

SIDE GALLERY

MARTIN EISLER (1913-1977) & CARLO HAUNER (1927-1997)



Armchair model "Reversible"

Manufactured by Forma Moveis Brazil, 1955
Iron structure, cotton upholstery

Measurements

102 cm x 71 cm x 66h cm
40,1 in x 27,9 in x 25,9h in

Literature

Móvel Brasileiro Moderno, FGV Projetos,
Rio de Janeiro 2012, p. 207
Ruy Teixeira e Jayme Vargas, Desenho da Utopia,
Olhares, Sao Paulo 2016. P.78

Provenance

Familia Niomar Muniz Sodré Bittencourt

Exhibitions

Exhibited at Martin Eisler & Carlo Hauner
(Forma Brasil), Side Gallery, Barcelona
Sep 17 2017 - Nov 16 2017

Fairs

Exhibited at Design Miami/Basel,
Jun 11 2018 - Jun 18 2018

Biography

Beside Carlos Hauner, Martin Eisler (1913-1977) was the founder for the iconic Brazilian furniture company Forma. He was born in Vienna, Austria, and studied architecture in his country. In 1938 he moved to Buenos Aires. After meeting Carlos Hauner in Brazil, he started traveling there frequently to collaborate on designs and, they founded Forma to sell their own designs as well as pieces licensed from Knoll International. Eisler also opened Forma in Buenos Aires, along with partners Arnold Hakel and Susi Aczel, as an architectural, industrial and interior design firm also known as Interieur Forma.