

ASPECTS

// Mountains to Move



Photo Adam Barker

Groupthink happens, say dead philosophers both French and American, when people are indoctrinated in views “contrary to nature and common sense.” (Pascal) Spend enough time in such a culture, and one’s belief system skews narrow like blind faith, instead of expanding pluralistically as occurs with reason. That tunnel vision “manifests itself not in moving mountains, but in not seeing mountains to move.” (Bergson/Hoffer)

The latter thought from Hoffer and Bergson was conjured to explain mid-century naziism, fascism, and communism. But it’s hard not to draw parallels to today. Much of the media we consume, and how we consume it, stands in opposition to human nature and storytelling traditions. And judging by our national polemic, we aren’t celebrating common sense these days either.

One antidote to the groupthink trap is creativity. People who make things, no matter the craft, rely on inspiration, and inspiration tends to come from the natural world or from people that expand world views. Narrow and superficial feeding doesn’t nourish great works.

We aren’t saying that every creative project needs to change the world. Far from it. But the goal should be to expand an audience’s mind about something, no matter how small.

Let the echo chamber reverberate itself into irrelevancy. The culture needs storytellers, from all mediums and genres, who seek inspiration and see mountains to move.

// Don’t Get Shaken Down



GORDY MEGROZ FINDS OUT WHAT’S EXACERBATING THE FEE CRUNCH.

Here’s a taste: “*The Adventure Journal* recently reported that photographer Stuart Palley wrote a post about a “clients’ hall of shame,” calling out publications for taking up to six months to pay. *AJ* also reported that, because of several bad experiences, Palley has effectively stopped working with the media. “The juice is no longer worth the squeeze,” is the frequent refrain. Read the full story [here](#). [Photo Illustration Dave “No AI” Cox]

// Meet a Creative

Read More

“To me, art is what you do for yourself and design is what you do for others. It’s not that design work lacks artistry, the distinction is that with design, the art needs to communicate.” —Climbing Photographer [Karen Lane](#)



Photo Drew Mercer Courtesy Karen Lane

// Meet a Creative

Read More

An early cover of a Patagonia catalog helped launch [Jeremiah Watt’s](#) career in adventure photography. It was a testament to both his authenticity and his skills with a camera. His photos are true moments in time.



Jeremiah “Mlah” Watt

// New in Hence Journal

All Articles



Trade Secrets: Learn How to Lead a Team

The filmmaker Shannon Corsi was thrust into the director role because she had the most experience on the team. She’s learned to love it. Being a director is signing up to be peppered with questions, but Shannon is comfortable with that.



Trade Secrets: An Intro to Wildlife Photography

Photographer Liam Doran spent much of his career directing skiers to hit a mark on snow and dirt—skiers, trail runners, mountain bikers. Today, he’s branching out into wildlife photography, but the talent isn’t as easy to work with.

MORE FROM THE BROADER CREATIVE WORLD

What We’re Reading Now

- 1. Roger Daltrey Gets It.** Storytelling—and concerts fit in that bucket—is supposed to have mystery. Don’t Google the denouement. Don’t ask for the set list. “There’s no surprises left with concerts these days, ‘cause everybody wants to see the setlist. I’m fucking sick of it. Who wants to know what’s coming next? People forget about surprises. I can’t stand it.” ([Billboard](#))
- 2. AI as Shiva?** Thomas B. Edsall with a wide-ranging look at AI as both a creator and destroyer of worlds. ([NYT](#)).
- 3. Case in Point.** “NewsBreak, a free app with roots in China that is the most downloaded news app in the United States, published an alarming piece about a small town shooting. It was headlined “Christmas Day Tragedy Strikes Bridgeton, New Jersey Amid Rising Gun Violence in Small Towns.” The problem was, no such shooting took place. The Bridgeton, New Jersey police department dismissed the article—produced using AI technology—as “entirely false.”” ([Reuters](#))
- 4. “Content” is Not Culture.** Chris Best, the cofounder of Substack, could be writing for Hence when he says: “... networks compete for users in a war for attention by making systems that spit out superficially compelling content. In these networks, the creators serve the algorithm. They are always replaceable, and get a tiny, fluctuating slice of the revenue, or nothing at all. In this future, AI can replace human writing with zero negative consequence for the people the networks serve.” Yep. ([Substack](#))
- 5. And an Upside.** A look at how content spending may well increase after the decline of “peak TV.” ([Variety](#))