

SIDE GALLERY

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



Armchair model "Shell"

Manufactured by Forma Moveis Brazil, 1950
Iron structure, fabric upholstery

Measurements

70 cm x 78 cm x 74h cm
28 in x 27,5 in x 31h in

Literature

Brasilian modern: The rediscovery of
twentieth-century Brazilian furnitu- re. Aric Chen.
Brasil, 2016. Pag 217,128

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.