

SIDE GALLERY

BRANCO E PRETO



Armchair "MR7"

Manufactured by Branco & Preto
Brazil, 1953
Wood, Leather

Measurements

79 x 71 x 77h cm
31,1 x 28 x 30,3h in

Exhibitions

Rhythm. Rigor. Reason. Braco & Preto Studio and
Constructive Art. From 21 August till 9 October 2021.
Casa Zalszupin, Sao Paulo (Brazil).

Literature

Branco e Preto by Marlene Milan Acayaba published
by Instituto Lina Bo e Pietro Maria Bardi.

Provenance

Private Collection, Sao Paulo

Biography

In 1952, it was founded in São Paulo Branco and Preto, a mixture of shop and studio considered by many to be one of the first design shops in the country. Its creators, Jacob Ruchti, Miguel Forte, Plínio Croce, Roberto Aflalo, Carlos Milan and Chen Y Hwa, were among the greatest and most celebrated architects of the time. Thus, the furniture created by them, in the beginning, was, in Fort's words, "connected with the intentions and needs of the architect". The brand invested in sober, well defined and light lines and, especially, in the innovative material for the time: laminated wood, welded iron and plastic. The upholstery fabric was especially important. As the store never had industrial production, always betting on the handcrafted execution, the pieces are now considered rare and quite valuable. The most famous are the MF5 armchair, designed by Millan and Forte; the armchair R3, designed by Ruchti; and the sofa M3, designed by Millan, all of the 1950s.