

JOSEF

DESIGNER

forewords by

Paul Rand +
Lars Müller

edited by

Lars Müller

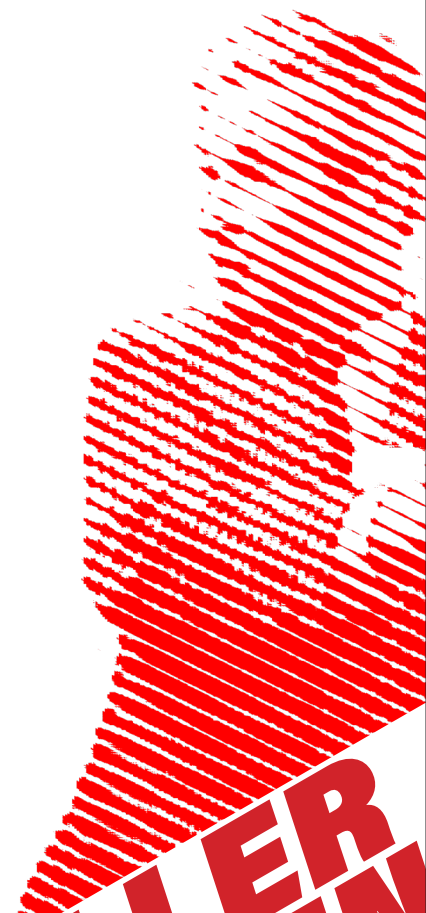
A PIONEER OF SWISS GRAPHIC DESIGN

**Josef
Müller-**

Brockmann's

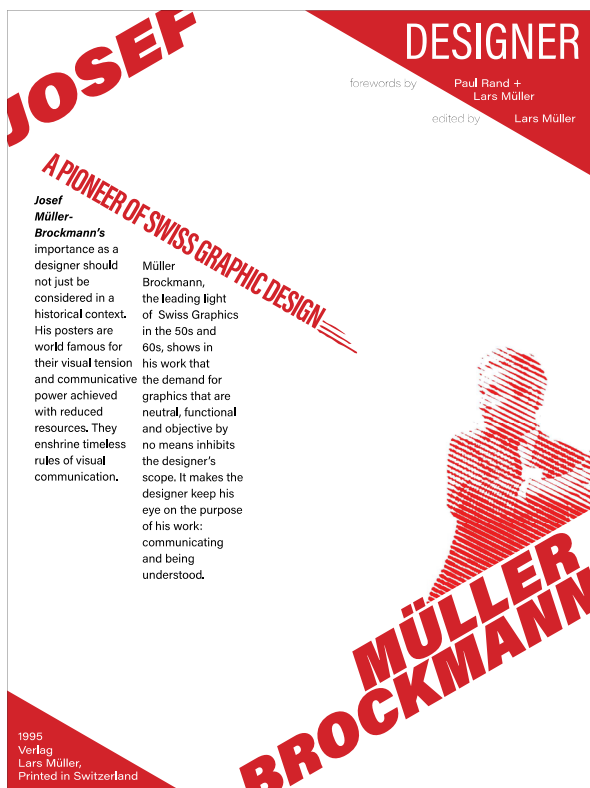
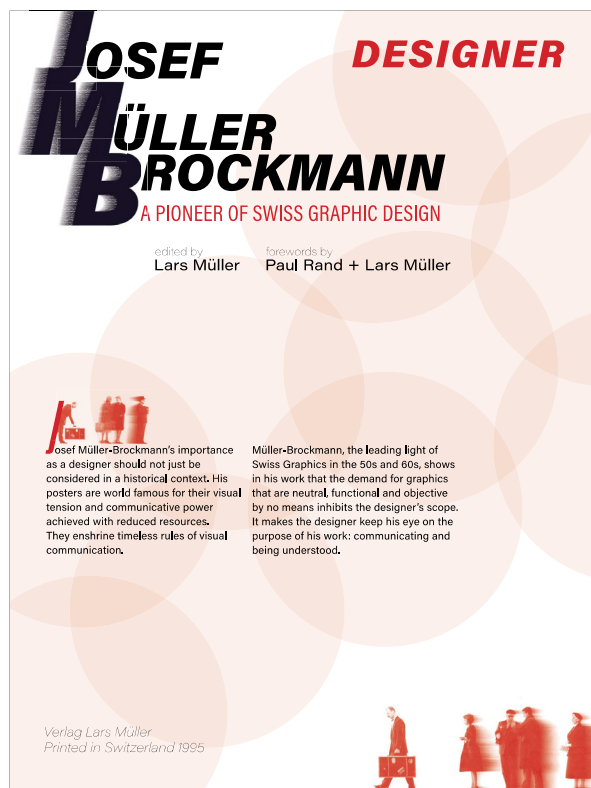
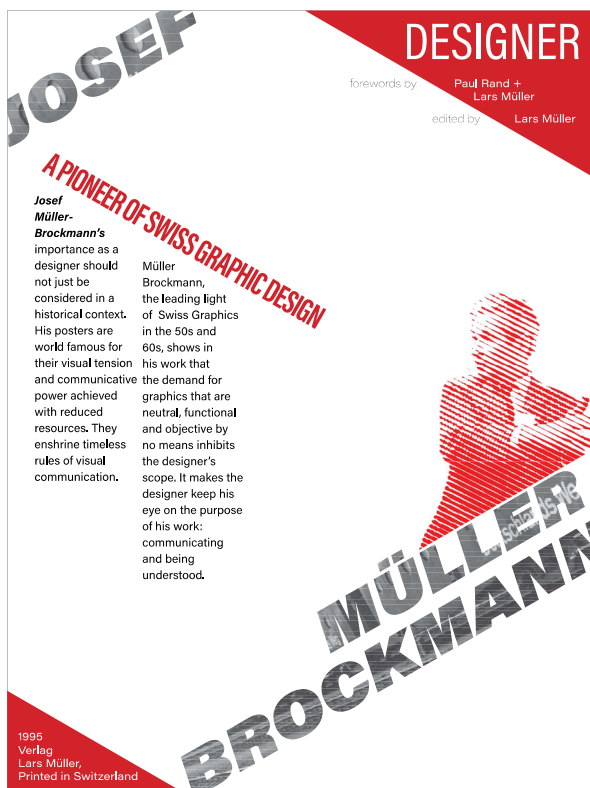
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Müller Brockmann, the leading light of Swiss Graphics in the 50s and 60s, shows in his work that the demand for graphics that are neutral, functional and objective by no means inhibits the designer's scope. It makes the designer keep his eye on the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



