

// What We Mean by Noise



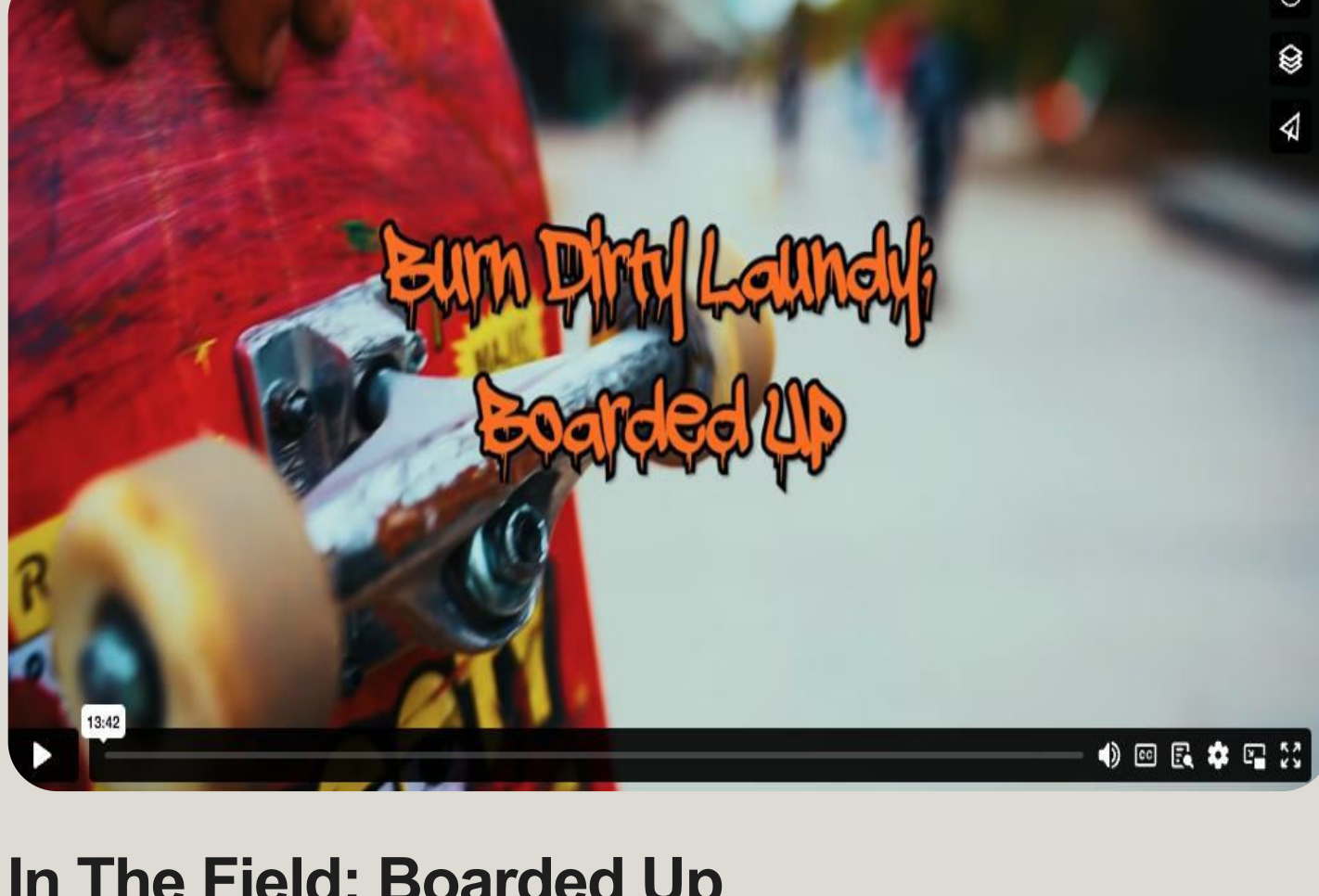
The filmmaker Shannon Corsi (left) creating anything but noise.

Noise is your inbox’s 5,278 unread messages. Noise is when Slack, the software intended to bypass your broken email, turns into a company-wide social media platform—complete with partisan political attacks between colleagues. When aesthetic films are lost in a sea of reels, that’s noise. When the masses can no longer distinguish between a well-framed image painted in natural light and an oversaturated Instagram shot, that’s a symptom of visual noise. AI generated images? Derivative and plagiarized noise. Product descriptions that aren’t the result of a collaboration between a product manager and writer? Noise. Multi-tasking? Noise. Managing systems instead of people? Noise. AI “stories” employed to drown search engines? Noise. Finding it hard to distinguish the real from the hype? Creatives, talent, and companies are being lost in the noise of instafamous influencers.

This wasn’t what we were promised by the technologists. Yes, the tools function. It’s easier than ever to make contact and move information. But what’s the point of barroom connections just see us nodding our heads in the din, pretending to listen. Instead of poets and filmmakers, we have the storytelling of Howler monkeys screaming in the cacophony.

We can do better. The way forward is through the shared introspection and calm dialogue of communities, not likes. (Also the quietude of the editing desk or the light table.) We are not ghosts in the technology machine. Let’s take control of our tools once more. The hammer rests in the palm of the hand. Set the pen between your finger and your thumb. Today, the keyboard and the mouse are the levers we pull. But we’re supposed to be running the equipment. That’s how you create stories with substance.

