

Artist: Richard Welling

Richard Welling (1926-2009) was a noted Connecticut artist. He was born in Hartford and lived in the Hartford area most of his life. After graduating from Hall High School in West Hartford in 1944, he attended the Yale School of Fine Art. He interrupted his studies to enlist in the Army in November of that year. After discharge from service in World War II in 1946, he entered Parsons School of Design, graduating in 1949.

Early Career

Returning to Connecticut, Welling worked for seven years in advertising design at the Charles Brunelle Company in Hartford. Desiring to be in charge of the design process, he went into business for himself in 1957. As a commercial artist, he designed brochures and promotional materials for many clients, including insurance companies and major technical industries producing civilian and military equipment. His clients included Connecticut General Insurance (now part of CIGNA), Aetna Fire Insurance, United Aircraft Company (now United Technologies Corporation), Scovill Manufacturing Company, and Grey Manufacturing Company, among others. For United Aircraft he created brochures about liquid hydrogen rocket engines and solid fuel rocket cases.

Submitting his work to design competitions, Welling received certificates for creative use of paper from *Art Direction* magazine for the United Aircraft brochures. In his diaries he expressed his intention to create modern and visually arresting designs. He enjoyed the challenge of working with complex concepts and making them visually understandable. Over time, he was able to choose clients who responded to his design sensibility and high standards.

With photographer Edward Saxe, Welling designed a cover for *Art Direction* magazine, the foremost advertising design magazine of that period. The design was a complex photographic concept, including a quote on the human mind. The cover was accepted and printed by *Art Direction* in the fall of 1962.

Possibly due to his own colorblindness, Welling had a life-long interest in the science of vision, perception of color, and effects such as optical illusions. Early in his career he created an exhibit on color and optical illusions for display in the lobby of the Hartford National Bank.

<http://www.richardwelling.com/biography>