

SIDE GALLERY

MARTIN EISLER & CARLO HAUNER



Pair of armchairs model "Concha"

Manufactured by Forma Moveis
Brazil, 1950
Iron structure, woven rattan

Measurements (each armchair)

78 x 72 x 80h cm
30,7 x 28,3 x 31,5h in

Provenance

Private collection

Literature

Aric Chen, Brazil Modern: The Rediscovery of
Twentieth-Century Brazilian Furniture, R & Company /
The Monacelli Press, 2016

Biography

Martin Eisler (1913–1977) and **Carlo Hauner** were pivotal figures in the development of modern Brazilian furniture design and co-founders of the iconic company Forma.

Martin Eisler was born in Vienna, Austria, where he studied architecture before relocating to Buenos Aires, Argentina, in 1938 due to the rising tensions in Europe. Deeply influenced by the European modernist movement, Eisler brought a refined sensibility and architectural rigor to his work. In Buenos Aires, he quickly established himself as a designer and architect with a strong sense of form, functionality, and materiality.

Carlo Hauner, an Italian-born painter and designer, immigrated to Brazil after World War II and settled in São Paulo. He was drawn to the country's dynamic creative energy and began experimenting with furniture design that combined European modernism with the textures and spirit of Brazilian culture.

The two met in Brazil in the early 1950s and discovered a shared vision for modern design. Their collaboration led to the foundation of Forma, a groundbreaking furniture company that produced original designs as well as licensed pieces from the American firm Knoll International. Forma quickly gained a reputation for its innovative approach and high-quality craftsmanship, blending international design trends with locally sourced materials like Brazilian hardwoods and woven cane.

Eisler frequently traveled between Buenos Aires and Brazil, fostering a transnational dialogue in design. In Argentina, he expanded Forma's presence by opening a branch in Buenos Aires in partnership with Arnold Hakel and Susi Aczel, known as Interieur Forma, which functioned as an architectural, industrial, and interior design studio.