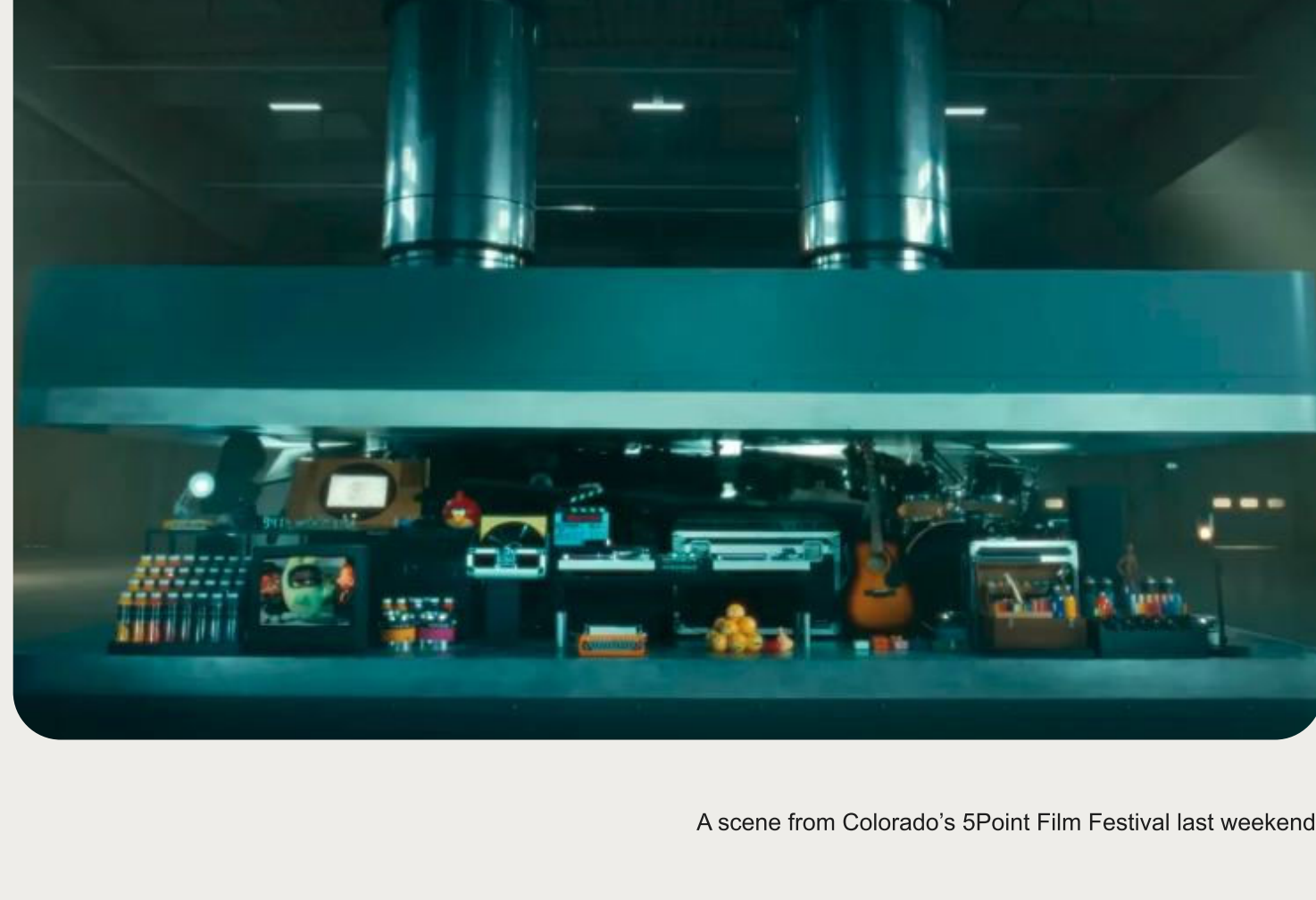


ASPECTS

// The Creative Crush



A scene from Colorado's 5Point Film Festival last weekend.

We don't believe that Apple intended to drill into the dental nerves of creatives when they release their most recent iPad ad on May the 7th. But the sight of analog creative instruments and artwork being flattened in a hydraulic press sure got us before the novocaine kicked in.

