

ASPECTS

// Storytelling—Not Noise



Photograph Boone Speed

Hence’s Boone Speed just shadowed the filmmaker Hennie van Jaarsveld around Alta, Utah on a powder day. He went behind the scenes to reveal what it takes to produce strong visual storytelling with a tight deadline—in the heart of a storm. Success comes in different lengths and forms, and delivering timely content doesn’t have to mean more sound and fury signifying nothing. Go “In The Field” with Boone, Hennie, and the athletes Lexi Dowdall and Willie Nelson [here](#).

// Meet a Creative

[Read More](#)

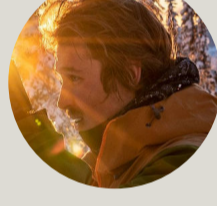
In 2015, a photograph [Cam McLeod](#) snapped was nominated for photo of the year. The image helped launch his career as a commercial shooter and director for the likes of Helly Hansen, Columbia Sportswear, and more.



Photograph Cam McLeod

Featured Creatives

[All Creatives](#)



Alex Mager

Location / Cottonwood Heights, Utah.

CAMERA OPERATOR | FILMMAKER



David Holbrooke

Location / Telluride, Colorado.

DOCUMENTARY FILMMAKER



Pete McBride

Location / Basalt, Colorado.

PHOTOGRAPHER | PUBLIC SPEAKER



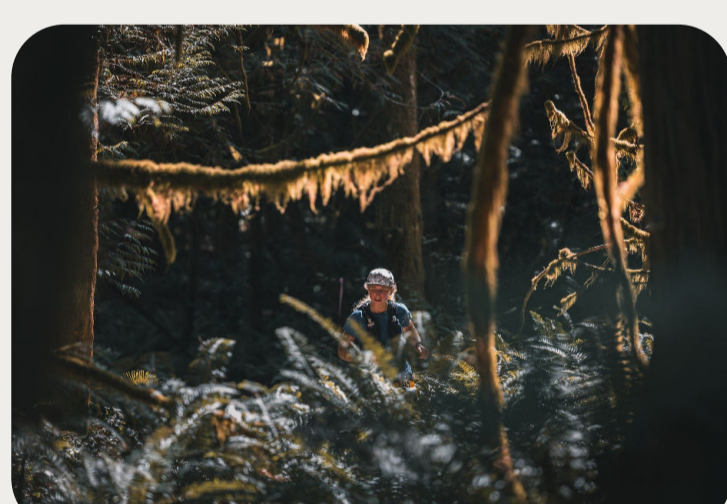
Gordy Megroz

Location / Basalt, Colorado.

WRITER | EDITOR

// New in Hence Journal

[All Articles](#)



Only Solutions: Green Exercise and Creative Flow

Marc Peruzzi reports on how exercising in nature boosts your mood, lights up your synapses, and boosts creativity.



Trade Secrets: Filmmaker Iz La Motte on Breaking In

Iz La Motte attributes her quick inroads into adventure photography and videography to her willingness to experiment.

// From a Hence Creative



Purposeful Dirt

“Tequio Trails” is a story by Alex Mager and director Tony Martin about international mountain bikers joining with the indigenous people of rural Oaxaca to build an inclusive mountain biking culture that connects locals and travelers. The film, which premieres Saturday, February 24th at the [Vancouver International Mountain Film Festival](#), celebrates the time tested Zapotec value of “Tequio,” or doing one’s part.