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**For Immediate Release
June 20, 2005**

**Becker Group opens
Rockwell's America: Celebrating The Art of Norman Rockwell
at
The Children's Museum of Indianapolis, June 18, 2005**

Norman Rockwell's art is as much a slice of Americana as baseball and apple pie. One of the most recognized and loved American artists, the covers of *The Saturday Evening Post*, his showcase for over forty years, gave him an audience larger than that of any other artist in history. The first museum in the Midwest to host the only interactive exhibition of his work, The Children's Museum of Indianapolis will present this blockbuster exhibit for a double venue of eight months. The exhibit opens on June 18, 2005 and continues through January 16, 2006.

The Children's Museum of Indianapolis, is the first to augment the art in the exhibition produced by the Becker Group under license by Curtis Publishing. Ten original Rockwell artworks on loan from private collectors and art museums will be featured. On loan from *The Saturday Evening Post Society*, five pieces will be displayed: "Circus Strongman," "Elect Casey," "Fashion-Now and Then," "Construction Crew (Sandlot)" and "Down Hill Daring."

In *Rockwell's America*, visitors walk right in to some of Rockwell's most famous art brought to life in twenty theatrical environments. These charming recreations feature scenes from America's history, frozen in time allowing visitors to become part of the past. View *The Saturday Evening Post* covers outside each vignette and then stand beside life-sized, three dimensional characters in the environments that Rockwell captured so well.

Travel to "Main Street" featuring the famous "The Gossips" illustration, sit in a WWII army jeep or go on your first-date at "The Soda Jerk." Every theatrical scene is coupled with multimedia experiences, live character interpretation and is a family photographic opportunity just waiting to happen.

Rockwell the Artist:

At the tender age of twenty-two, Rockwell sold his first cover painting in 1916 to America's oldest magazine, *The Saturday Evening Post* and ended up doing over 300 additional covers for the magazine. Presidents Eisenhower, Nixon, Kennedy, and Johnson sat for him for portraits, and he painted other world figures, including Nasser of Egypt and Nehru of India.

The weekly magazine was published in 1728 by twenty-two year old Benjamin Franklin and started as the *Pennsylvania Gazette*, one of five regular publications in the colonies. Purchased in 1897 by Cyrus H. Curtis, *The Saturday Evening Post* rose to the coveted status of "America's Magazine" by showcasing the best American writers, artists and illustrators of the Twentieth Century.

Rockwell was tuned in to social change, which gave him a connection to people from other races and walks of life. In "Times of Change," the mood shifts toward the dramatic and serious where he confronts a changing world head on. "Rosie the Riveter" and the wartime adventures of Willy Gillis illustrate how the artist conveyed endurance, courage, hardship and hope. In this area of the exhibit, visitors encounter "Politics and Presidents," and come face to face with the Civil Rights movement in his landmark paintings, "The Problem We All Live With" and "The Four Freedoms."

In 1957 the United States Chamber of Commerce in Washington cited him as a Great Living American, saying that..."Through the magic of your talent, the folks next door - their gentle sorrows, their modest joys - have enriched our own lives and given us new insight into our countrymen." He also received the Presidential Medal of Freedom for his work in 1977.

Rockwell's America: Celebrating the Art of Norman Rockwell Tour

The Becker Group masterfully blends theater, educational activities and multimedia experiences in this tribute to America's greatest artist. An interactive perspective on yesterday through Rockwell's eyes; A once-in-a-lifetime sensory experience that represents the very best of America's past and present as only he could envision, the largest Norman Rockwell/"Saturday Evening Post" exhibition ever created.

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About Becker Group

Becker Group is an experiential marketing company, headquartered in Baltimore, MD, with offices in Los Angeles, St. Louis, Salt Lake City, Barcelona, Spain and San Paulo, Brazil.

For more than 50 years, The Becker Group has created cutting-edge attractions and experiences that inspire, educate and entertain.

Becker's work can be seen in such venues as shopping centers, museums, theme parks, corporate environments, resorts and aquariums across the United States and throughout the world—virtually anywhere people live, work and play.

The Becker Group dares to be different, dares to push the envelope, and sets a whole new industry standard for immersive experiences. In any venue, at any time of year, the Becker Group is imagination on display.

Becker Group Web site is: www.beckergroup.com.

Curtis Publishing Company is the exclusive licensor of the over 4,000 cover illustrations by the Great American Illustrators that have appeared on the covers of *The Saturday Evening Post* and *Country Gentleman* magazines. For additional information, visit www.curtispublishing.com

The Children's Museum of Indianapolis is a non-profit institution committed to creating extraordinary learning experiences that have the power to transform the lives of children and families. The 433,000 square-foot facility houses 11 major galleries. Visitors can explore the physical and natural sciences, history, world cultures, and the arts and see how dinosaurs lived 65 million years ago in Dinosphere: Now You're in Their World. The Children's Museum, situated on 13 acres of land in Indianapolis presents thousands of programs and activities each year. For more information about The Children's Museum in English and Spanish, visit www.ChildrensMuseum.org.