

ASPECTS

// The Hence Roster is Live!



Photo Shannon Cors

Better market yourself, find meaningful work, build teams of freelancers and strategists, collaborate more efficiently, incorporate transparency into the creative process, there are dozens of reasons why we are building Hence, but that wide-ranging vision doesn't happen without the Hence Roster, which goes live to the public today.

Selfishly, The Roster is what I'm most excited about. Over my career I've watched as the creative industry has become an evermore remote and fractional affair. And trust me, I'm fine with that. The freedom to live how and where we want feeds the creative side of our brains. We are now capable of producing better quality storytelling across all mediums because of technological advances and the uptick in efficiency that remote and fractional work provides.

But there's always a downside, and with the creative game that downside is increasing creative isolation. That's not just true of 1099 film editors and sound engineers, it's also true of production houses and brands. We tend to work cloistered away in our own little circles. As such, it can be hard to connect with industry colleagues. And when we want to take on more ambitious projects, we are limited by who we know and how busy they are at the moment. This is the constricting side of the fractional workforce.

The downside ends today. Our beta testing is over and now the key players of the creative industry can join Hence, build profiles, and share portfolios with our easy to use profile-building software. We call the Hence community The Roster, and the pros who are joining as you read this are your peers and mentors, not just in specialized verticals, but across the entire industry. In short order, if you are in need of a creative, an athlete, or any manner of industry pro, you will find them on The Roster.

Thanks for following Hence. And please know that there will be additional features and services dropping soon. If you want to learn more, start by exploring memberships [here](#). —Marc Peruzzi

// You Can't Fake Realism



Photo Courtesy Alex Lowther

Catching up with Patagonia Films' Creative Director on what makes a good pitch, the meaning of authenticity, and more.

From the article: "Story selection harkens back to journalism, too. We want stories that are relevant and useful. I send this dumb list of questions to filmmakers pitching projects pretty regularly: 'What can we point a camera at? What's going to change during the course of production?'" [Read more](#).

// Meet a Creative

[Read More](#)

In the mountain space, **Mattias Fredriksson** is known globally as one of the top adventure ski and mountain biking photographers. That's because when you see a Mattias shot you know it. Just don't pigeonhole him.

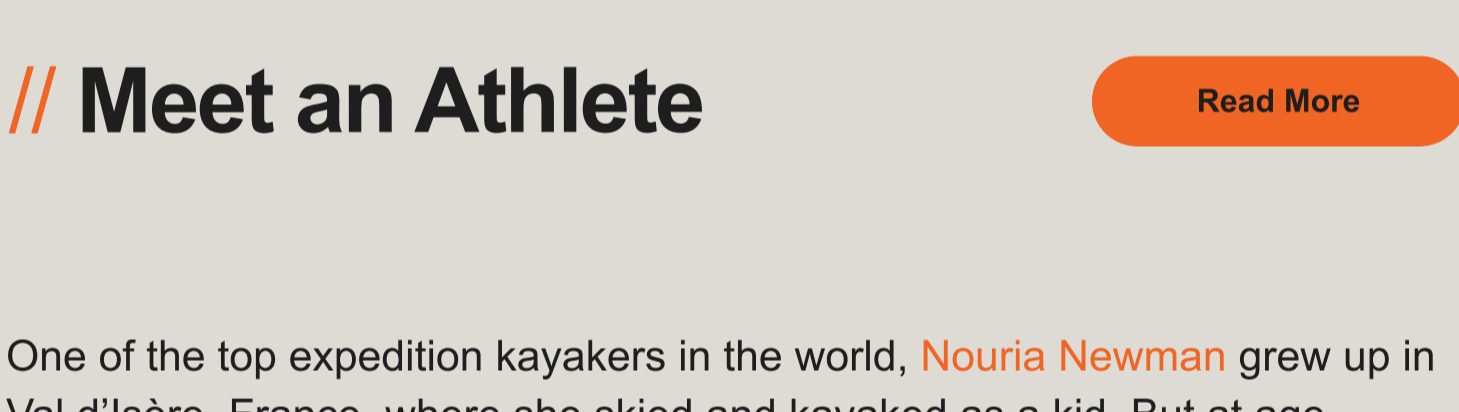


Photo Anthony Bonello Courtesy Mattias Fredriksson

// Meet an Athlete

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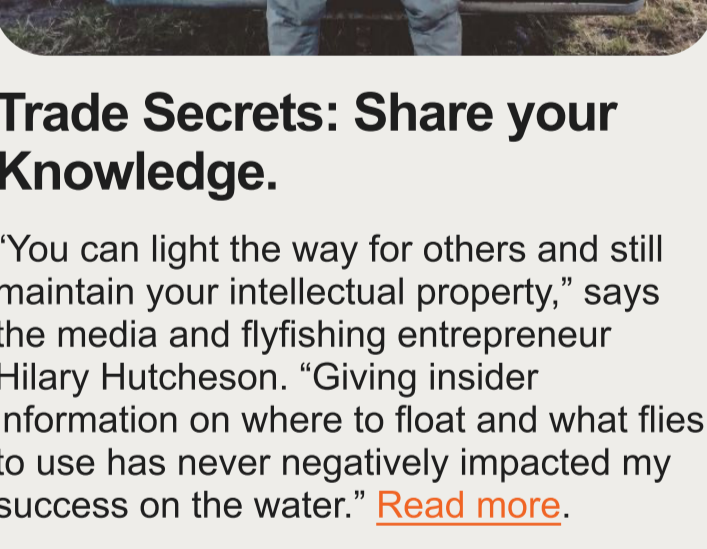
One of the top expedition kayakers in the world, **Nouria Newman** grew up in Val d'Isère, France, where she skied and kayaked as a kid. But at age eight, she turned her focus to the water. That decision has paid off.



