

who perpetuate traditions, protect the environment, share their knowledge, and influence our own practice. They are the ones we want to give a voice to."

Traveling in a branded black van in search of such inspiration, and deploying drones as well as helicopters and float planes to capture the footage they want, the Hooké crew truly brings an extreme-sports vibe to the fly-fishing community. In a single year they have been known to fish for king salmon, Atlantic salmon, lake trout, pike, arctic char, and brown trout, from Chilean Patagonia to the northern tip of Quebec and Labrador. Their latest film, *Along the Way*, which was part of the official selection for 2016's international RISE Fly Fishing Film Festival, traces these adventures through color-soaked aerial footage, close-ups of the quarry, and, of course, imagery of those the group have met on their travels.

For Hooké, the fly-fishing lifestyle goes further than skilled cinematography. They have moved into producing a range of apparel and accessories based on what the tribe wears on and off the water. In Fred's own words, "The philosophy behind our clothing line is the same as the one behind our film productions—we were inspired by traditional outdoor wear, and we wanted to give a new vitality to things that have been time-tested through the ages." Young people injecting fresh life into age-old techniques and traditions—it's an idea that speaks not only about this creative project but also perhaps about the status of fly fishing today. ←



Sharing moments on the water: Hooké is about camaraderie and a progressive vision of fly fishing.