It was the irony of it all when placed in the context of the times. The very tech companies that made their trillions on the backs of what was once called the "creative class" are now, it appears, especially with generative AI and virtual reality, trying to put creatives out of business. It's as if Apple was saying, 'thanks for the memories, but we now own all creation.'

Well, not so fast. As we've opined before in this space, technology is but a tool. Sure, it makes the creative process easier at times. But, dear technophiles, please don't confuse capability with necessity.

Beethoven composed symphonies while deaf. Annie Leibowitz created her groundbreaking style of portrait photography with a film camera. And Cormac McCarthy became one of America's greatest novelists pressing keys on a typewriter, not unlike the one about to be "thinned" in the image above.

Even now, in this golden age of digital tools, filmmakers are employing analog film cameras to achieve a look that you can't replicate with digital. Ditto with some still photographers. As for the written word, if a pen and paper in a quiet room free from distractions was good enough for Tolstoy, well we can always go back. Nobody is out-writing Leo these days. Mechanical learning and regenerative AI can come in handy, but the creative process and original work lives inside us. And you can't crush that out of existence—even after we die. W.H. Auden once said that when we read old books we're breaking bread with the dead. The same can be said of old films, photos, and pretty much all art. Trust us on this: nobody will be breaking bread with that image your kids just asked Google to generate on their thin iPad.

// Feeling Run Over?



WE EXPLORE THE STRANGE NEW MEDIA WORLD OF MAMMOTHS AND ZOMBIES

Today, merely finding meaningful work as a consumer of media is a challenge. As for bringing good work to life, well, as easy as technology's tools have made the creative process, the distribution end is in turmoil. But change brings opportunity. *Hence Journal* contributor Dan Oko's [feature story](#) offers a snapshot of where storytelling is going. Photo illustration by Dave Cox. (No generative AI was employed in the above image satirizing generative AI.)

// Meet a Creative

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Mike Thurk's early images found an audience because, he says, "people were interested in the locations I could get to." He's being modest—people loved them because of his creative eye.



Self Portrait Mike Thurk

// Meet an Athlete

[Read More](#)

Elyse Saugstad got her start by winning the overall title of the Freeride World Tour in 2008—she's still the only American woman to do so. Since then, she's produced and starred in her own ski films.



Photograph Nic Alegre Courtesy Elyse Saugstad

// New in Hence Journal

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Trade Secrets: Stay Childlike to Avoid Burnout

"When you start your career," says the filmmaker and development executive Cole Sax, "there's a genuine excitement—it's about exploring, building community, and connecting with both others and yourself. It's a period of openness."



Trade Secrets: The Key to Maintaining Relationships

"Creating relationships is key to this business," says the photographer, videographer, and agency head Scott Markewitz. "There are many ways to do that. But being authentic is crucial. You can't fake it."

MORE FROM THE BROADER CREATIVE WORLD

What We're Reading Now

- 1. Apple Hates ... Guitars?** And sculpture, and painting, and writing apparently. We waxed on above. Here's a take from the *Gray Lady* ([NYT](#))
- 2. Make Your Children Read.** "Sales of "middle-grade" books—the classification covering ages 8 through 12—were down 10 percent in the first three quarters of 2023, after falling 16 percent in 2022. It's the only sector of the industry that's underperforming compared to 2019." —Dan Kios ([Slate](#))
- 3. Call Us Dubious.** Do you really want to spend your workday in VR goggles? "Physical tools like desks, computers, and mobile phones constrain workers by the size of the screen or workstation surface," said Fred Samson, of SAP-Apple Partnership. "Spatial computing gives people an infinite canvas to dynamically shape their workstation in a virtual environment..." ([Forbes](#))
- 4. A Case Study On How To be "let In" To New Cultures.** "Of course, as filmmakers coming from Denmark to an exotic place like Mongolia, you need to be let in. You need someone who trusts you and will give you access. Otherwise, we as filmmakers will not be able to do anything other than filming in the street or something very superficial." ([IDA](#))
- 5. Music Is More Than Just Sound.** The San Francisco Museum of Modern Art explores the galaxy of visual and technological design that has long revolved around the music we love. The money line: "Music is music. But music is also the stuff surrounding the music." ([NYT](#))