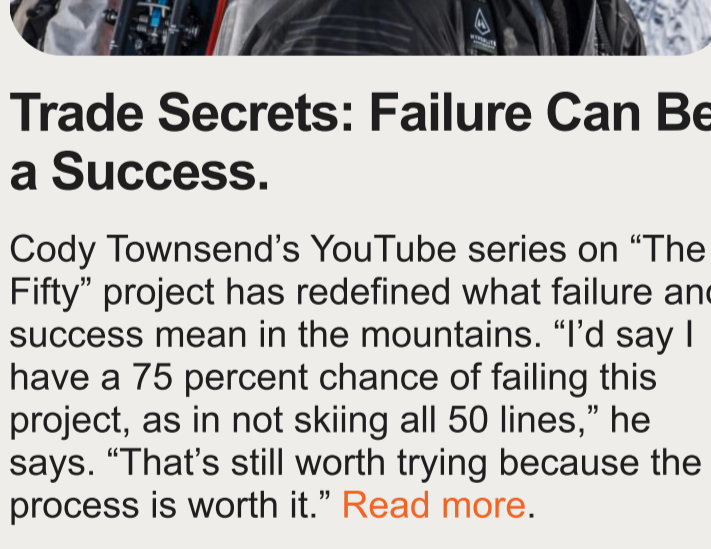
Photo Erik Boomer Courtesy Red Bull

// New in Hence Journal

[All Articles](#)



Trade Secrets: Share your Knowledge.
"You can light the way for others and still maintain your intellectual property," says the media and flyfishing entrepreneur Hilary Hutcheson. "Giving insider information on where to float and what flies to use has never negatively impacted my success on the water." [Read more](#).



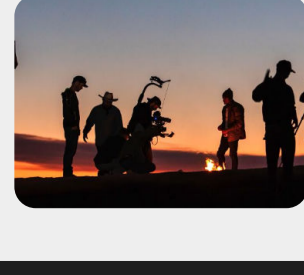
Trade Secrets: Failure Can Be a Success.
Cody Townsend's YouTube series on "The Fifty" project has redefined what failure and success mean in the mountains. "I'd say I have a 75 percent chance of failing this project, as in not skiing all 50 lines," he says. "That's still worth trying because the process is worth it." [Read more](#).

MORE FROM THE BROADER CREATIVE WORLD

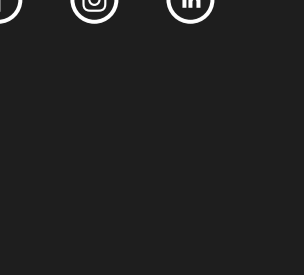
What We're Reading Now (Upbeat Edition)

- The Onion Returns to Print Publishing.** In a smorgasbord of online memes, half-wit satire, and fake news, there is still a place for the absurd—and that's apparently print media. Call us nostalgic, but the best headline ever written: "Road-Kill Squirrel Remembered as Frantic, Indecisive." Just reads better on pulp. [\(The Hub\)](#)
- And If Print Dies Anyway, Writing Won't.** Ted Gioia of The Honest Broker Substack has been self publishing online to great success for 15 years. Naturally, he is a force on Substack. Here's how he got there as told to fellow stacker [Eleanor Anstruther](#). "At first I didn't even notice. But I soon saw that my prose was less like writing, and more like conversation. I spoke to the reader the same way I'd talk to a friend over dinner after the second glass of wine. That's when the truth-telling begins." [\(Eleanor's Substack\)](#)
- Our American Brains Are Like Our American Stomaches—Hungry For Junk.** Inspired by Gioia (last entry) David Brooks tackles the mental atrophy that for-profit platforms are instilling in an unsuspecting populace. But all is not lost: "We have schools to train our minds and gyms to train our bodies. We get less help training, elevating, and regulating our desires. History suggests you can elevate people's desires by giving them access to what is truly worth wanting." [\(NYT\)](#)
- Don't Be So Literal!** It doesn't matter the medium, there is room for mystery in storytelling. That's not just a Hence tenet. Here's Cole Haddon making the case: "With ambiguity 'you have to become part of the conversation ... in a sense, choose your own adventure with every page you turn. What a thrill it is, too, to read a comic book or novel or watch a film or TV series that whispers, 'Hey, you, sitting there on your couch, put down the Doritos and come with me, it's time to go find out who you really are.'" [\(5AM StoryTalk\)](#)
- The Art Of Taking It Slow:** This one isn't about creativity, it's about how bikes make us feel. Not in a race or on Strava, but when you're riding to the store or with your kids. [\(The New Yorker\)](#)

IN CASE YOU MISSED IT



How to Win the Film Festival Game: There are hundreds of outdoor venues. Here's how it works.
Story Julie Brown Davis | Photo Courtesy 5Point Film Festival



Only Solutions: Finding Purpose. Featuring snowboarder and activist Jeremy Jones.
Story by Marc Peruzzi | Photo Elyse Cosgrove Courtesy POW



Curious about Hence? Read "What Hence Can Do For The Creative Industry" to learn more.
Story Marc Peruzzi | Photo Dirk Collins

