

// Collaborate or Die



A Scene From 5Point Film Festival

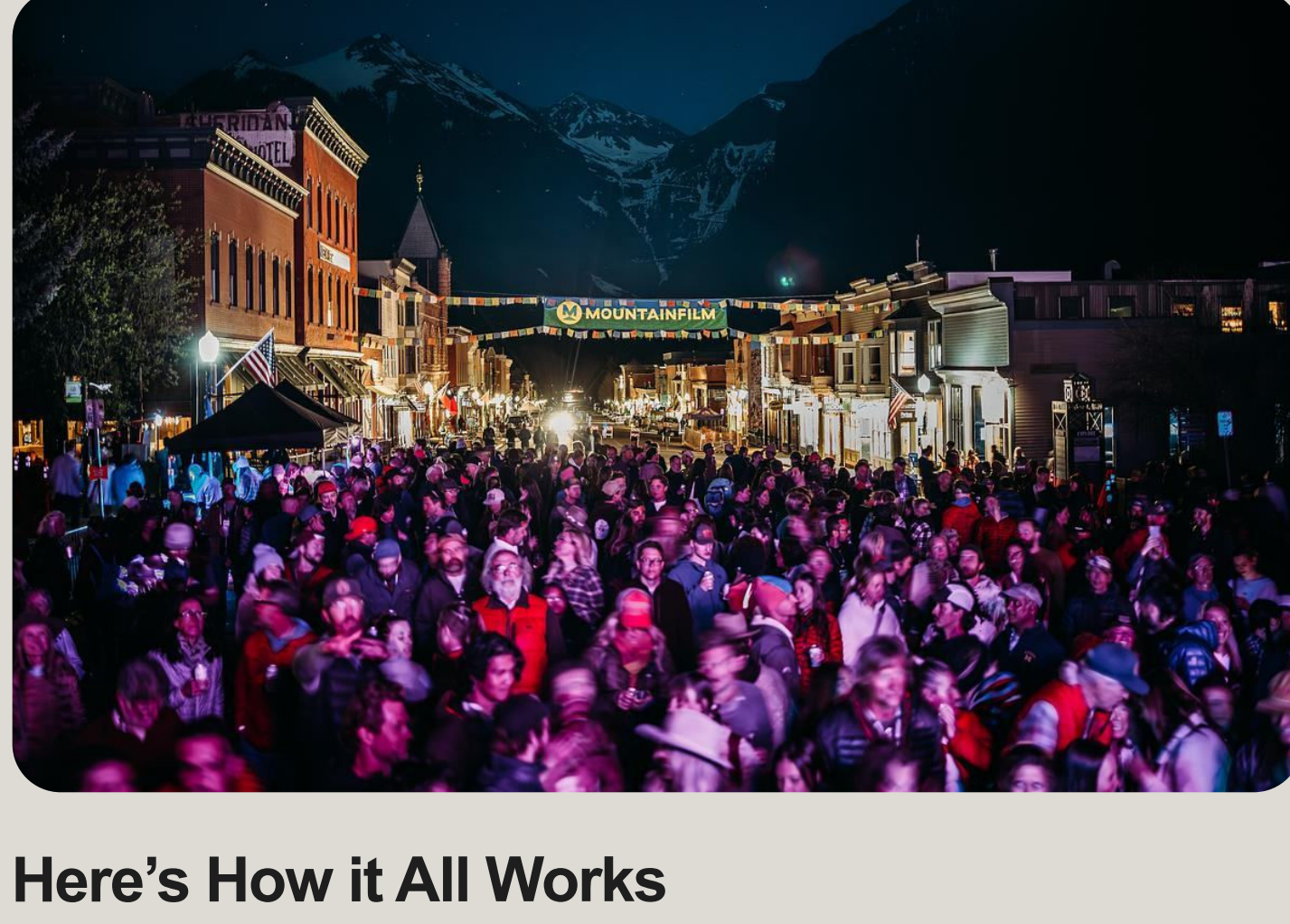
Inauthentic, off-message, or weak storytelling happens when you create work in a near vacuum before bouncing it off a few like-minded peers—and waiting for the validating echo. Thanks to the isolation of remote work, smaller collaborative circles, and an alarming society-wide tendency to avoid constructive criticism, we're all increasingly fallible.

Maybe your marketing lead doesn't know the difference between a professional athlete who appeals to varied audiences across channels and an "influencer" who might have zero pull, even when endorsing the gear you sent. Maybe your storytelling is stale because finding new creatives is hard. Perhaps you have an ambitious project in mind, but you need someone besides your overwhelmed executive team to judge its merit.

That's where a larger and more engaged creative community comes in; a hub for the creative process and all the players in it. Collectively we need to build such a refuge where ideas get vetted, teams coalesce, workflows are streamlined, and expert advice is at the ready.

