

SIDE GALLERY

DON SHOEMAKER (1919-1990)



Pair of chairs model "Sloucher"

Manufactured by Señal, Mexico
Mexico, 1950s
Rosewood, leather

Measurements

39 cm x 57 cm x 46 cm h
15,4 in x 22,4 in x 18,1 in h

Literature

Dina Comisarenco Mirkin, et al., *Vida y Diseño en Mexico: Siglo XX*, Mexico City, 2007, pp.82-83

Biography

Furniture designer Don Shoemaker was born in Nebraska. During the 1930s, he studied at the Art Institute of Chicago. In the late 1940s, fell in love with Mexico. He loved the country so much that later in the 1940s, he moved to Mexico with his wife. Shoemaker lived and painted in a town called Santa Maria de Guido, overseeing the City of Morelia in Michoacán.

Don became inspired by the tropical woods of Mexico and began to manufacture furniture from these precious timbers. What began as a small factory in the late 1950s became known as Señal S.A and grew to where Don employed more than a hundred skilled artisans. Soon he became an important figure in the economic and cultural life of his adopted town. Señal S.A brought new wealth and an economic boost to the town, and Don was known for his warm and charitable heart.

The furniture designed for Señal S.A by Don were modern interpretations of traditional Mexican furnishings. The pieces made from Cocobolo, a Mexican rosewood, and other precious woods were highly sought after. The furniture was exported to showrooms in Chicago, Los Angeles, Houston, and large Mexican cities. His designs were liked very much by wealthy Mexican families who had complete sets decorating their homes.