

Natural materials and sophistication  
hold hands in the New Edition of the Niemeyer armchair



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NIEMEYER ARMCHAIR

The Niemeyer armchair, one of InsidherLand's best sellers, has recently received a remake that evokes the sophistication of natural materials. Charming and delicate, the refined new edition gathers the beauty of the wool, emphasizing the modernist lines of the piece, and the sturdiness of the natural oak, bringing to mind a sense of nature and wonder.

Niemeyer is named after the Brazilian Architect Oscar Niemeyer whose Architecture was spread like sculptural poetry in the History of humankind. The rounded lines of the armchair are influenced by the remarkable 'Casa das Canoas' designed by Niemeyer in 1951.

If looking through the human scale point of view, the glass facade disappears within the tropical forest, but from above, the sculpted concrete flat roof floats and stands out in the landscape. The flat roof offers its flowing forms to the round seat. The backward movement of the curve that frames a large granite boulder is recreated by the location of the seams in a meticulous upholstered work that flows all around the arms of the armchair.



## IDENTITY COLLECTION

As trained architect, Joana Santos Barbosa received a variety of influences that defined her creativity. Identity collection unveils a series of striking modern objects considered as fragments from the contact with architecture along with other artistic forms such as painting, sculpture and music.

The collection is a defining guidance of a journey that explores the fusion between these disciplines with a conceptual freedom. If some creations descend from identified images, others seem abstract productions that interpret awakening details of the creative process.

INSIDHERLAND pieces are made by craftsmen, using handcrafted techniques, which may result in small differences between pieces of the same model making each piece particularly unique and exclusive.

Created by Architect Joana Santos Barbosa in 2012, INSIDHERLAND is a Portuguese brand of exclusive design inspired by the natural wonders and the excellence of art. Drawn with the creator's signature and handcrafted by her team of Portuguese master craftsmen and jewelers, the impressive creations have been highlighted as soulful designs that embody the expertise of traditional craft techniques. INSIDHERLAND is positioned in strategic markets of high-end luxury decoration and has been conquering architects and design studios who seek for one of a kind pieces of art.

*I'm a strong believer that I'm not a creator of objects  
but a fearless sculptor of dreams.*

*JSB*



## HIGH RESOLUTION IMAGES

INSIDHERLAND provides HR images and details of all creations.

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## INSIDHERLAND SOCIAL

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