

# SIDE GALLERY

JORGE ZALSZUPIN



## Side Table Model "Pétalas"

From the Pétalas Series  
Manufactured by L'Atelier  
Brazil, 1960s  
Veneered wood

### Measurements (each)

47 × 47 × 52h cm  
18,5 × 18,5 × 20,5h in

## About

The Pétalas side tables exemplify Jorge Zalszupin's ability to merge sculptural elegance with refined craftsmanship, qualities that define the finest examples of Brazilian modern design from the 1960s. Conceived as part of the Pétalas series, the tables explore the relationship between geometry, organic form, and material sophistication.

Characterized by softly curved lines and carefully balanced proportions, the design evokes the delicacy and rhythm of overlapping petals—an organic reference subtly translated into modernist vocabulary. The veneered wooden surfaces and lacquered finish highlight the richness of the material while preserving the visual lightness central to Zalszupin's aesthetic.

Produced by L'Atelier, the influential company founded by the designer in São Paulo, the tables reflect the studio's commitment to high-quality craftsmanship and innovative furniture production. Their compact scale and sculptural clarity allow them to function equally as practical side tables and as refined architectural accents within an interior.

Like much of Zalszupin's work, the Pétalas series demonstrates a distinctly Brazilian interpretation of modernism.

## 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.