

ASPECTS

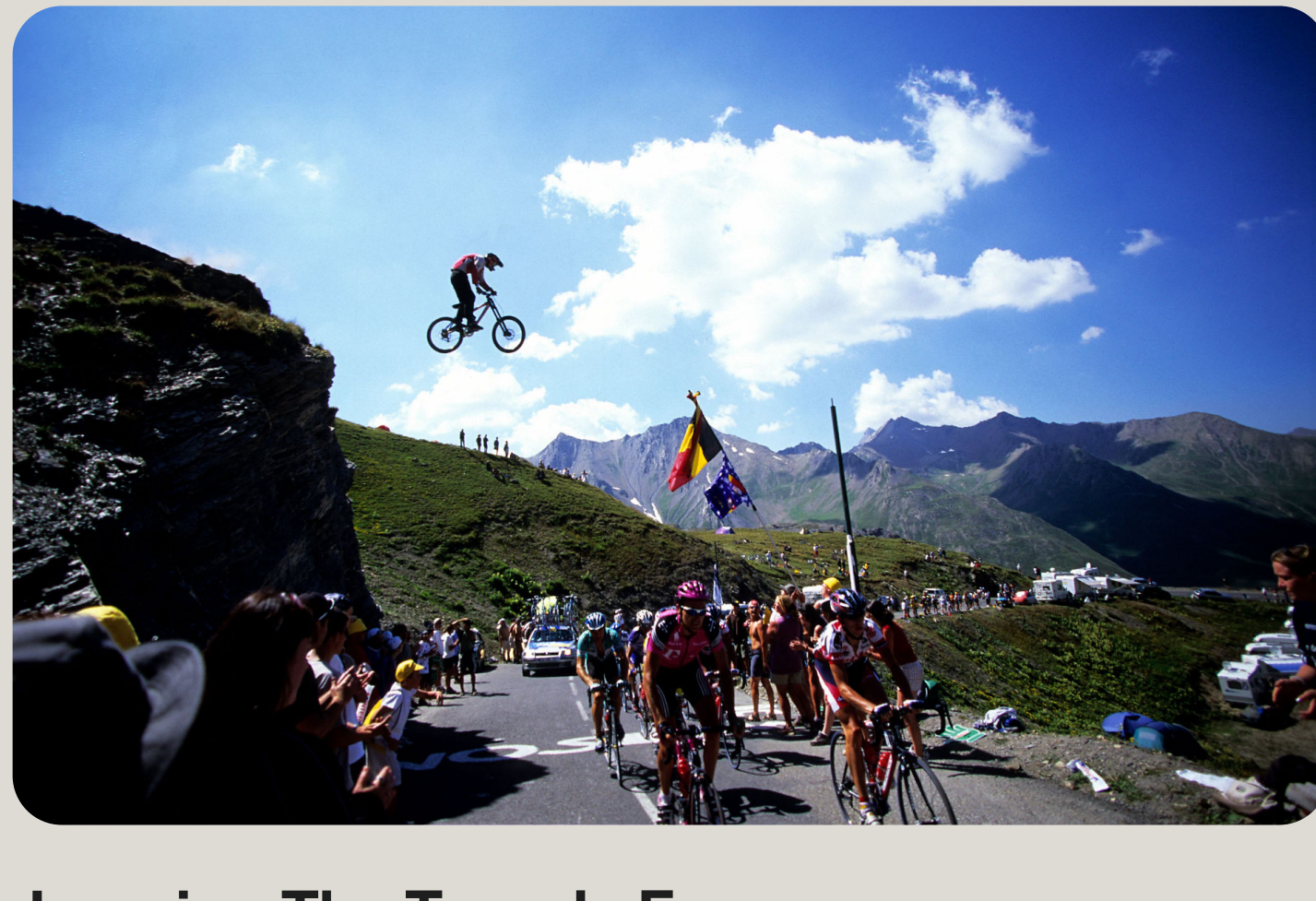
// Getting In On The Ground Floor



Photograph courtesy Christian Pondella

Here at **Hence**, we are still in the early stages of product development, and most of the work to date was intended to celebrate the creative community and pique interest. But it's never too early to see results: "After my Hence profile was posted online, two agencies reached out to me about doing some corporate copywriting work," the writer, editor, and Hence contributor **Gordy Megroz** told us last week. We're all about validating what we're doing, but seeing that our "software as service" platform has not yet dropped (stay tuned!), the fact that Hence is already delivering results was a pleasant surprise. "I think that before the Hence profile was posted, a lot of people just didn't know I also did brand work. And like most creatives I know, I'm not very good at promoting myself."

