

SIDE GALLERY

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



Pair of armchairs model "Shell"

Manufactured by Forma Moveis
Brasil, 1955
Black painted metal, fabric upholstery

Measurements

74 x 77,5 x 78h cm
29,1 x 30,5 x 30,7h in

Literature

Móvel moderno Brasileiro, Marcelo Vasconcellos,
Aeroplano, P. 201.
Desenho da Utopia, Brazilian Modern Furnitures,
Éditions Olhares, São Paulo 2016, p 20.
Brazil Modern, the rediscovery of 20th century
Brazilian furniture – Aric Chen, 2016.

Exhibitions

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

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.