

# SIDE GALLERY

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



## Armchair model "Shell"

Manufactured by Forma Moveis  
Brazil, 1950  
Iron structure, fabric upholstery

## Measurements

70 x 78 x 74h cm  
28 x 27,5x 31h in

## Literature

Brasilian modern: The rediscovery of twentieth century Brazilian furniture.  
Aric Chen. Brasil, 2016. Pag 217,128.

## 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.