

La vita dipinta come ci appare

Norman Rockwell (1894 – 1978) fu un artista estremamente prolifico, nell'arco della sua vita realizzò circa 4.000 dipinti, senza contare la quantità straordinaria di opere editoriali, commerciali e pubblicitarie realizzate sotto commissione. La sua morte, avvenuta nel 1978, ha segnato la perdita di un'icona nazionale, di **un artista che, come mai nessun altro, ha celebrato il Sogno Americano.**

Rifiutando le tecniche avanguardiste e di sperimentazione per dedicarsi a una composizione efficace e a soggetti concreti, Rockwell realizzò dipinti permeati da **un senso di compiutezza e un'atmosfera familiare**, in grado di affascinare il grande pubblico. Tra i soggetti caratteristici e ben definiti, in genere gioviali, protagonisti delle sue opere troviamo **aule di scuola, scene di ballo e banchetti per il Ringraziamento.** Le copertine per la rivista *The Saturday Evening Post* e le pubblicazioni sui **Boy Scout of America** che figurano sulle copertine e i calendari di *Boys' Life* possono essere considerate le sue opere più sensazionali. La sua produzione mette in luce alcune professioni tradizionali, come quella del dottore e del maestro, e sostiene fermamente pilastri come **l'esercito militare, la famiglia, la fede.**

Definito dal Presidente Gerald Ford una "**componente della tradizione americana a cui siamo affezionati**", Rockwell svela tramite le sue opere il proprio talento nonché la storia dell'America del Ventesimo secolo. In questo fresco ritratto proposto da TASCHEN, i dipinti e le illustrazioni più significative della sua produzione vivace e celebrativa sono uniti a opere che affrontano il rovescio della medaglia degli Stati Uniti, per offrire la possibilità di comprendere a fondo l'artista americano, i valori e gli ideali che hanno nutrito il suo successo.

La collana:

Ciascun volume della collana Basic Art di TASCHEN comprende:

- Una sintesi dettagliata che ripercorre cronologicamente la vita e l'opera dell'artista, soffermandosi sulla sua importanza a livello storico e culturale
- Una biografia concisa
- Circa 100 illustrazioni a colori con didascalie esplicative

L'autrice:

Karal Ann Marling, professoressa di storia dell'arte e americanistica presso l'Università del Minnesota, è autrice di diversi volumi su argomenti quali la pittura murale americana durante la Grande depressione, l'illustrazione negli anni Quaranta, l'architettura dei parchi tematici e il ruolo della televisione nella cultura visiva negli anni Cinquanta.

#BasicArt #logosedizioni



Norman Rockwell 1894-1978 Life and Work

1894 Norman Perceval Rockwell is born on February 3 in a brownstone in New York City. He is the second son of Lewis Waring Rockwell and Nancy Hill Rockwell. He delights in the family's summer vacations in rural New Jersey and spends New York.

1899 Norman attends the triumphal parade welcoming Admiral Dewey back to the United States. Afterward, he draws battleships, much to the delight of the local boys. Tall and awkward at grass, art is Norman's ticket to success.

1903 The family relocates to Montrossack, in Westchester County, and eventually takes up residence in a succession of boarding houses.

1908-09 Norman finishes high school and has already decided to become a famous illustrator. He makes a long commute into Manhattan to take classes in art at the Chase School, founded by William Merritt Chase.

1909 Rockwell quits high school at age 15 and enrolls in the National Academy School, where he copies plaster casts, so-called of the 19th-century bad boys.

1910 Because one of his idols, illustrator Howard Pyle, was among the founders, Rockwell transfers to the Art Students League. He learns anatomy from George Bridgman and illustration from Thomas Fogarty.

1911 At 17, Norman illustrates his first book, *Tell Me Why Stories about Mother Nature* by Carl Herys Clardy.

1912 When the Rockwells move back to the city temporarily, Norman rents a studio space

Norman and Mary Rockwell model for *The Great War News* in June 1916, age 22.

on the Upper West Side. His father discovers that the studio is actually a room in a boardinghouse.

1913 Rockwell, with the help of Thomas Fogarty, becomes the art director of *Boys' Life* magazine while still a teenager. He begins to specialize in work for children's magazines.

1915 The Rockwells move to New Rochelle, a thriving enclave for illustrators. With his friend, cartoonist Clyde Forsythe, Norman sets up shop in Frederick Remington's former studio.

1916 Under Forsythe's prodding, Rockwell presents himself at the Philadelphia offices of the *Saturday Evening Post*. The *Post* publishes his first cover—a boy with a baby carriage—on May 20 (ill. p. 4). His career now launched, Norman marries Irene O'Connor, a local schoolteacher.

1918 Rockwell joins the Navy. Daring his hitch, he is allowed to keep working on lucrative contracts for ads, covers, and illustrations.

1919 Back in New Rochelle, the young Rockwells enjoy the social whirl. He begins a series of prized Christmas covers for the *Post*.

1922 A celebrity in his own right now, Norman is a judge at the Miss America pageant in Atlantic City, along with other well-known illustrators.

1923 During a crisis of confidence, Norman goes to Paris and even enrolls briefly in art school there. He experiments with "modern" art until the editor of the *Post* tells him to get over it. Without his wife, Norman travels somewhat aimlessly in North Africa and South America.

1924 Rockwell's first Boy Scout odebook, published by Brown & Bigelow.

1928 Norman has the honor of painting the first *Saturday Evening Post* cover to be reproduced in full color.



Norman, Irene and Thomas Rockwell posing for *Ganey at the Hat* (unpublished), c. 1920

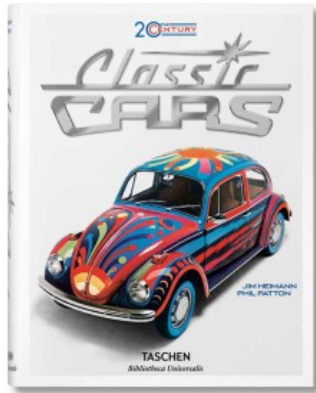
1927 Rockwell goes back to Europe. He joins the country club and parties with F. Scott Fitzgerald. He and Irene have dinner apart.

1929 Separated once, Norman takes up residence at the Hotel des Artistes on Central Park West and suffers another breakdown.

1930 Divorce and a trip to California, where he hobnobs in the movie colony and meets and marries Mary Barston, another teacher, after a whirlwind romance. They move back to New Rochelle, to a fashionable Colonial Revival house and studio featured in *Good Housekeeping* magazine.

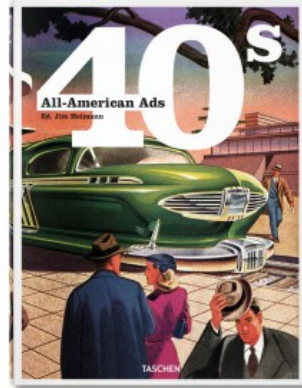
1932 Crippled by another crisis over his art, Norman takes Mary and their newborn son

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