

# SIDE GALLERY

JORGE ZALSZUPIN



**Modular Bookcase model "Kovacs".**  
From Sao Paulo, Brazil.

Brazil, 1960.  
Lacquered rosewood.  
300 x 40 x 150h cm | 118,1 x 15,7 x 59,1h in

**Provenance**  
Sao Paulo, Brazil.

**Jorge Zalszupin** (b. Warsaw, Poland 1922 - d. São Paulo, Brasil 2020) graduated as an architect in Romania in 1945. His importance in Brazilian design is not yet fully documented. Besides owning the L'Atelier furniture factory, dedicated to modern furniture design, Zalszupin led a unique initiative: he coordinated a team of designers who worked for four different factories owned by the same business group, the *Forsa group*.

Zalszupin immigrated to Brazil in 1949 and, after a brief stay in the capital of the Republic, settled in São Paulo, a city beginning to commence a grand cycle of industrial growth and significant cultural transformations. In the early 1950s, he opened an architecture firm in partnership with José Gugliotta. After some time, he tired of design pieces exclusively for the homes of elite clients and decided to join a group of joiners and produce small series, leading to the formulation of the *L'Atelier* factory, which soon began to manufacture office furniture and went from being a joinery of handmade production to an industry of mass production. The first piece of the series was made in 1959; it was an armchair, nicknamed '*Danish*' by the staff. Composed of rosewood and upholstery, it features toothpick legs, and the arms and front feet resemble the columns designed by Niemeyer for the Palace of Dawn.