

MARCUS KING PORTFOLIO





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Based in the south of France, Marcus King has worked in the paragliding industry as a photographer, designer and writer for more than 15 years. A pilot since 1991, as web designer for paragliding manufacturer Ozone he worked alongside many well-known names in the sport, including the late and great Hannes Arch, founder of the Red Bull X-Alps.

In 2005 he joined Cross Country Magazine as designer. Now a partner and owner in the business, he has photographed the sport, its people and its culture, for more than a decade. As Art Director he is responsible for design and production of the magazine, websites and all other publishing projects, including books, promotional work, advertising and point of sale material.

In 2015 he was lead photographer for the FAI's online team at the FAI World Air Games in Dubai. The FAI is the World Air Sports Federation, and the World Air Games was the biggest multi-sports air sports event ever held, with almost 1,000 pilots and competitors. His work was featured by the BBC and sports outlets worldwide.

A father with two sons, Marcus also flies paragliders at a high level, reviewing paragliders for Cross Country Magazine, and regularly flying tandem. As such he is an experienced paragliding photographer, both in the air and on the ground.

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WORLD AIR GAMES DUBAI

The FAI World Air Games 2015 was held in Dubai. It featured 875 athletes from 55 countries. The work included photographing a dozen different fast-moving air sports, and turning around batches of post-produced photographs for immediate distribution and publication. Commercial considerations included positively highlighting the host city, Dubai.







EUROPEAN AEROBATICS

Working as an event photographer for the FAI includes photographing International Championships in numerous air sports. The FAI European Aerobatics Championship 2016 was a 10-day competition in the Czech Republic. The brief was to tell the story of the competition, while also respecting the values of FAI partner Breitling.





GORDON BENNETT RACE

Photographing the prestigious – and eccentric – 60th Coupe Aéronautique Gordon Bennett in 2016 meant literally working in the dark. Competitors took off at midnight in gas balloons and aimed to fly as far as they could over the next three days and nights, non-stop.





RED BULL AIR RACE

Working on behalf of the FAI in Abu Dhabi and Las Vegas, the brief was to tell the story of the partnership between the FAI and the Red Bull Air Race, while also revealing the stories behind some of the sport's stars. Sponsor considerations with respect to Breitling were also important.





TRAIL RUNNING

The south of France is prime trail-running territory. Photographing runners for magazine articles about lightweight paragliding and adventure racing has involved setting up shoots, location scouting and working with athletes. The brief is always to tell the story editorially, while also meeting the needs of athletes' commercial partners and sponsors



FREE FLIGHT

Photographing paragliding for Cross Country Magazine has meant flying in some stunning locations around the world – from Owens Valley in the USA to the French Alps. Some 25 years' flying experience means a safe, realistic and commercially viable approach to taking photos from the air, while also staying creative and innovative.





LIFE AND **STYLE**

Portraits, lifestyle and travel photography play an important part in every issue of Cross Country Magazine. From photographing up-and-coming new pilots for the first time, to capturing time-served champions, the job is always to bring home the shot – often in time-critical situations and difficult locations.



