Debuting in Australia, exclusive to Melbourne
Wed 18 - Sun 22 March, 2020

LEONARD JOEL
Est 1919
It is with great pleasure that Leonard Joel, in collaboration with Mama Casa, presents highlights of ETEL’s Brazil Modern collection, for sale and viewing in an Australian debut.

This collection brings together iconic pieces by Brazil’s most renowned designers from the mid century period. We are thrilled to showcase these pieces in a curated exhibition at Leonard Joel Melbourne.

The collection features works by Oscar Niemeyer in collaboration with his daughter Anna, Jorge Zalszupin, Lina Bo Bardi and Zanine Caldas, alongside pieces by contemporary designers Etel Carmona and Lia Siqueira. The pieces are exquisitely crafted by skilled artisans, honouring traditional techniques, and bringing a deep understanding of native Brazilian wood to their work. All pieces are handmade to order, with an embedded seal certifying the authenticity of the piece, provided by the foundation representing the designer.

Do not miss this rare opportunity to acquire a piece of handcrafted furniture by one of Brazil’s most iconic designers. We hope you enjoy the ETEL collection as much as we do.

Oscar Niemeyer’s most iconic design, The Rio Rocking-Chaise, was inspired by the figure of a woman, and is reminiscent of the Brazilian coastline.

The cylindrical headrest, affixed by two cords is made of black leather. Tensioned wicker of woven natural cane stretches over the frame, to form the seat.

DIMENSIONS:
D170 x W60 x H90cm
FINISHING: Black Lacquer Timber, Leather and Cane

This furniture line is exclusively licensed to ETEL and is protected by patent laws and legal sanctions under both criminal and civil codes. Legal proceedings may be instigated against any parties breaching the rights.

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Handmade to order. Embedded seal certifying it’s authenticity by the Fundação Oscar Niemeyer and part of the ETEL collection.
Every line drawn by architect Oscar Niemeyer had the power to charm the eye and make history. But his curves were not limited to remarkable architecture. The architect, who made history by designing several landmark buildings in Brasilia, Rio de Janeiro, São Paulo and around the world, also created sculptural pieces of furniture.

The desire to create his own furniture was born out of frustration; he often thought furniture would detract from modernist and contemporary architecture. So he decided to design his own.

Together with his daughter, Anna Maria, he designed the iconic Rio rocking chair, the Marquesa bench and the Alta armchair. He would later create the ON line: a desk, a sofa and an armchair that reflected the famous curves of his architecture.

“'We hated Bauhaus. It was a bad time in architecture. They just didn’t have any talent. All they had were rules. Even for knives and forks they created rules. Picasso would never have accepted rules... The rule is the worst thing. You just want to break it.” Oscar Niemeyer

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OSCAR NIEMEYER
ON ARMCHAIR, SOFA & DESK
1980 / 2013

OSCAR NIEMEYER
ALTA ARMCHAIR & OTTOMAN
1977 / 2013 - LACQUERED TIMBER

ARMCHAIR D170 x W60 x H90
OTTOMAN D71 x W71 x H41
FINISHING: Black Lacquered Timber, Fabric or Leather.

ARMCHAIR: D71 x W102 x H70cm
FINISHING: Steel. Fabric or Leather.

OSCAR NIEMEYER
ALTA ARMCHAIR & OTTOMAN
1977 / 2013 - STEEL

ARMCHAIR: D85 x W110 x H70cm
SOFA 2 SEAT: D85 x W180 x H70cm
SOFA 3 SEAT: D85 x W245 x H70cm
FINISHING: Fabric or Leather.
TIMBERS: Cedar, Freijo, American Walnut

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LINA BO BARDI
1914 - 1992

Italian-born, Bo Bardi studied under radical Italian architects, but quickly became intrigued with modern Brazilian architecture. Bo Bardi and her husband were involved in the Italian resistance movement, and found life in post-war Italy difficult. In October 1946 Bo Bardi and her husband moved to South America.

