

# SIDE GALLERY

JORGE ZALSZUPIN (1922-2020)



## Coffee table model "Petalas"

Manufactured by L'Atelier  
Brazil, 1960s  
Jacaranda, iron structure

## Measurements

140 cm diameter x 32 cm height  
55,11 in diameter x 12,59 in height

## Literature

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

## Provenance

Private collection, Sao Paulo

## Concept

In the Petalas series Zalszupin plays with an organic form inspired by flower petals. The idea works both as a large octagonal table as well as in a smaller one made of only four elements. The restrictive geometric form has been interpreted in a poetic way. Petalas tables are captivating due to their clever construction and sensual shape, bringing to mind some of Neimeyer's architectural forms, for instance Palácio da Alvorada in Brasília.

## 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 injection molded plastic objects.