// Don’t Board It Up



In The Field: Boarded Up

“What was once a no-man’s-land of concrete columns and rubbish is now built out with quarter pipes and halfpipes, ramps, ledges, and rails. It’s called Parasite DIY Skatepark, and in the city of New Orleans, it’s the keystone propping up skate culture.” Read the rest of Julie Brown Davis’s [feature story](#) about how a short film by [Mathieu Alexander](#) could help protect the future of New Orleans skate culture.

// Meet a Creative

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In her career, [Shannon Corsi](#) has worked with more than 200 clients as a photographer and project director, including global brands like Red Bull and Ford Motor Company. She’s best known, though, as the director of “Nexus.”



Shannon (center). Photo Katie Lozancich

// Meet a Creative

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“I was the person reading a magazine about skiing in the courtyard of a journalism school,” says the writer, editor, and journalist [Julie Brown Davis](#). Read about the former *Powder* editor and *Hence Journal* contributor here. ,



Julie Brown Davis

// New in Hence Journal

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Trade Secrets: Packing's 10-Second Rule

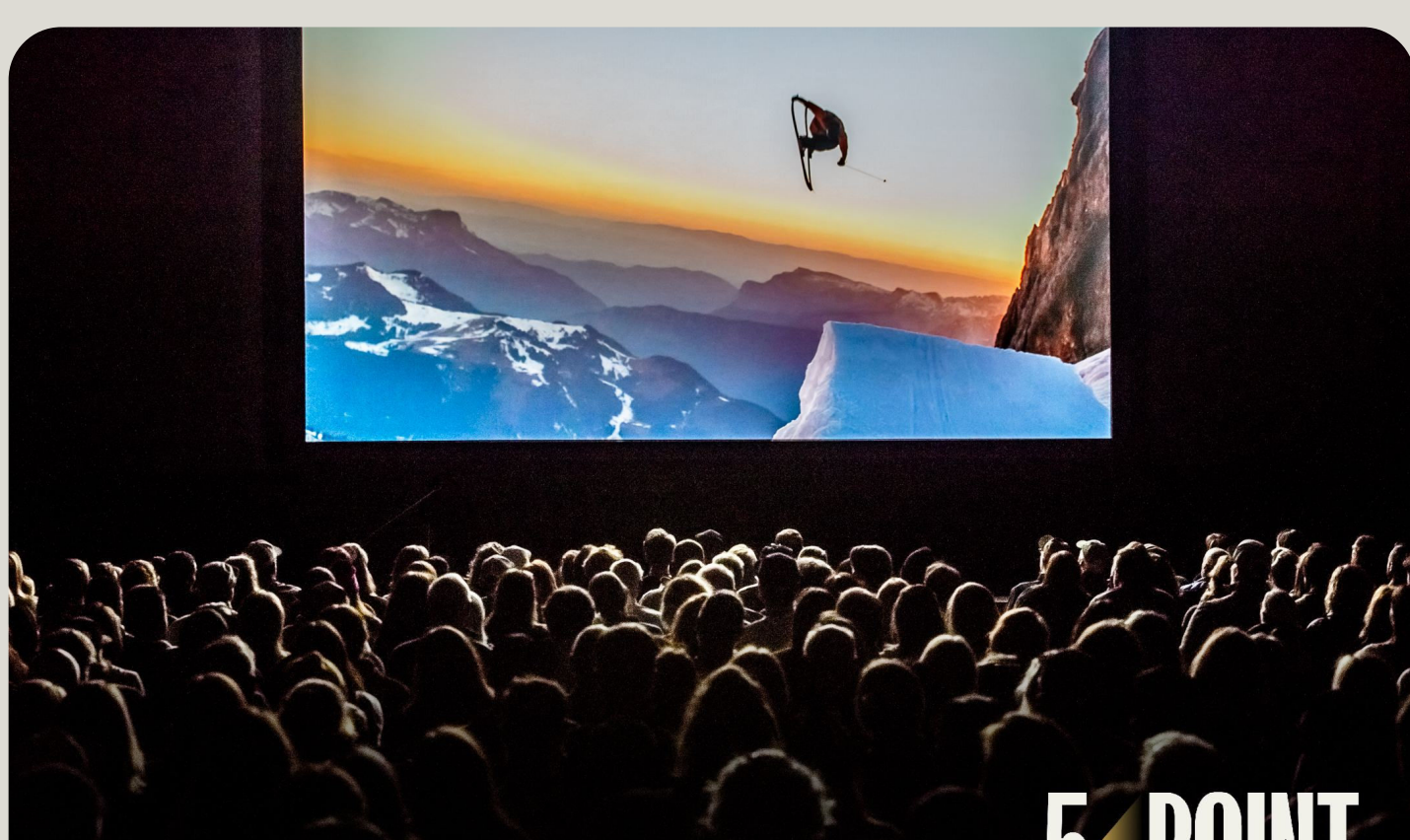
“One thing I always share with my clients is this idea of the 10-second rule,” the athlete and guide [Chris Davenport](#) says. “At the top of the mountain, when you’re transitioning from touring to skiing, take 10 seconds and check your gear.”



Trade Secrets: How to Get to the Heart of the Story

When you’re telling the story of a heated environmental dispute or a culturally sensitive topic, it’s important to take the time to build trust. Producer [Laura Yale](#) does that by treating film participants more as collaborators than subjects.

// Join Us At 5Point!



5POINT

The 5Point Film Festival

Join Hence (a 5Point sponsor) at this five-day festival of world-class adventure films in Carbondale, Colorado, [April 24–28](#). After the screenings, enjoy live music, guest speakers, and industry workshops.