

# Franco Grignani

1908-1999

Italian artist, graphic designer, architect, & photographer

Grignani was a Futurist, inspired by mechanical processes to use energy and stark lines to stimulate movement

He moved from art to photography in 1937, and honed in on capturing speed and movement -- pushing him towards abstract ideas

Became a commercial designer in 1938, then was assigned as a sighting officer during WWII to help troops spot fast moving aircrafts

"Best graphic designers in the world" by AGI in 1952. Rebranded Dompe Farmaceutici and became artistic director in 1956

Apart of a team that designed the typeface "Forma" for the printing equipment company Nebiolo in 1965

"movement, lateral vision, experimental photography, reiteration, & synthesis."