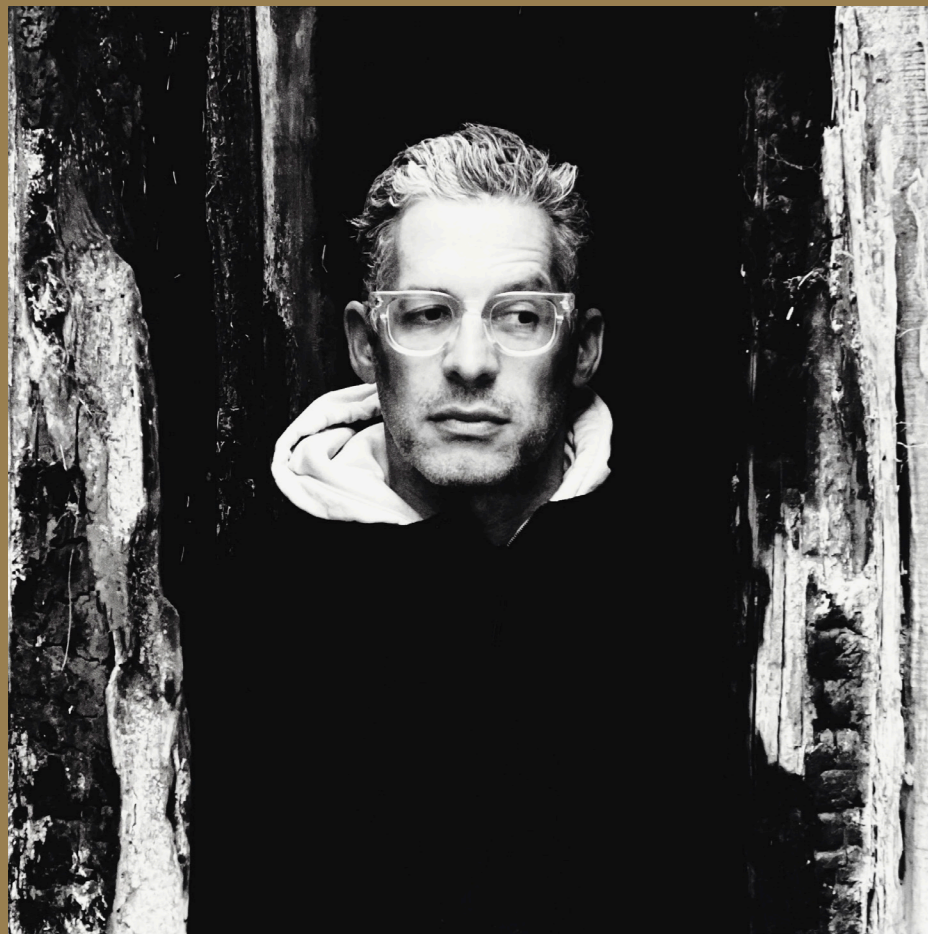


MARC SIDELSKY

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Marc Sidelsky was born in Toronto to South African parents. One of his earliest memories is being banished from the living room while his older cousins watched *TJ Hooker*—deemed “too violent” by his parents. In the basement, he discovered *Terry Gilliam’s “Time Bandits”* on TV and watched it on repeat until returning to South Africa at age seven.

He studied at the *AFDA Institute* in Johannesburg, where his experimental student film was acquired by national broadcaster *SABC*. Shortly after graduating with honors, he directed his first commercial for *Volkswagen*, earning a *Silver Loerie*. A subsequent spot for a church became a *Cannes* finalist and secured him a place at the *Saatchi & Saatchi New Director’s Showcase*, launching an international career that has included collaborations with *Pilobolus* and *Chuck Norris*.

Marc’s work is defined by strong visual world-building, precise composition, and a subtly subversive sense of humor. His music video for *Dearly Beloved’s “Close Encounters”* was nominated at *Kinsale Sharks* and won Best Music Video at *Ciclope Africa*. His *KFC Nuggets* campaign became a local phenomenon, while his film for *Shelflife’s Stüssy x Nike* collaboration—an aesthetically striking, darkly playful fashion narrative—earned a *Vimeo Staff Pick* and major international recognition, including awards from *D&AD*, *One Show*, *Ciclope*, *Clio*, and *Kinsale*.

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