JORGE ZALSZUPIN



Armchair model “Cubo”
Manufactured by L’Atelier
Brazil, 1960s
Plywood, grey suede, black leather, black lacquered wood

Measurements
84 × 84 × 64h cm
33,1 × 33,1 × 25,2h in

Literature
Maria Cecilia Loschiavo dos Santos, Jorge Zalszupin: Design Moderno no Brasil, Olhares, São Paulo, 2014, similar models reproduced pp. 198–203
André Vicente and Marcelo Vasconcellos, Móvel Moderno Brasileiro / Brazilian Modern Design, Olhares, São Paulo, 2017, similar model reproduced p. 388
Aric Chen, Brazil Modern: The Rediscovery of Twentieth-Century Brazilian Furniture, The Monacelli Press, New York, 2016, similar model reproduced pp. 236–237
Lissa Carmona and Renato Teixeira, Entre(-tempos): Casa Zalszupin, Act., São Paulo, 2022, model reproduced, unpaginated

About
Designed at the end of the 1960s, the “Cubo” armchair represents a distinctly geometric direction within Jorge Zalszupin’s practice. Conceived as a compact architectural volume, its rectilinear exterior appears to have been carved from a solid cube, revealing a deeply curved and enveloping interior. The design formed part of a broader seating collection produced by L’Atelier in several configurations, including individual armchairs and modular sofas.
In this version, the contrast between the grey suede exterior and the black leather seat emphasizes the dialogue between geometric rigidity and tactile comfort. The concealed plywood structure and low black-lacquered wooden base reinforce the chair’s monolithic appearance, while the continuous interior upholstery creates a generous, protective seating space. Through this carefully balanced opposition, Zalszupin transforms a simple geometric form into a sculptural and inviting piece of furniture.

Biography
Jorge Zalszupin (1922–2020) was a Polish-born Brazilian architect and furniture designer. Born in Warsaw, he studied architecture in Romania before moving to Brazil in 1949, where he settled in São Paulo and established his architectural practice. In 1959, he founded L’Atelier, a furniture company that became a pioneer of modern Brazilian industrial design. Combining traditional craftsmanship with serial production, he developed furniture distinguished by refined geometries, innovative construction techniques and the use of Brazilian tropical woods, particularly jacaranda. His work contributed significantly to the development of Brazilian modernism, with numerous commissions for residential, commercial and public buildings, including projects in Brasília.