

SIDE GALLERY

MARTIN EISLER (1913-1977) & CARLO HAUNER (1927-1997)



Armchair model "Reversible".

Manufactured by Forma Moveis.
Brazil, 1955
Iron structure, brass, cotton upholstery.

Measurements

102 x 71 x 66h cm | 40,1 x 27,9 x 25,9h in

Literature

Móvel Brasileiro Moderno,
FGV Projetos, Rio de Janeiro 2012, p. 207;
Ruy Teixeira e Jayme Vargas, Desenho da Utopia,
Olhares, Sao Paulo 2016. p.78.

Exhibitions

Exhibited at Martin Eisler & Carlo Hauner
(Forma Brasil), Side Gallery, Barcelona,
Sep 17 2017 - Nov 16 2017.

Provenance

Family Niomar Muniz Sodré Bittercourt, founders of
"Museo de Artes Modernas" Sao Paulo.

Biography

Beside Carlos Hauner, Martin Eisler (1913-1977) was the founder for the iconic Brazilian furniture company Forma. He was born in Vienna, Austria, and studied architecture in his country. In 1938 he moved to Buenos Aires. After meeting Carlos Hauner in Brazil, he started traveling there frequently to collaborate on designs and, they founded Forma to sell their own designs as well as pieces licensed from Knoll International. Eisler also opened Forma in Buenos Aires, along with partners Arnold Hakel and Susi Aczel, as an architectural, industrial and interior design firm also known as Interieur Forma.