// How They Got The Shot



Jumping The Tour de France

Twenty years after capturing one of the most impactful cycling images, Hence's Marc Peruzzi caught up with the photographer Scott Markewitz to find out how he got the shot. [Here's how it went down](#), in Scott's words.

// Meet an Athlete

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"I've been in pretty big mountains since I was four years old and have been climbing and skiing in the backcountry for a very long time," says **John Collinson**. "So I'm really comfortable in that setting—on snow or off."



Photograph Rocko Menzyk

// Meet a Creative

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Christian Pondella spent years of his life traveling on extended international expeditions. These days, he's also content working on projects that keep him closer to his home in Mammoth. "I enjoy both types of assignment."



Photograph courtesy Christian Pondella

// New in Hence Journal

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Trade Secrets: Adapt to Changing Conditions

"You may have an objective or an idea for a photograph, but you've got to be able to adapt and change as situations present themselves," says **Christian Pondella**. "The mountains don't care about our plans."

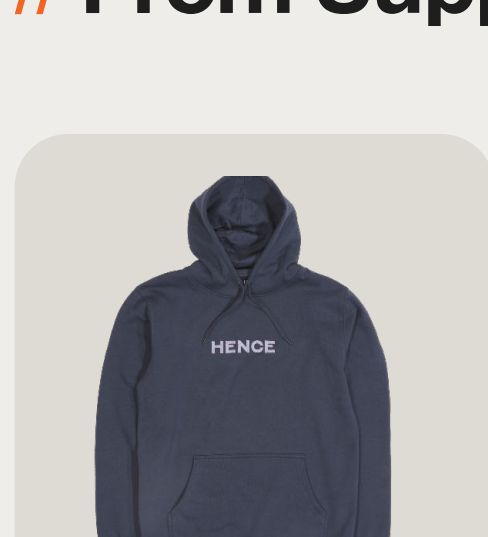


Trade Secrets: Learn How to Contribute to a Team

"Making a film is a team sport," says the filmmaker **Sophie Danison** who gets rave reviews from production teams. "I try to remember, how can I make sure I'm good so that I can show up for everyone else?"

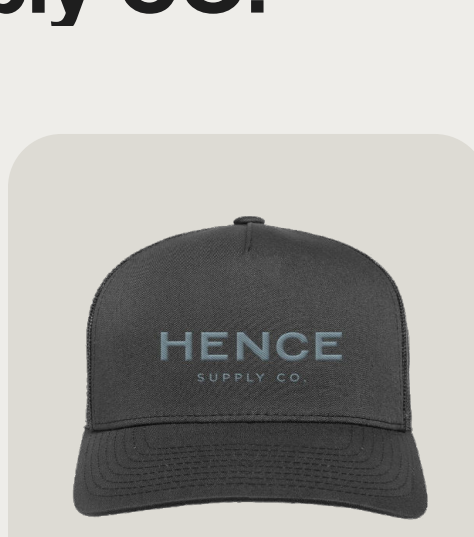
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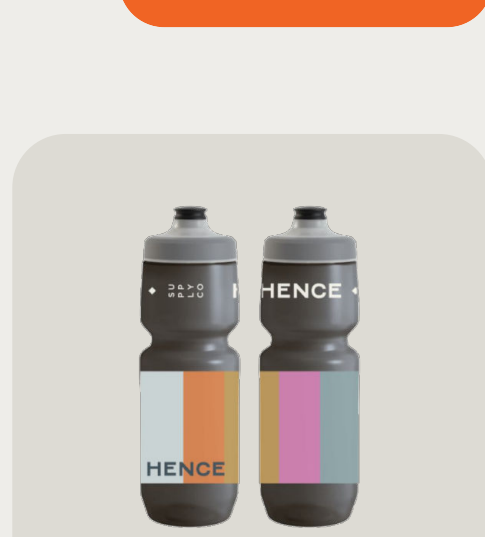
Essentials Hoodie

\$75.00



Trucker Hat

\$35.00



Is This Thing On Bottle

\$16.00