forewords by

Paul Rand + **Lars Müller**

edited by

Lars Müller

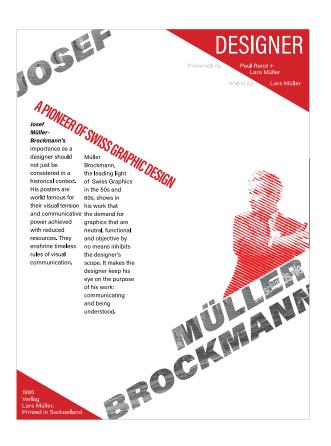
Josef Müller-Brockmann's

OSEF

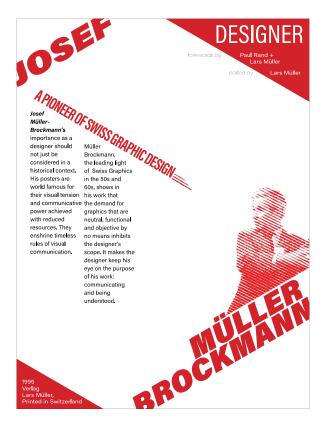
importance as a designer should not just be considered in a historical context. His posters are world famous for their visual tension and communicative power achieved with reduced resources. They enshrine timeless rules of visual communication.

A PIONEER OF SWISS GRAPHIC DESIGN 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.

1995 Verlag Lars Müller, Printed in Switzerland









edited by Lars Müller forewords by Paul Rand + Lars Müller





A PIONEER OF SWISS GRAPHIC DESIGN

JOSEF MÜLLER-BROCKMANN

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.



edited by Lars Müller

forewords by Paul Rand + Lars Müller

ROCKMAN

A PIONEER OF SWISS GRAPHIC DESIGN

importance as a designer should not just be considered in a historical context. His posters are wor**l**d famous for their visual tension and communicative the demand for power achieved with reduced

resources. They enshrine timeless rules of visual communication. Müller-Brockmann,

the leading light of Swiss Graphics in the 50s and

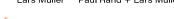
neutral, functional and objective by no means inhibits the designer's scope. It makes the designer keep his eye on the purpose of his work: communicating and being





Lars Müller

Paul Rand + Lars Müller



A PIONEER OF SWISS GRAPHIC DESIGN

OSEF MÜLLER-BROCKMANN

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.



edited by Lars Müller

forewords by Paul Rand + Lars Müller

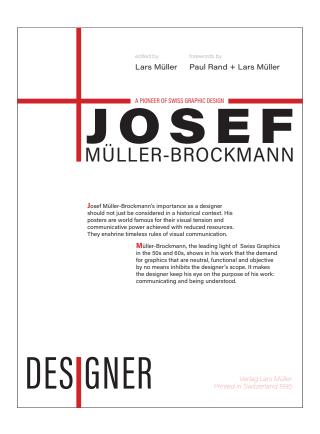
A PIONEER OF SWISS GRAPHIC DESIGN

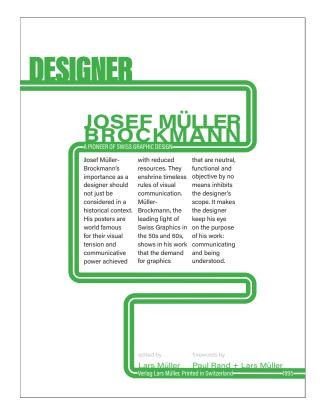
Josef Müller-Brockmann's

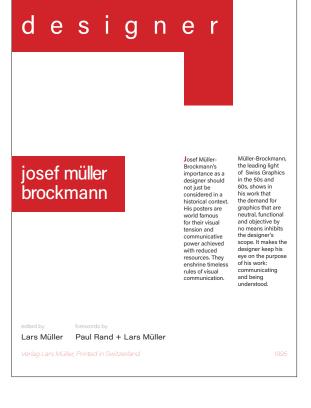
importance as a just be considered in a historical context. His posters are world famous for their visual tension and communicative power achieved with reduced resources. They enshrine timeless rules of visual communication.

Müller-Brockmann, the leading light of Swiss Graphics designer should not 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.

"His posters are world famous for their visual tension and communicative power"







published by Verlag Lars Müller

printed in Switzerland 1995

edited by Lars Müller

forewords by Paul Rand Lars Müller

A PIONEER OF SWISS GRAPHIC DESIGN

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 MULLER BROCKMANN

published by Verlag I

printed in Switzerland 1998

edited by Lars Müller

forewords by Paul Rand Lars Müller

A PIONEER OF SWISS GRAPHIC DESIGN 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 BROCKMAN

DESIGNEF

edited by Lars Müller

forewords by Paul Rand + Lars Müller

JOSEF müller-brockmann

A PIONEER OF SWISS GRAPHIC DESIGN

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

Verlag Lars Müller, Printed in Switzerland

199F

DESIGNER

published by Verlag Lars Mül

printed in Switzerland 1995

edited by Lars Müller forewords by Paul Rand Lars Müller

A PIONEER OF SWISS GRAPHIC DESIGN

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 BROCKMAN

DESIGNER

edited by Lars Müller

forewords by Paul Rand + Lars Müller

JOSEF MÜLLER BROCKIM

A PIONEER OF SWISS GRAPHIC DESIGN

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.

Verlag Lars Müller, Printed in Switzerland

1995

designer

josef müller brockmann

Josef Müller-Brockmann's importance as a iust be considered in a historical context. His posters are world famous for their visual tension and communicative power achieved with reduced

resources. They

rules of visual

communication.

enshrine timeless

Müller-Brockmann, the leading light of Swiss Graphics designer should not 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.

edited by

forewords by

Lars Müller

Paul Rand + Lars Müller

edited by Lars Müller ewords by Paul Rand Lars Müller

M B Ü

A PIONEER OF SWISS GRAPHIC DESIGN

Josef Müller-Brockmann's importance

Josef Muller-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 50 sand 60 s, 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.

DESIGNER

JOSEF müller-brockmann

A PIONEER OF SWISS GRAPHIC DESIGN

Josef Müller-Brockmann's Müller-Brockmann, the 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.

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.

DESIGNER

previords by Paul Rand Lars Müller

A PIONEER OF SWISS GRAPHIC DESIGN

JOSEF MULLER BROCKMAN

JOSEF müller-brockmann

A PIONEER OF SWISS GRAPHIC DESIGN

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.

Lars Müller Paul Band + Lars Müller

DESIGNER

JOSEF müller-brockmann

A PIONEER OF SWISS GRAPHIC DESIGN

designer

josef müller brockmann

Lars Müller Paul Rand + Lars Müller