

**R & Company to Open Exhibition of Iconic Works by Brazilian Design Firm Forma,  
Inviting New Engagement with Its Distinct Vision and Approach**

***Forma: Bridging Cultures in Modern Design*  
On View January 12 – April 19, 2024**



Martin Eisler, Pair of lounge chairs, c. 1960, wood and leather.  
Photography courtesy of R & Company.

On January 12, R & Company will open *Forma: Bridging Cultures in Modern Design*, the gallery's second exhibition exploring the iconic designs of one of the most important mid-20th century Brazilian furniture ateliers. Forma's lead designers Carlo Hauner and Martin Eisler, both European transplants to Brazil, met in 1952 in São Paulo. Drawing on their varying experiences in art, architecture, and interior design, they created a singular style that emphasized local materials, clean, angular lines, and impeccable craftsmanship. Their focus on

designing for broad public appeal and producing custom pieces resulted in significant commercial success and encouraged the establishment of a distinctly Brazilian aesthetic and approach. Although Hauner and Eisler only worked together for a short period, their practice has had a lasting impact on the development of global design. The upcoming exhibition, on view at R & Company's White Street location through April 19, 2024, provides a fresh opportunity to experience their exquisite work.

Born in Brescia, Italy, Carlo Hauner (1927-1997) studied art and design in Milan and immigrated to Brazil after World War II. Although he began his career as a painter, in 1950, he launched a furniture production company. Martin Eisler (1913-1977) was born in Vienna, Austria, and studied architecture and design at the School of the Applied Arts. Escaping the rise of Nazism in Europe, in 1938, Eisler immigrated to Buenos Aires, Argentina, where he worked as an architect and interior designer, and exhibited his furniture designs. Eisler and Hauner crossed professional paths in São Paulo when Eisler was in the city designing an apartment. Their mutual interests and respect for each other's vision led to the creation of Forma.

Hauner and Eisler's European heritage provided an exciting opportunity to meld the aesthetics of their home and adopted countries. Their appreciation of Brazil's climate and culture provided new avenues for experimentation, as they worked to infuse the international style with warmth and sensuality. Their designs often combined local woods with leather and iron in sophisticated ways that also reflected their

deep commitment to craftsmanship. The elegance of their designs produced instant classics that significantly influenced modern furniture production in Brazil in the following years and that remain relevant and appealing to today's institutional and private collectors. Despite their undeniable impact, their practice remains considerably under-studied. This is perhaps because Hauner and Eisler only worked together for a few years before Hauner moved back to Italy, and in time Eisler took the firm in different directions.

For more than two decades, R & Company has studied, championed, and collected significant works of Brazilian modern design. The gallery has amassed significant holdings of Forma's original works, allowing for the development of new scholarship and presentations that engage public and collecting audiences. *Forma: Bridging Cultures in Modern Design* will feature a selection of chairs, tables, credenzas, and other furniture and objects, produced largely in the decade between 1950 and 1960, that highlight the intricacy, quality, and singularity of Forma's production, further cementing their important place in design history. The exhibition follows recent presentations by R & Company of works by Sergio Rodrigues and Joaquim Tenreiro, continuing the gallery's commitment to expanding awareness and collecting of Brazilian modern masters.

### **About R & Company**

For over 20 years, R & Company has championed collectible design, advancing the contemporary marketplace and actively growing a global collector base and clientele. Its founders, Zesty Meyers and Evan Snyderman, are widely recognized for identifying rising talent, deepening scholarship about collectible design, and developing new avenues for growth in the industry. R & Company maintains two dynamic spaces in New York: its expansive, inaugural space at 82 Franklin Street features a rotating display of interior environments highlighting gallery designers, while 64 White Street offers an active roster of solo and group exhibitions and includes a Library and Archive of more than 10,000 books, photographs, drawings, and other materials. The gallery is committed to nurturing and sustaining the markets and careers of both emerging and established designers, as well as to maintaining and expanding commercial and academic interest in historic design. Its roster of international designers includes Wendell Castle, Rogan Gregory, Greta Magnusson Grossman, Serban Ionescu, Hun-Chung Lee, Joyce Lin, Roberto Lugo, Richard Marquis, Jolie Ngo, Katie Stout, Johnny Swing, Studio Job, Joaquim Tenreiro, and Jeff Zimmerman, among many others. With its vision, passion, and expertise, R & Company serves as a critical platform for experiencing 20th and 21st-century objects and discovering innovative, rare, and significant design.

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