

Marc Sadler bio

Marc Sadler is a French citizen, born in Austria, Italian by choice. One of the first graduates in "esthétique industrielle" (industrial aesthetics) at the ENSAD in Paris, he was a pioneer in experimenting with materials and the cross-pollination of different technologies, which has become a distinctive aspects of his work.

In the early 1970s, he developed the first ski boot made of entirely recyclable thermoplastic material, later industrialized by the Italian company Caber (of the Caberlotto family, who later founded Lotto). It was the beginning of a long collaboration that also resulted in the patent for the ski-boot with a symmetric shell, which was for many years the most widely-sold ski-boot in the world.

This meant the beginning of his specialization as a sports designer, which led to close collaboration with the most important multinational sport companies all over the world, in sports shoes, as well as many other areas such as skiing, tennis rackets, golf clubs, etc. Working in this sector, which has often pioneered research into new materials and techniques, provided the experience to enable him to bring innovation to areas where the concept of design is seen essentially within aesthetic boundaries.

Marc Sadler is four-time winner of the Compasso d'Oro ADI, the oldest authoritative international design award: for the Drop lamp (Flos, 1994), for Tite and Mite lamps (Foscarini, 2001), for Big bookshelf (Caimi Brevetti, 2008), and for the Bellevue ice cream counter with Panorama technology (Ifi, 2014). Established in 1954 from an idea of Gio' Ponti, the prize was donated to the Italian Industrial Design Association, which has been organizing it since 1958. Marc Sadler also received four ADI Honorable Mentions Awards: for the back protector BAP (Dainese, 1994), for the Alu-Kit kitchen (Boffi, 1998), for the Twiggy lamp (Foscarini, 2008), and for the Ghost Linear lighting system (Simes, 2018).

His work has been Internationally awarded many times over the years: the motorcyclist's back protector designed for Dainese is housed in the permanent collection of design at the MOMA in New York, while the lamp Mite (Foscarini) is part of the design collection of the Beaubourg in Paris.

Marc Sadler is recognised today as an eclectic designer capable of combining style, functionality and competitiveness at the service of companies in a wide variety of industrial areas operating in a global and increasingly difficult market.

Despite the well-deserved reputation as a technical designer, he is so much involved with painting and drawing to consider them as his most authentic passions.

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