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1914 – August 30,
1996) was a Swiss
graphic designer
and teacher. He

studied
architecture,
design and history
of art at both the
University and Kun
stgewerbeschule
Zürich. In 1936 he
opened his Zurich
studio specialising
in graphic design,

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exhibition design
and
photography. From
1951 he produced
concert posters for
the Tonhalle in
Zurich.

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January 31, 2001

by Lars Muller

(Author), Paul Rand

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Design "in the
1950s and 1960s.
Josef Müller-
Brockmann's
posters have
become world
famous for their
ability to convey
information with
great visual
tension, a sense of
drama, and an
extreme economy
of means. He

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Created a body of work in which timeless principles of visual communication are inscribed.

Pioneer of Swiss Graphic Design: Müller- Brockmann, Josef

...

(1914 – 1996) Born
in Rapperswill,

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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 artistic
expression. Unlike
much of today's
graphic design,

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Müller-Brockmann

Brockmann's work reflected an ethos rooted in minimalism.

Graphis

Josef Müller-Brockmann
(1914–1996)

Celebrated designer and teacher Josef Müller-Brockmann

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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 books.

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Quick Design

History: Josef

Müller-Brockman

...

Muller, Lars. Josef
Muller-Brockmann,
Pioneer of Swiss
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Lars Muller

Publishers, Baden,
Switzerland.1995.

Print. 1. The main
purpose of this
work is to

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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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Design in the
1950s and 1960s.
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Brockmann's posters have become world famous for their ability... read more

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The pioneer of swiss graphic design, Josef Müller-Brockmann changed the face

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of the graphics industry and inspired a generation. Born in 1914, he studied 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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Josef Müller-

Brockmann

(1914-1996) was

an influential

graphic and

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exhibition designer
and photographer
who 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

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Grid Systems in
Graphic Design) in
order to establish a
universal medium
of graphic
expression.

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Musica Viva
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Brockmann, a

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Leading pioneer of the Swiss Style, sought universal graphic expression through grid-based design. Founder and editor of the Zurich published journal *Neue Grafik*, Muller-Brockmann exposed the Swiss Style to America, allowing it to

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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 reflecting

an ethos rooted

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works by the
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Images: Exhibition catalogue, opening night invitation and promotional posters.

Aiden Grennelle

Josef Müller-

Brockmann 1957

campaign poster

by Joseph Müller-

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designer from the
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