

SIDE GALLERY

JORGE ZALSZUPIN



Sofa Model "Cubo"

Manufactured by L'Atelier
Brazil, 1970
Wood structure, upholstery

Measurements

200 × 86 × 63h cm
78,7 × 33,9 × 24,8h in

Provenance

Private collection, Brazil

About

Designed in 1970, the Cubo sofa represents Jorge Zalszupin's refined interpretation of modern domestic comfort through the lens of Brazilian modernism. Defined by its clean geometric volume and low horizontal silhouette, the piece embodies the designer's ability to balance architectural rigor with softness and material warmth.

The name Cubo refers to the sofa's modular, cubic composition, where generous upholstered volumes are carefully arranged to create a sense of structural clarity without sacrificing comfort. Unlike the more rigid forms associated with European modernism, Zalszupin's approach introduces a tactile and inviting quality, emphasizing relaxed living and human scale.

Its restrained proportions and understated elegance reflect the aesthetic direction of Brazilian interiors during the late 1960s and early 1970s, when furniture increasingly favored informality, openness, and integration with architectural space. The sofa's broad seating surface and low height reinforce this relationship between furniture and environment, encouraging a more fluid and relaxed use of the domestic interior.

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.