

## // Hence's Software is in Beta Mode



Adrian Ballinger on Makalu. Photograph Griffin Mims

A big part of Hence is bringing transparency and collaboration to the creative process. So we'd be remiss if we didn't keep you, our present and future collaborators, in the loop. To that order: Phase I of our software—the part that will allow creatives and athletes to build robust profiles and portfolios with a fraction of the effort it takes to craft a custom website—is now in beta mode. Actually, it's in alpha mode as we fine-tune it internally before another round of "break-it, fix-it" iterations. It's looking good. Check out our [sample community page](#) for a visual feel of what's to come.

## // How They Got The Shot



### A Leap of Faith

With five billion images captured each day, what separates quality photography from snaps, and what separates artwork from photography? [Here](#), Boone Speed discusses those topics and more in the context of one of his most powerful images—*Leap of Faith*.

## // Meet an Athlete

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"My whole focus has been trying to introduce people to the mountains," says athlete/guide [Adrian Ballinger](#). "Not everyone is going to climb Mount Everest, but every activity is an entry point to bigger adventures."



Photograph Griffin Mims

## // Meet a Creative

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It's easy to make the case that [Lee Cohen](#) is the best powder skiing photographer that ever was. Since the mid-1980s, he's documented powder skiing's evolution from cult to cultural phenomenon.



Photograph Lee Cohen

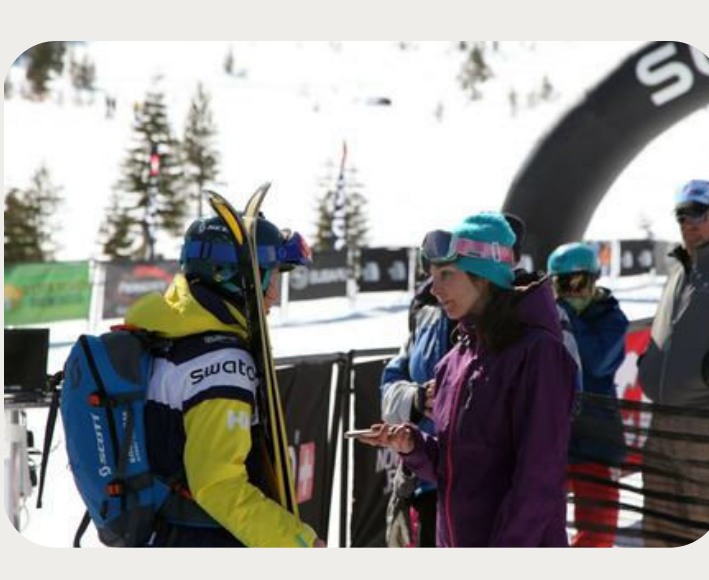
## // New in Hence Journal

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### Trade Secrets: How to Sleep Just About Anywhere

"I joke that my only superhero talent is my ability to sleep," says the alpinist and guide Adrian Ballinger. Through years of expeditions, he's cultivated his ability to sleep in uncomfortable situations.



### Trade Secrets: Conduct Interviews in the Mountains

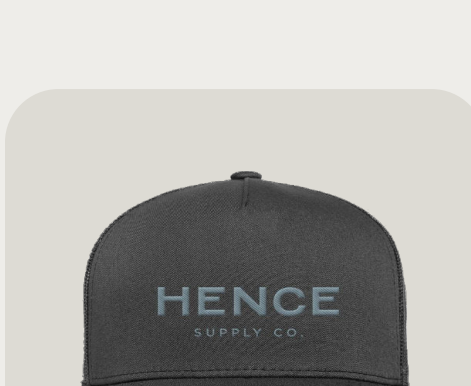
You'll inevitably need to conduct an interview in a less-than-hospitable environment, like on a skintrack. [Megan Michelson](#) has chased sources up bootpacks from Alaska to Chile.

## // From Supply CO.

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