

SIDE GALLERY

JORGE ZALSZUPIN



Sofa Model "Brasiliana"

Manufactured by L'Atelier, São Paulo
Brazil, 1950s
Jacaranda wood, red upholstery

Measurements

211 × 94 × 60h cm
83,1 × 37 × 23,6h in

Provenance

Private collection, Brazil

About

The Brasiliana sofa is one of Jorge Zalszupin's most emblematic contributions to the development of Brazilian modern furniture during the 1950s. Produced by L'Atelier, the influential company founded by the designer in São Paulo, the model reflects Zalszupin's ability to synthesize architectural precision, sculptural form, and sensual comfort into a distinctly Brazilian modern language.

Defined by its elongated horizontal silhouette and low proportions, the sofa conveys both elegance and informality—qualities central to postwar Brazilian interiors. The richly toned red upholstery introduces warmth and visual intensity, contrasting beautifully with the structural clarity of the wooden frame. This chromatic boldness reflects the optimism and expressive freedom that distinguished Brazilian modernism from its European counterparts.

Biography

Jorge Zalszupin (b. Warsaw, Poland 1922 - d. São Paulo, Brazil 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.