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## **IBP Journalism Awards 2018 Multi-Media Journalist: Marcus Fairs**

### **Introduction**

I am the editor-in-chief of Dezeen. Over the past year I worked across video, online journalism and live events. The following three pieces highlight my versatility and impact:

### **Elevation**

Elevation is the world's first documentary film exploring how drones will transform cities. It also explores the potential dystopian aspects of drones.

At 18 minutes in length, it is also a ground-breaking long format piece of internet content that breaks the mould of the short, social-media-friendly movie produced by most media brands.

I came up with the idea for this film, co-directed it and secured interviews with key figures including Norman Foster, Liam Young and Anab Jain.

The movie was an extraordinary success, with over 750,000 views across YouTube and social media. It was screened at over 15 film festivals and conferences.

[www.dezeen.com/elevation](http://www.dezeen.com/elevation)

### **Gender survey: Survey of top architecture firms reveals “quite shocking” lack of gender diversity at senior levels**

Triggered by the sight of endless white male faces on architects' websites, this painstaking survey looked at gender balance in the upper management tiers of the world's 100 biggest architecture firms. The shocking findings - including the fact that just 10% of senior positions are occupied by women - rocked the architecture world and led to dozens of commitments to change from firms around the world, as well as inspiring a one-day conference on the same topic at the RIBA.

The survey, which took four months to complete, involved exhaustive research and contacting every one of the 100 firms for clarification and comment.

[www.dezeen.com/?p=1140856](http://www.dezeen.com/?p=1140856)

## **Good Design for a Bad World**

This was a major content series based on a series of provocative talks I hosted at Dutch Design Week in Eindhoven in October 2017. The talks explored whether, and how, architects and designers can tackle the major problems facing the world.

The core of the series is the introductory essay I wrote and the videos of the five talks I chaired, which addressed pollution, climate change, terrorism, refugees and politics, each of which I then wrote up as a provocative news story. Each talk had a high-profile group of speakers including architects, designers and professionals from relevant fields.

The series had massive impact. Each talk had a packed live audience while the livestreams had over 100,000 views and the edited videos had over 200,000 views.

Essay: [www.dezeen.com/?p=1132316](http://www.dezeen.com/?p=1132316)

Talks: [www.dezeen.com/?p=1263865](http://www.dezeen.com/?p=1263865)