

ASPECTS

// New Features Dropping Now

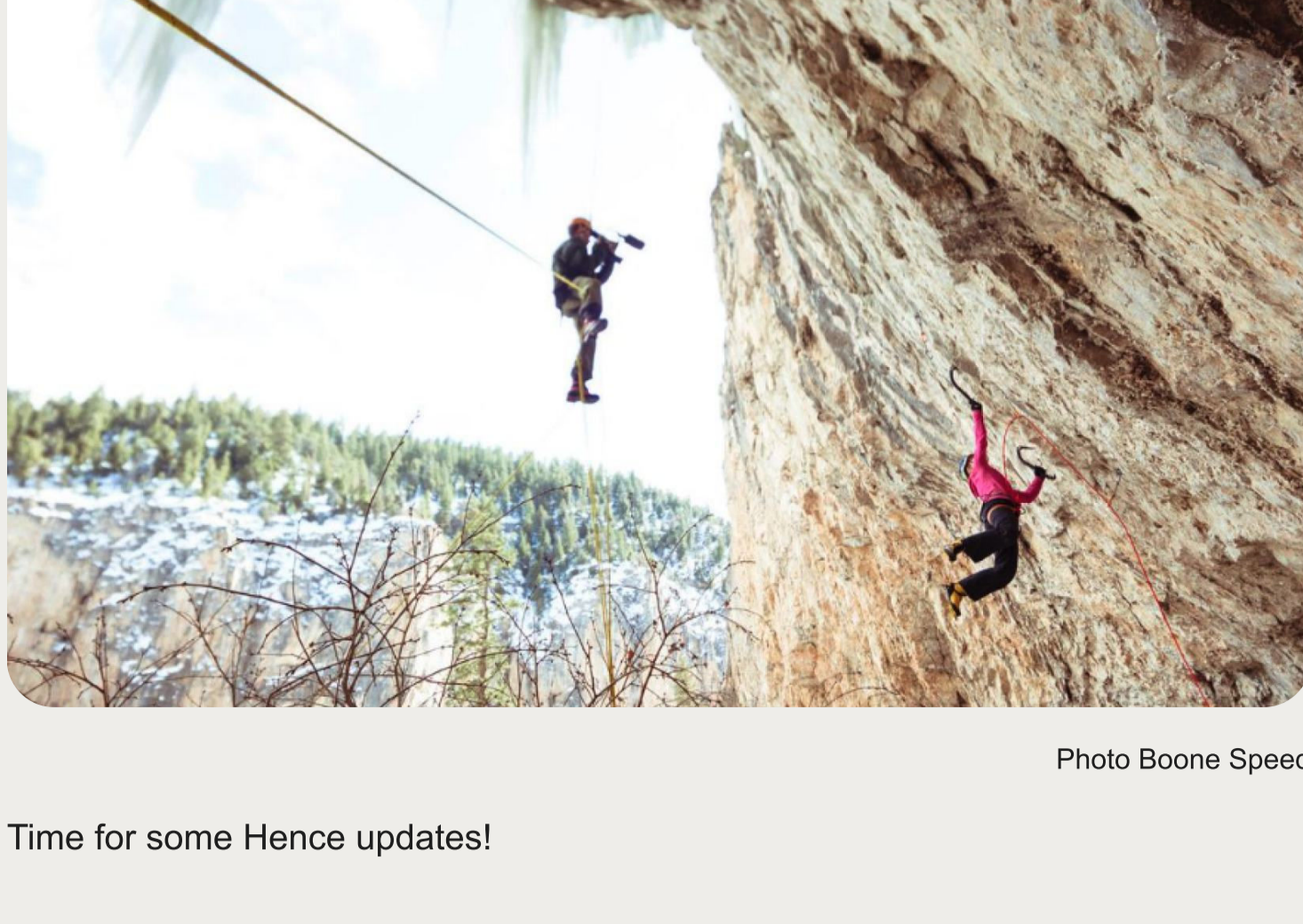


Photo Boone Speed

Time for some Hence updates!

