

SIDE GALLERY

JORGE ZALSZUPIN (1922-2020)



Pair of armchairs model "Cubo"

Manufactured by L'Atelier
Brazil, 1970
Wood, upholstery

Measurements

86,36 cm x 86,36 cm x 63,5h cm
34 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 collection, 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.