

# SIDE GALLERY

BRANCO & PRETO



## **Sofa model "M3"**

Manufactured by Paubra  
Brazil, 1955  
Cabreuba, upholstery

## **Measurements**

224 cm x 58 cm x 72h cm  
88,2 in x 22,8 in x 28,4h in

## **Details**

Paubra principally manufactured furniture for Studio De Arte Palma – founded by Lina Bo Bardi – but from 1948 to 1950 the company also produced for Branco e Preto

## **Literature**

Branco e Preto by Marlene Milan Acayaba  
published by Instituto Lina Bo e Pietro  
Maria Bardi.  
Residência J. Carlos Guimarães Oliva,  
Branco & Preto, p.100

## **Biography**

In 1952, it was founded in São Paulo Branco and Preto, a mixture of shop and studio considered by many to be one of the first design shops in the country. Its creators, Jacob Ruchti, Miguel Forte, Plínio Croce, Roberto Aflalo, Carlos Milan and Chen Y Hwa, were among the greatest and most celebrated architects of the time. Thus, the furniture created by them, in the beginning, was, in Fort's words, "connected with the intentions and needs of the architect".

The brand invested in sober, well defined and light lines and, especially, in the innovative material for the time: laminated wood, welded iron and plastic. The upholstery fabric was especially important. As the store never had industrial production, always betting on the handcrafted execution, the pieces are now considered rare and quite valuable. The most famous are the MF5 armchair, designed by Millan and Forte; the armchair R3, designed by Ruchti; and the sofa M3, designed by Millan, all of the 1950s.