If you haven't visited [The Roster](#) lately, head on over there now. Not only will you see a growing cast of professional creatives, athletes, talent, and business strategists for whom we are now actively pursuing meaningful work, but you can also spin through some of our latest software updates.

- Roster members can now add custom headlines—that better describe their work—to their portfolio tiles for more personalization and easier browsing for clients and team builders.
- Brands, agencies, and production houses will be able to rapidly build profiles that represent their teams, while making it easier for individuals to act on behalf of each company.
- As The Roster grows, Hence users can now more easily search talent by name or area of expertise to more quickly zero in on the people they need to build teams.
- Ready to update or publish your profile? Go to the [sign in page](#) now.

And a programming note: As we turn our attention to improving our software and increasing deal flow, the *Aspects* newsletter will go from twice-monthly to monthly. Stay tuned to meet the creatives, business strategists, and athletes that are joining The Roster and to read the creative industry stories you depend on to succeed in the 1099 economy. —*Marc Peruzzi*

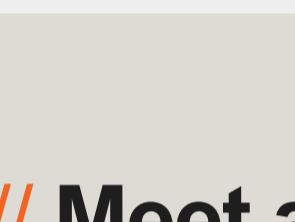
// Creative Hubs are Everywhere



Photo Jason Peters

Co-working spaces are booming in the new freelance economy. Here's why that matters. (Hint: It's about collaboration and new work.)

From Gordy Megroz's *Longer Reads* story: "We envisioned The Confluence as a hotspot for creatives," says cofounder Zac Ramras, "a place where people can come and work, but also share ideas and, potentially, get jobs from one another." Sound familiar? That's what Hence is doing with [The Roster](#). Read Gordy's story [here](#).



Did someone forward you this email? You can sign up for a free *Aspects* subscription [here](#).

// Meet a Creative

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Since his Camp4 Collective days, [Hennie van Jaarsveld](#) has filmed and edited for everyone from *Powder* to Patagonia. He truly shines telling human stories, like his latest venture "Of The Black Sea."



Photo Courtesy Hennie van Jaarsveld

// Meet a Creative

[Read More](#)

"Journalism is what I love," says *Hence Journal* contributor [Denis Faye](#). "But now I also use my writing, advertising, and marketing experience as tools to tell corporate stories with an authoritative approach."