By that, we aren't saying that a lone artist can't deliver great work. They can and do. What we're saying is that to routinely deliver exceptional work, to institutionalize it, collaboration must act as the rebar in the concrete—invisible in the final form, but vital nonetheless.

// Win the Film Festival Game



Here's How it All Works

"Behind every award-winning documentary, bestselling book, or polished essay is a hidden crush of work, often solitary and isolating, when the creator is staring at a cursor on a blank page or sifting through hours of B-roll on Adobe Premiere, wondering how this is all going to come together. Then, the time comes to share the project with an audience." Read more of Julie Brown's look at the Film Festival circuit [here](#).

// Meet a Creative

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Laura Yale worked as an associate producer and producer on some of the most important documentary films in the outdoor world, including *Treeline*, and *Torn*. "If I believe in a project, I'll give it everything I have," she says.



Photograph Forest Woodward

// Meet an Athlete

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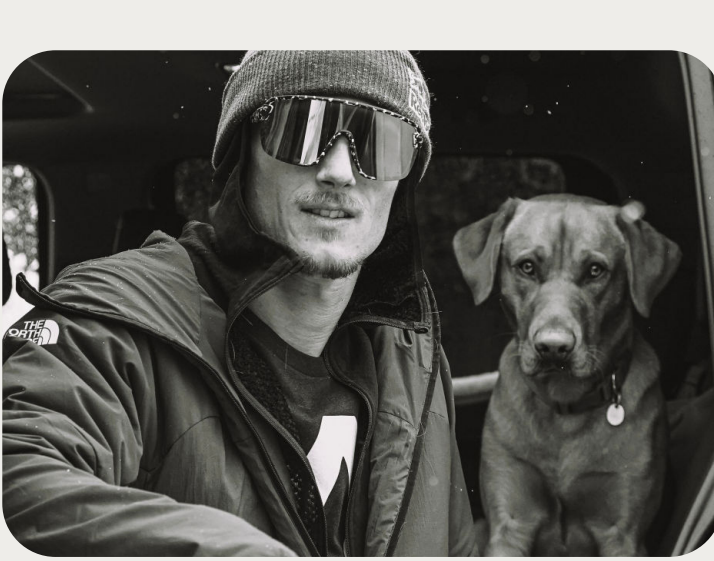
One of the most prolific professional skiers of his generation, **Chris Davenport** has touched nearly every aspect of his sport, from films to guiding to gear. "It's been a natural progression," says the Hall of Famer.



Photograph Dave Steiner

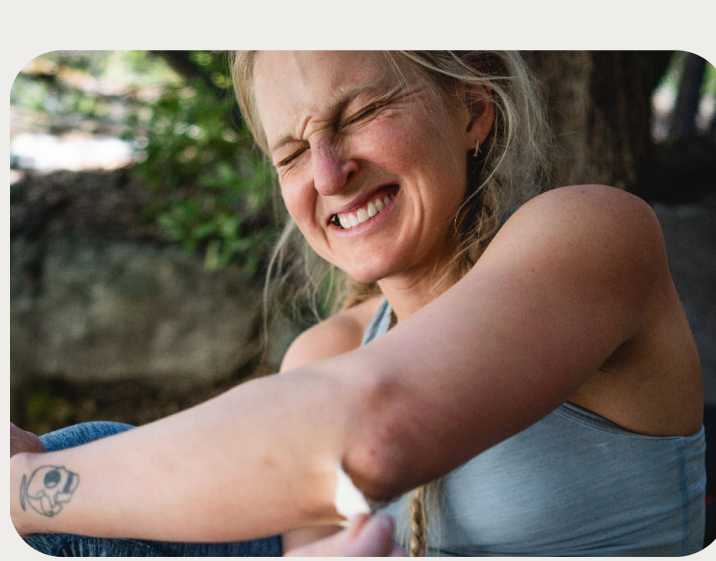
// New in Hence Journal

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Trade Secrets: Keep a Beginner's Mindset

"It's safer in the mountains to be humble and willing to learn something new," says **John Collinson**. "There's always a nugget of knowledge that might be new and useful. So it's important to go into each situation with an open mind."



Trade Secrets: Embrace Discomfort

When she's in a rugged mountain environment for extended periods, pro climber **Emily Harrington** relies on a few simple mantras. "Suffering is temporary. That's important to remember in those moments. It will end," she says.

// From a Hence Creative



Alta Magic—Reissued

The photographer **Lee Cohen** has had the misfortune of calling Alta, with its ridiculous snowfall totals and steep north-facing terrain, his home ski area since the 1980s. As an Alta photographer, he's documented powder skiing from niche pursuit to cultural addiction. In this reissued edition of "Alta Magic: A Collection of Essays and Photographs," his images complement 60 essays from the likes of Rob Story, Marc Peruzzi, Connie Marshall, and of course the magnate himself, Lee Cohen. \$33.95 [Here](#).