

# ROCKWELL'S AMERICA:

## • ALIVE AND WELL •

A NEW BOOK AND TRAVELING EXHIBITION CAPTURE MOMENTS IN CONTEMPORARY LIFE THAT NORMAN ROCKWELL MIGHT HAVE PAINTED.

Photo captions by Kevin Rivoli



When Kevin Rivoli entered the field of photojournalism at the relatively late age of 27 (having never before owned a camera), his goal was to become a top sports photographer—and he did. But over the years, and many shooting assignments for the Associated Press, *Sports Illustrated* and *The New York Times* later, Rivoli found his camera drawing him less to the action in the sports arenas and more to the ordi-



KEVIN RIVOLI

nary people he encountered on the sidelines and in small towns of upstate New York where he lived.

Timeless shots of kids and dogs, swimming holes, and lemonade stands began dominating his photographic output. "People told me I had a kind of Rockwell-esque style," he says.

Rivoli only realized how much he owed to the artist's influence after visiting the Norman Rockwell Museum in Stockbridge, Massachusetts, in the 1990s. There he learned, to his surprise, of critics' beliefs that Rockwell's



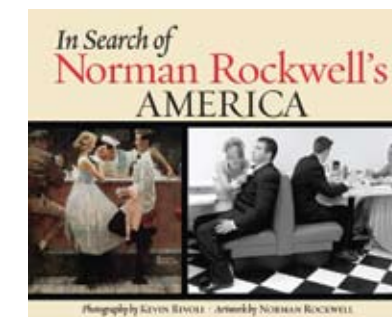
A couple enjoys each other's company while sitting on a bench at Hoopes Park in Auburn, New York. I spotted them while driving by the park, pulled over and waited for just the right moment. I think the silhouettes of the ball cap and pony tail add to this image and say "young love."

works were trite depictions of an America which existed only in the artist's imagination.

"But those moments do exist," Rivoli said to his wife, Michele. "I have them on film."

Fans of Rockwell's art can now view those Rockwell-style images in a new book, *In Search of Norman Rockwell's America*. Rivoli juxtaposes his photographs collected over two decades with actual paintings and drawings by the famous American artist to show that the scenes of Norman Rockwell's "imagination" are still here—all you have to do is look for them.

When the Rivolis began comparing Kevin's photos to actual Rockwell works, they were surprised to discover that some matched up almost identically. "It's sort of an uncanny thing," Rivoli says. However, he notes that many photos in the book are related simply "by theme," and some have "just the essence of Norman Rockwell."



**In Search of Norman Rockwell's America**  
by Kevin Rivoli, 128 pages,  
Howard Books, \$24.99

When John Rockwell, the famous artist's grandson, saw Kevin's photos, he was delighted and granted permission to use Norman Rockwell's paintings and name in the book. As testimony to Rockwell's enduring popularity, famous admirers of the artist (including Tony Bennett, Regis Philbin,

Peggy Fleming, President Jimmy Carter, Ed McMahon, and many others) have added commentary to accompany the photos and artworks.

In conjunction with the book's publication, Rivoli has mounted a traveling exhibit featuring many original Rockwell paintings and drawings, some from private collections that are not normally available for public viewing. One painting in the exhibit is a long-lost Rockwell that was only recently discovered.

"Rockwell still lives in our subconscious," Rivoli says. He would like for the book to "make people feel good about themselves and about the country."

"I hope it helps people make an effort to just stop and take notice of these simple moments that take place in our lives and to celebrate them," he notes. "Because they are truly the most significant times in our lives." ▲



Thanksgiving is such a wonderful holiday—family, friends and food. There's always a picture to be made on this day.



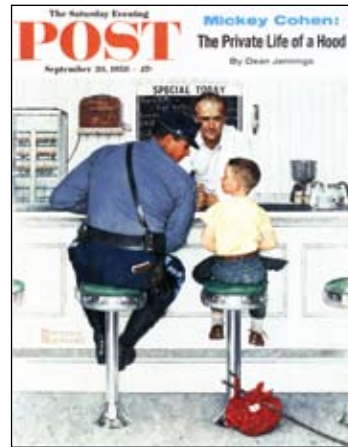
### Ordering Information

*In Search of Norman Rockwell's America* will go on sale at bookstores October 8 and can be ordered through the *Post*. Send a check for \$24.99 plus \$5 shipping and handling to *Saturday Evening Post*, P.O. Box 567, Indianapolis, IN 46206 or call 800-558-2376.

Allow six to eight weeks for delivery.

The traveling exhibit *In Search of Norman Rockwell's America* will debut at Leigh Yawkey Woodson Art Museum in Wausau, WI, November 21, 2009, with future dates to be announced.

