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Josef Muller Brockmann was born in Rapperswil, a city in Switzerland, on May 9th, 1914. After the completion of his secondary education in Rapperswil, he started working in Zurich as a designer in 1930. Being one of the leading pioneers, he was considered one of the most talented and very influential design artists.

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fostered the use of grid-based designs (through his book *Grid Systems in Graphic Design* ) in order to establish a universal medium of graphic expression.

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the geometric shapes, clean sans-serifs and the vibrant colors.

Josef Muller Brockmann Pioneer Of  
Josef Müller-Brockmann (May 9, 1914 –  
August 30, 1996) was a Swiss graphic  
designer and teacher. He studied

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architecture, design and history of art at both the University and Kunstgewerbeschule Zürich. In 1936 he opened his Zurich studio specialising in graphic design, exhibition design and photography.

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Josef Müller-Brockmann. Zurich Tonhalle  
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carry on a rather intimate relationship with Josef Müller-Brockmann. But, for those of you who aren't so lucky, allow me to make the necessary introduct

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ability to convey information with great visual tension, a sense of drama, and an extreme economy of means. He created a body of work in which timeless principles of visual communication are inscribed.

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