

# SIDE GALLERY

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## **JORGE ZALSZUPIN (1922-)**

Sofa model "Cubo"  
Manufactured by L'Atelier  
Brazil, 1970  
Wooden frame, upholstery

Measurements  
152,4 cm x 86,36 cm x 63,5h cm.  
60 in x 34 in x 25h in.

Literature  
Maria Cecilia Loschiavo dos Santos, Jorge Zalszupin, Design  
Moderno no Brasil, Éditions Olhares, São Paulo 2014

Provenance  
Private home, Sao Paulo

Biography  
Jorge Zalszupin a native of Warsaw, Poland, studied architecture at Bucharest's Ecole des Beaux Arts. While working as an architect in Paris, he found inspiration in articles about Brazilians Oscar Niemeyer and Roberto Burle Marx and immigrated to Brazil in 1949. There, he founded L'Atelier in 1959, which would become one of the most important furniture companies in Brazil. Starting as a small workshop where Jorge had brought together a team of highly skilled craftsmen, L'Atelier soon turned into a power house, with 300 employees at the end of the 1960's, pioneering use of plywood and chromed metal became the signature of L'Atelier furniture and enabled him to create sensual and elegant pieces that stand as timeless signatures of the Brazilian modernist movement. The company also had an important role in the introduction on the Brazilian market of injectionmolded plastic objects.