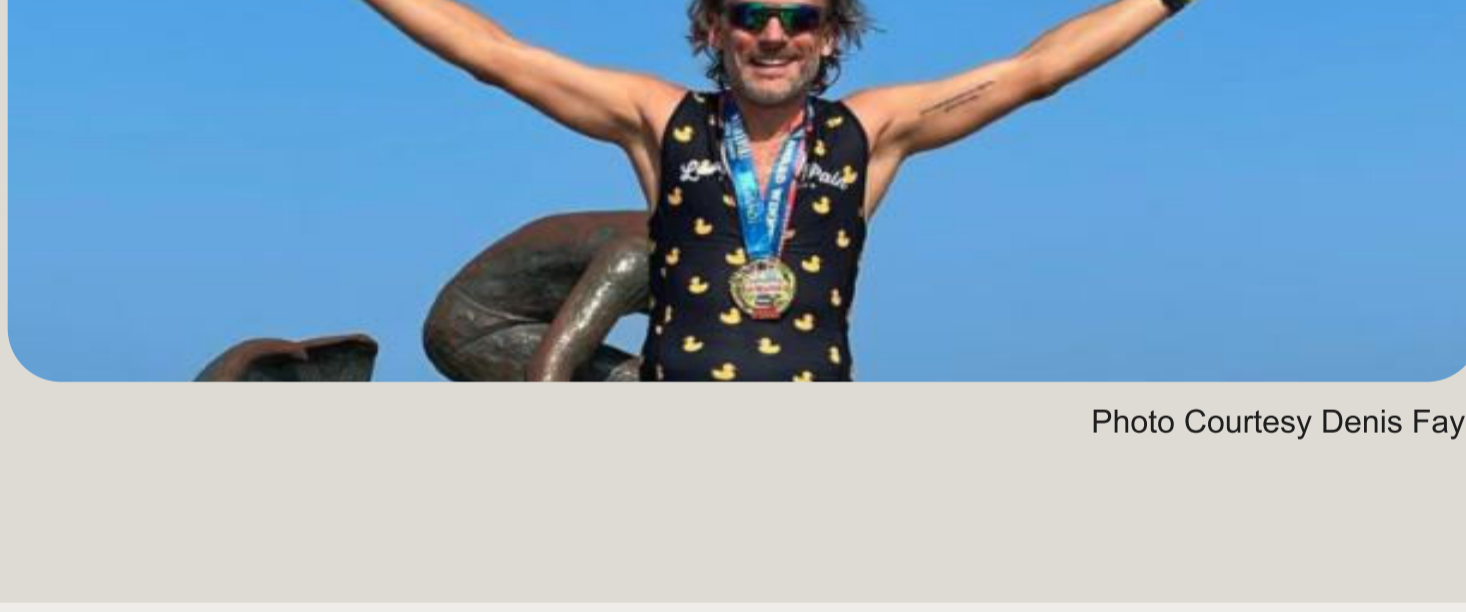


Photo Courtesy Denis Faye

// New in Hence Journal

[All Articles](#)



Trade Secrets: Keep Pushing For What You Believe In.

"When you get told 'no,' you have to figure out another way to get to 'yes,'" says the famed freerider Casey Brown. The road toward letting women ride at the Red Bull Rampage was a lot like a political campaign, she says. [Read on.](#)



Trade Secrets: How to Say Yes to Opportunities.

"Once you get established, you can pick and choose," says the freeskiier Stan Rey. "But especially when you're younger and you have the energy and the passion, I would for sure try to jump at every opportunity you get." [Read on.](#)

MORE FROM THE BROADER CREATIVE WORLD

What We're Reading Now

- 1. Success Is Not a Click on Instagram.** At least that was true of John Williams, the most successful Hollywood composer ever —*Fiddler on the Roof*, *Jaws*, *Star Wars*, etc. Williams, 92, is the subject of a new documentary *Music by John Williams* due out November 1, and a corresponding *Vanity Fair* feature story. From the latter: "There is a sense in society today that by the time you're 25 you'll be so rich you don't even have to work anymore," the filmmaker says. "For someone wanting to be a musician, or an actor, a director, or a writer, seeing that someone like John Williams took his time to get there is mega inspiring in a world where you feel that your career and your life can be as quick as a swipe on an Instagram page." (*Vanity Fair*)
- 2. Mo Nukes?** AI data centers are still thirsty for electricity—as we mentioned in regards to Microsoft a few weeks ago. Now Amazon and Google are at it, competing with each other for small nuclear reactors. Our hope? The tech companies start a nuclear revolution for carbon-free energy. (*AP*)
- 3. Distribution Sorts Itself Out.** Ted Goia of *The Honest Broker* Substack offers up nine reasons why the future of the music industry is sunny, despite the pennies artists make on Spotify. We like this bit because it speaks to all mediums: "I'm a writer who bypassed the legacy publishing industry via Substack and took control of my own career. The same thing will happen in music. It has already started. It's still early days for direct distribution of music, but the cumulative change will be enormous." (*The Honest Broker*)
- 4. Art Rises From Darkness and Chaos.** It's easy to write off the Impressionists as creators of soft works, but that's forgetting the hard times they emerged from—civil war. Writes Jason Farago: "The artists who became the Impressionists took seriously what we now often fear: that when life changes outwardly, culture must change inwardly. In shocking ways, perhaps. At great cost, sometimes. But there is no way out of it. No art worth caring about that is not the image of society." (*NYTimes*)
- 5. Way to Go Hence Pro Casey Brown!** John Branch delivers the backstory on how Casey Brown and an all-women's crew of trail builders and freeride athletes built their own dream in the Utah desert. (*NYTimes*)