During her lifetime it was difficult for her to be accepted among the local architects, because she was both a "foreigner" and a woman. However she found in São Paulo a fertile home for her modernist style of architecture in the 1950s and 1970s. She designed the unconventional in many buildings that would become architectural landmarks, such as the São Paulo Museum of Art (MASP), the Museum of Modern Art of Bahia (MAM-BA), the Sesc Pompeia complex and her own Casa de Vidro (Glass House), which currently houses the Institute named after her.

institutobardi.com.br
etel.design
mamacasa.com.au

INSTITUTO BARDI
CASA DE VIDRO

Handmade to order. Embedded seal certifying it’s authenticity by the Instituto Bardi and part of the ETEL collection.
JORGE ZALSZUPIN

At age 15 he was drawn irresistibly by a book he saw in the window of a bookstore, and became hopelessly seduced by the work of Le Corbusier.

A Polish Jew, Jorge Zalszupin fled his country during World War II to take refuge in Romania. He studied during WW2 and, when he graduated in 1945, felt so disillusioned with the devastation he saw in his hometown he decided to leave Poland.

After a short stay in France he moved to Brazil, where he found the right conditions to develop his unique, poetical, sensual and modern brand of architecture.

Demand for his comfortable, timeless furniture was such that he established L'Atelier to manufacture and retail his designs. In the 1960s and 1970s his work could be seen in almost every public building in Brasília.

jorgezalszupin.com
etel.design
mamacasa.com.au

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JORGE ZALZUPIN
PRESIDENCIAL SOFA AND ARMCHAIR
1959 / 2015

DIMENSIONS: D75 x W70 x H67cm
FINISHING: Leather, Fabric
TIMBER: Imbuia, Sucupira

JORGE ZALZUPIN
ADRIANA ARMCHAIR
1962 / 2011

DIMENSIONS: D65 x W70 x H60cm
FINISHING: Leather, Fabric
TIMBERS: Cedar, Freijo, Imbuia, Sucupira

JORGE ZALZUPIN
PRESIDENCIAL SOFA AND ARMCHAIR
1959 / 2015

DIMENSIONS: D75 x W70 x H67cm
FINISHING: Leather, Fabric
TIMBER: Imbuia, Sucupira

JORGE ZALZUPIN
ANNETTE ARMCHAIR
& OTTOMAN
1959 / 2006

DIMENSIONS: D75.5 x W75.5 x H68.5cm
FINISHING: Leather, Fabric
TIMBER: Cedar, Freijo, Imbuia, Sucupira

All pieces are handmade to order. Embedded seal certifying it's authenticity by the Fundação Jorge Zalszupin and part of the ETEL collection.
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Etel Carmona

A self-taught designer, Etel started her career in the 1980s, restoring period furniture in her country house. Under the layers of paint and varnish, she discovered beautiful woods and exquisite construction. It led her to believe that Brazilian woods are like jewels and deserve to be valued and preserved.

She uses classic techniques from traditional joinery which she then leaves visible, so everyone can admire the beauty of the finger joint and dovetailing. In 1985, she launched ETEL, producing furniture designed by renowned designers and artists as well as re-issuing Brazilian modernist furniture, preserving and cherishing this rich legacy.

Since 1999, Etel has been involved in sustainable projects with certified wood from responsibly managed forests in the Amazon region, as well as the empowerment and development of professional skills of forest populations. In 2001, ETEL was one of the first furniture companies in Brazil to be awarded the FSC® - Forest Stewardship Council® certification.

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José Zanine Caldas possessed unsurpassed skills. A self-taught designer, he could transform wood into magnificently sensual pieces, understanding the full beauty and potential of this precious material.

Most of his designs tap into the modernist aesthetics whilst displaying exceptionally unique shapes: form and function revisited with a twist.

Some of his standout signature pieces are the Y Chair, the V Dining Chair, the F Armchair and R Armchair, and the ZC2 Coffee Table. Beautifully carved from ipe timber (Brazilian walnut), all stand the test of time; they speak of sensual creativity and unsurpassed originality.

etel.design
mamacasa.com.au

All pieces are handmade to order. Embedded seal certifying its authenticity and part of the ETEL collection.
All pieces are handmade to order, and include an embedded seal certifying authenticity from each designer’s foundation. All part of the ETEL collection.

Distributed in Australia exclusively by Mama Casa. To view the full collection, please visit mamacasa.com.au or etel.design

JORGE ZALSZUPIN
JZ TROLLEY
1959 / 2016
BRASS & TIMBER