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**'NORMAN ROCKWELL'S AMERICA':
AN UNPRECEDENTED ART GIFT PRESENTED TO 150 WORLD LEADERS**

NEWPORT, RHODE ISLAND, May 14th, 2015 – The National Museum of American Illustration (NMAI) is gifting copies of its recently published book, ***Norman Rockwell's America to 150 World Leaders through their Permanent Missions to the United Nations***. Each UN Ambassador is being asked to deliver the book by Diplomatic Pouch to their respective Head of State. This will insure that each book arrives directly into the hands of their Leaders, be it President, Prime Minister, King, Sultan, or otherwise. An unprecedented gift, it will allow World Leaders to view American lifestyles, culture, and our civilization through the eyes of Norman Rockwell and 600 of his painting images. It is our hope that such a powerful visual opportunity will create a better understanding of the USA for these World Leaders. The NMAI is further hopeful that by seeing images of our American Civilization, it will encourage greater World Harmony during these extraordinarily difficult times, with the globe increasingly beset by War, Disease, and Crime.

The universal appreciation of Rockwell's artworks and his sense of our American Civilization inspired this gift. The NMAI encourages World Leaders to facilitate partnerships with their own art institutions to bring "*The most American of American Art,*" to their nations from art sources across the USA. Judy and Laurence Cutler, Co-Founders of NMAI, remarked: "*Wherever a Norman Rockwell art exhibition travels abroad, the public is enthralled by his images. No matter one's nationality, ethnicity, religion, education, politics or profession, Rockwell's visual language is captivating and understood by all. Consequently, viewers around the Globe can better understand Americans from the hundreds of spirited and telling images portrayed in this book.*"

Award-Winning Author and NMAI Board Member, Tom Wolfe opines: "*During Norman Rockwell's lifetime, the art world, which consists of no more than 10,000 curators, collectors, dealers, and academics worldwide (with so-called "critics" serving as their messengers), the art world sneered at Rockwell as an old-fashioned slice of Mom's Apple Pie. Today, a half-century later, Rockwell is strictly a la mode, the new Vermeer....*"

Widely considered the greatest American illustrator-artist, Rockwell's images accurately mirrored American lifestyles from 1910 through the 1970s. He lived and worked during those eventful decades and his paintings vividly chronicled those times. Today, his art serves as an ongoing mirror of American life, reflecting upon who Americans were, what they thought, and who they have become. Illustration art poignantly reflects the humanity and goodness of Americans for the World to see, share and understand. Through this innovative Rockwell book gift, the ***National Museum of American Illustration*** is taking positive steps to countermeasure global hatred which increasingly assails American culture, government, and politics, as well as other significant civilizations.

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ADDENDUM

Excerpts below are from an August 4th, 2014 letter from Laurence S. Cutler, Chairman of NMAI, to the American Ambassador to the United Nations, regarding 'NORMAN ROCKWELL'S AMERICA': AN UNPRECEDENTED ART GIFT PRESENTED TO 150 WORLD LEADERS

Her Excellency, Samantha Power

"In March 2014, the National Museum of American Illustration (NMAI) launched an initiative to gift copies of the book, ***Norman Rockwell's America*** to individual country's missions to the United Nations for ultimate delivery to their respective Heads of State."

"The primary goal is to place this book ultimately into the hands of 150 World Leaders, for them to explore the *"Real America."* Our hope is that with this book gift in hand, World Leaders will see America as we really were, and more importantly the way we really are now. We believe that they will better understand American Civilization after viewing over 600 color painting images created by Norman Rockwell to explore the essence of American civilization. The name "Norman Rockwell" itself is nearly synonymous with the word "America." The word "Rockwellian," derives from Rockwell's surname, and it is noted in the dictionary as a popular adjective describing *"American places and things, in a certain manner."*

For decades we have loaned travelling art exhibitions to museums across the USA and abroad, including Shanghai, China; Rome, Italy; South London, England at Dulwich Picture Gallery, England's oldest art museum on its 200th birthday anniversary; France at The Louvre; and Japan, where we loaned exhibitions to a myriad of venues including: Fukushima, Tokyo, Odakyu, Daimaru, Isetan, Nagoya, Matsuzakaya; and many dozens of Museums across the USA, from Naples, Florida to Stockbridge, Massachusetts. Throughout all these travelling exhibitions, we recognized that everyone seems to understand illustration art due to the universal understanding of facial expressions, a tear, or a smile captured on canvas, and that the entire World loves Norman Rockwell's images best! This gift book notion was in fact born at the Shanghai Art Museum, when our hosts mentioned the most famous Chinese artist - Mr. Ping, whom when we later met. Mr. Ping immediately claimed Norman Rockwell as his single major art influence! Every place, we exhibit illustration art, the audience understands and loves illustration, and as a consequence due to illustration images, they understand Americans, American culture, and even our complex American government, so why not expose their leaders to American Illustration art in order to enhance international cooperation, and thereby magnify a greater understanding of each other.

In closing, this art gift of Norman Rockwell illustrations given to UN World Leaders is both a benevolent gift and more simply, an interesting thought; yet it can universally change the way others look at America now, and in the future, due to a very basic initiative.

*Prepared by Laurence S. Cutler,
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