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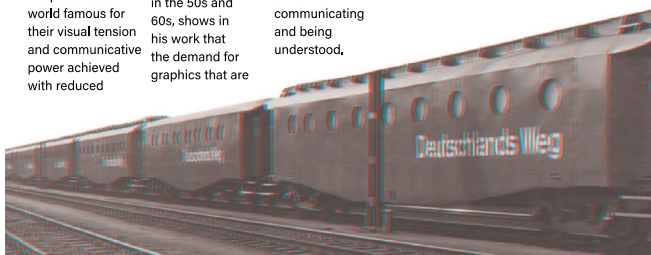
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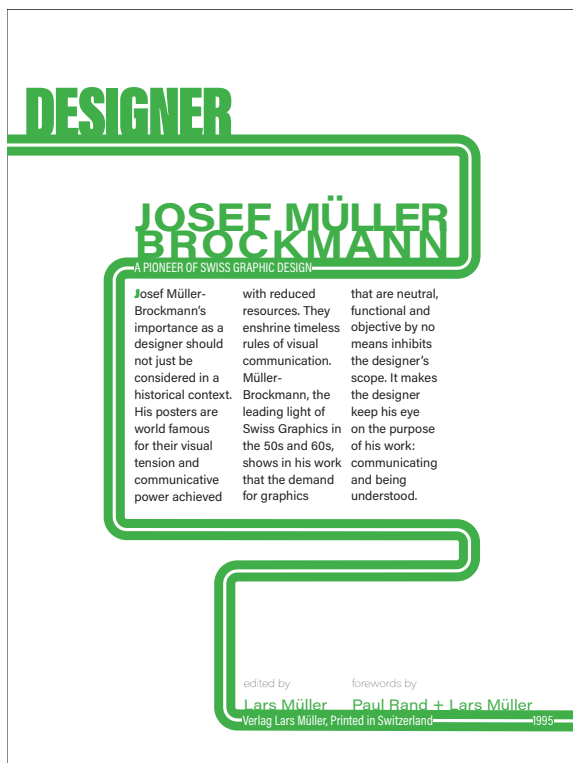
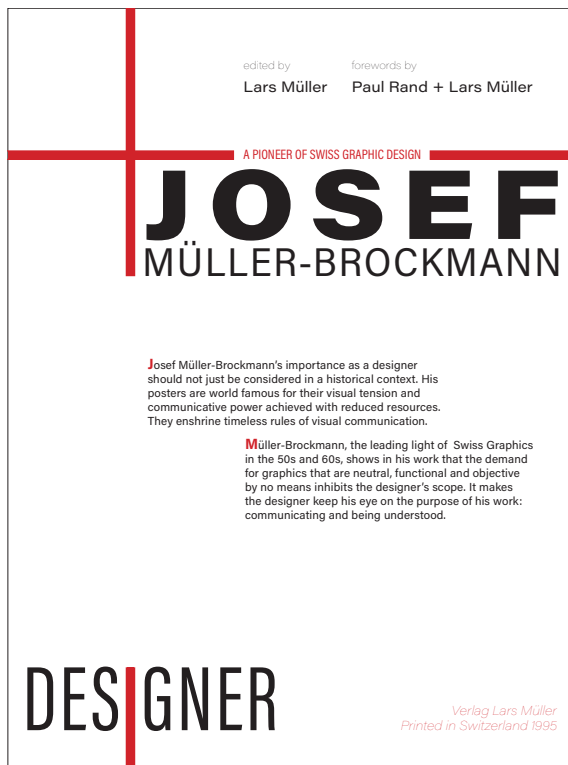
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