For further information, go to <http://artsandartists.org/exh.detail.php?exhID=98>



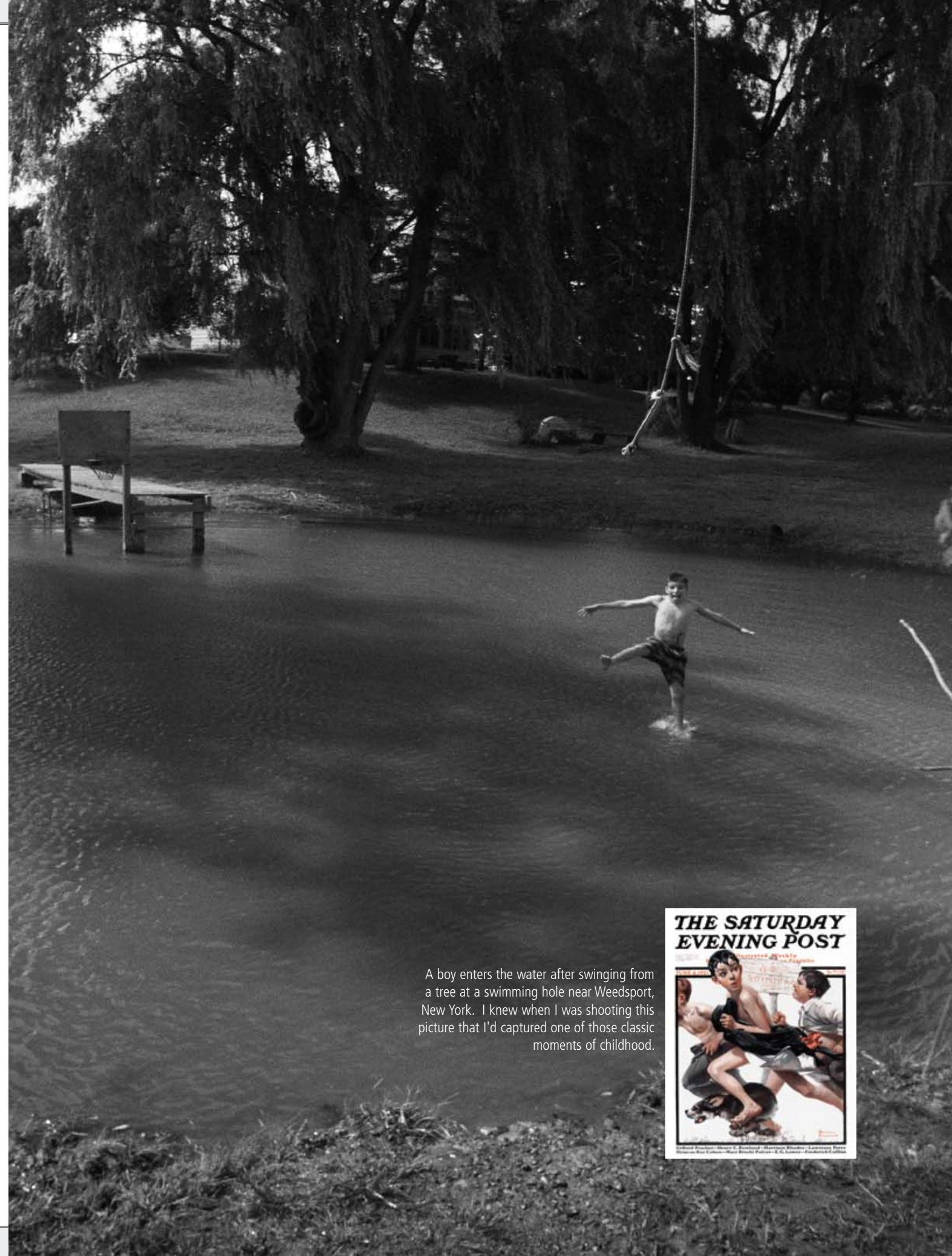
A police officer reassures a young boy after a car accident in Auburn, New York. The child, a passenger in the vehicle, was shaken but uninjured. I remember looking through the viewfinder of my camera and immediately being struck by seeing the body language between the two—the little boy so obviously frightened and the officer so caring and reassuring.



A jockey weighs in after a race at Finger Lakes Race Track in Canandaigua, New York. I've always been intrigued by all that goes on around the race itself, and this is such a classic moment and very reminiscent of the 1958 *Post* cover.



Accordion musician practices in his office in Auburn, New York. A photograph of himself from WWII hangs on the wall to the upper left. A tattered calendar hangs below. There was so much texture to this image. It was timeless.



A boy enters the water after swinging from a tree at a swimming hole near Weedsport, New York. I knew when I was shooting this picture that I'd captured one of those classic moments of childhood.

