

# Black comedy



**James Mullinger has been GQ's Photographic Director for 13 years. In this high-pressure role, Mullinger is responsible for commissioning and sourcing photographs for every section of GQ magazine as well as writing features, producing shoots and directing video content for GQ.com.** Despite this, he also manages to find time to be not only a father but also one of the UK's hardest-working stand-up comedians, playing comedy clubs all over the country four nights a week. Earlier this year he added another string to his bow when asked to organise a comedy extravaganza to raise money for domestic-violence charity Eaves, featuring a whole host of top TV comedians. How does he juggle all of this? Well, it's all thanks to the new BlackBerry® Z10. James Mullinger explains...

When I was approached by Rebecca Cork of Eaves charity and asked to organise a comedy-gig fundraiser to raise money for the vulnerable women they support, I knew it would be a daunting task. With charity events happening all over London every night of the week, an event like this needs to stand out. And most importantly make money. The rental on a beautiful venue like the Bloomsbury Theatre (where we decided to host it) is not cheap so we knew we had to sell out the show in order to make it worthwhile and ensure got the charity the funds they so desperately need.

Luckily my friends from the comedy circuit were more than happy to help out and donate their time and skills for free when they heard it was for Eaves. Star of *The Office* Robin Ince, *Live At The Apollo's* Sara Pascoe, MTV's Joel Dommett, *Peep Show's* Isy Suttie and many more all jumped at the chance of supporting this incredible charity when I e-mailed them from my new BlackBerry Z10.

Eaves help trafficked women and victims of domestic abuse. A worthy cause, I think you will agree. But they receive very little support or press coverage. Put simply, they need our help. Prior to working at *GQ*, I was a student at Kingston University studying English Literature and Women's Studies having been brought up to be a proud feminist. Studying feminism was empowering and enlightening but most of all, it draws your attention to the many injustices women face in the modern world.

I also toured a stand up show nationally in 2009 titled *The Bad Boy Of Feminism* about my life as a male feminist. The show received great reviews and I was described by *Metro* newspaper as "feminism's favourite funny boy".

All of which meant that this event had to be a success. But juggling this with my busy day job at *GQ* and being a parent was not easy. Fortunately, at the precise time I started planning this show, I discovered the BlackBerry Z10. Like most people, I have used a variety of handheld devices in my life and been fairly satisfied with them. But you don't know you've tried the best until, well, you've tried the best.

The BlackBerry Z10 is unique in that it has been designed for people like me. And you. Busy people. People who don't just have one job and no social life. We want it all in 2013 and BlackBerry knows just how to enable that.

It's smooth. It's light. It glides from your pocket every time you hear a confirmation e-mail arrive. It nestles comfortably in the palm of your hand in a way that no other device ever has. Unlike other devices it lets you do more at one time, thus allowing you to multi-task.

I often need to be on a call, checking an e-mail, while recording audio and seeing everything all at the same time. This allows that and – if I am honest – using the BlackBerry Z10 made organising the event possible. This is mainly thanks to Peek – an

## Z10 Built to keep you moving

**The new BlackBerry® Z10 is a new breed of handheld device. BlackBerry's first device with a virtual keyboard, it is slicker, thinner, more user-friendly and less prone to mis-typing. Whether it be important business meetings, power lunches, working holidays, juggling three careers like GQ's James Mullinger or simply scheduling weekend play dates for the family, the BlackBerry Z10 is the guiding light that you need to ensure nothing falls by the wayside.** BlackBerry know you are busy multitaskers who may need to open half a dozen apps, e-mails, texts and notes open at once. So the BlackBerry Z10 has been designed to allow fluid transitions between applications, and ensures the user has what they need at their fingertips. BlackBerry also know your private life is as important – if not more so – as your business life, so they have conceived BlackBerry® Balance™ which keeps your personal information separate and private from your work data. You can switch between your profiles with one simple gesture and never the twain shall meet. The BlackBerry® 10 operating system has been years in the making, designed specifically for your needs. Your working and private life cannot afford to be without the BlackBerry Z10. Embrace it and give yourself more time to relax. You've earned it.



**The BlackBerry Z10 has been years in the making, designed specifically for your individual needs**

in-app gesture that enables the viewing of multiple layers of an app at the same time. So for example, when viewing a PDF attachment you can peek back at the e-mail the inbox and anything else you wish. It's so masterful you wonder why no one has thought of it before.

But of course organising an event is just the beginning. Promotion is everything and for that you need to be able to access Facebook and Twitter quickly and easily and at the same time. The BlackBerry Z10 boasts a highly impressive hub that allows users to have an integrated unified inbox (AKA hub) that will be the central focus of the operating system. Within the hub, a swipe to the right reveals services such as Facebook, LinkedIn or Twitter. Pulling down from top lets you glance into the future, revealing your next couple of calendar appointments. A dream, huh?

So how did the show go? It was a barnstormer. Every act had a fantastic gig. The standouts were Irish comedian

Mary Bourke with her impeccable one-liners and Edinburgh Fringe sensation Luisa Omelian who drew whoops of appreciation with her Beyoncé themed set. The 550-strong sold out audience all laughed uproariously throughout the show and most importantly we raised over £3,500 for the charity.

On the night I decided to snap pictures of my favourite comedians so tested the Time Warp option on the BlackBerry Z10, which detects faces when you take a picture and allows you to roll the image forward and back. This is undeniably the feature that everyone will be doing across the world in a matter of months. You heard it here first.

So now that I have the BlackBerry Z10 comfortably housed in the breast pocket of my jacket, I feel not only more organised but able to take on even more.

So would I organise a high-profile charity event featuring the UK's most popular comedians all over again? Absolutely.

Thanks to BlackBerry Z10, the next Eaves comedy fundraiser is at the Bloomsbury Theatre on 4 June

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