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Josef Muller-Brockmann Sample Layout2

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A Pioneer of Swiss Graphic Design

Edited by Lars Müller,
Foreword by Paul Rand,
Foreword by Lars Müller

Josef Müller-Brockmann's importance as a designer should not just be considered in a historical context.

His posters are world famous for their visual tension and communicative power achieved with reduced resources. They enshrine timeless rules of visual communication.

Müller-Brockmann, the leading light of Swiss Graphics in the 50s and 60s, shows in his work that the demand for graphics that are neutral, functional and objective by no means inhibits the designer's scope. It makes the designer keep his eye on the purpose of his work: communicating and being understood.

Josef Müller-Brockmann



Designer 1995