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Josef Müller-

Brockmann (May 9,

1914 – August 30,

1996) was a Swiss

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Josef Muller

Graphic designer and teacher. He studied architecture, design and history of art at both the University and

Kunstgewerbeschule Zürich. In 1936 he opened his Zurich studio specialising in graphic design, exhibition design and photography. From 1951 he produced

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concert posters for
the Tonhalle in
Zurich.

Swiss Graphic

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Design Paperback –

January 31, 2001 by

Lars Muller (Author),

Paul Rand (Author)

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4.7 out of 5 stars 7
ratings

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Brockmann: Pioneer
of Swiss Graphic
Design ...

“ Swiss Graphic
Design ” in the
1950s and 1960s.

Josef Müller-

Brockmann ' s

posters have become
world famous for

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Josef Muller

their ability to convey information with great visual tension, a sense of drama, and an extreme economy of means. He created a body of work in which timeless principles of visual communication are inscribed.

Pioneer of Swiss
Graphic Design:

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Josef Muller

Müller-Brockmann,

Josef ...

(1914 – 1996) Born

in Rapperswill,

Switzerland in 1914,

Josef Müller-

Brockmann was one

of the leading

pioneers of the Swiss

Modernism — a

graphic method

utilizing a grid-based

design that

eliminates needless

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Josef Muller

artistic expression.

Unlike much of today ' s graphic design, Müller-

Brockmann ' s work reflected an ethos rooted in minimalism.

Graphis

Josef Müller-

Brockmann

(1914–1996)

Celebrated designer

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Josef Muller

and teacher Josef

Müller-Brockmann is
a pioneer of the Swiss
International Style

who sought a
universal graphic
expression through
grid-based design.

“ Order was always
wishful thinking for
me. For 60 years I
have produced
disorder in files,
correspondence and

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Graphic Design. Lars
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Print. 1. The main
purpose of this work

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is to showcase Josef Muller-Brockman ' s work, design approach, and dedication and social responsibility to furthering the design field. He believed that design should be a reduction

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illustrated essay
traces the history of
one of the leading
exponents of Swiss
Graphic Design in the
1950s and 1960s.

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Brockmann ' s

posters have become
world famous for

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their ability... read
more

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Swiss Graphic

Josef Müller-

Brockmann | Lars

Müller Publishers

The pioneer of swiss
graphic design, Josef
Müller-Brockmann
changed the face of
the graphics industry
and inspired a
generation. Born in
1914, he studied

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Josef Muller

architecture, design
and history of art and
in 1936 opened his
own studio in Zurich,
specialising in
graphics, exhibition
design and
photography.

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Brockmann: Posters |
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Josef Muller-
Brockmann Pioneer

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Josef Müller-

Brockmann

(1914-1996) was an

influential graphic

and exhibition

designer and

photographer who

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Josef Muller

lived and worked in Zurich. As the leading practitioner and theorist of the Swiss Style (also known as the International Style), he fostered the use of grid-based designs (through his book *Grid Systems in Graphic Design*) in order to establish a universal medium of graphic expression.

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Brockmann

Joseph Müller-
Brockmann: Musica
Viva Posters for the ...

Josef Muller-
Brockmann, a leading
pioneer of the Swiss
Style, sought
universal graphic
expression through
grid-based design.
Founder and editor of
the Zurich published
journal Neue Grafik,

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Muller-Brockmann
exposed the Swiss
Style to America,
allowing it to evolve
into an international
method of design.

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Born in Rapperswill,
Switzerland on May
9, 1914 as the son of
a builder, Josef
Müller-Brockmann
was one of the
leading pioneers of
Swiss Modernism — a
graphic method

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reflecting an ethos
rooted in...

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Josef Muller-
Brockmann: The Grid
in Graphic Design by

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presented 48 classic
poster works by the
pioneer of Swiss

graphic design Josef

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Muller-Brockmann.

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campaign poster by

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designs to embrace

new graphic design

principles.

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tectonic graphic
designer from the
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Müller-Brockmann:
Pioneer of Swiss
graphic design. All of
my designer readers
most likely carry on a
rather intimate
relationship with
Josef Müller-
Brockmann. But, for
those of you who
aren ' t so lucky,

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necessary introduct...

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