

# SIDE GALLERY

JORGE ZALSZUPIN



## Console

Manufactured by L'Atelier  
Brazil, 1960  
Jacaranda

## Measurements

150 × 40 × 70h cm  
59,1 × 15,7 × 27,6h in

## Provenance

Private collection, Brazil

## About

This console by Jorge Zalszupin exemplifies the refined sophistication of Brazilian modern furniture during the 1960s. Executed in richly figured jacaranda, the piece reflects Zalszupin's distinctive ability to combine architectural rigor with sensual materiality, creating furniture that is both elegant and deeply tactile. The composition is defined by a strong horizontal volume elevated on a sculptural solid wood base, producing a visual contrast between solidity and lightness. The finely patterned jacaranda veneer emphasizes rhythm and continuity across the cabinet surfaces, revealing the designer's meticulous attention to grain orientation and craftsmanship.

Like many of Zalszupin's interiors and furniture pieces, the console demonstrates a synthesis of European modernism and Brazilian material culture. Trained as an architect in prewar Europe before emigrating to Brazil, Zalszupin brought with him a modernist sensibility that he adapted to the richness of Brazilian woods and artisanal production methods.

The restrained geometry and carefully balanced proportions allow the natural beauty of the jacaranda to become the focal point of the design.

## Biography

**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.