



“We wanted to speak in a way that would connect, but also in a way that promoted us as something new & different”

Chris Simmons, Executive Director
The Gospel & Culture Project

Creating [Branded] Spaces for Meaningful Conversation

NEW CONTEXTS FOR THE GOSPEL & CULTURE PROJECT

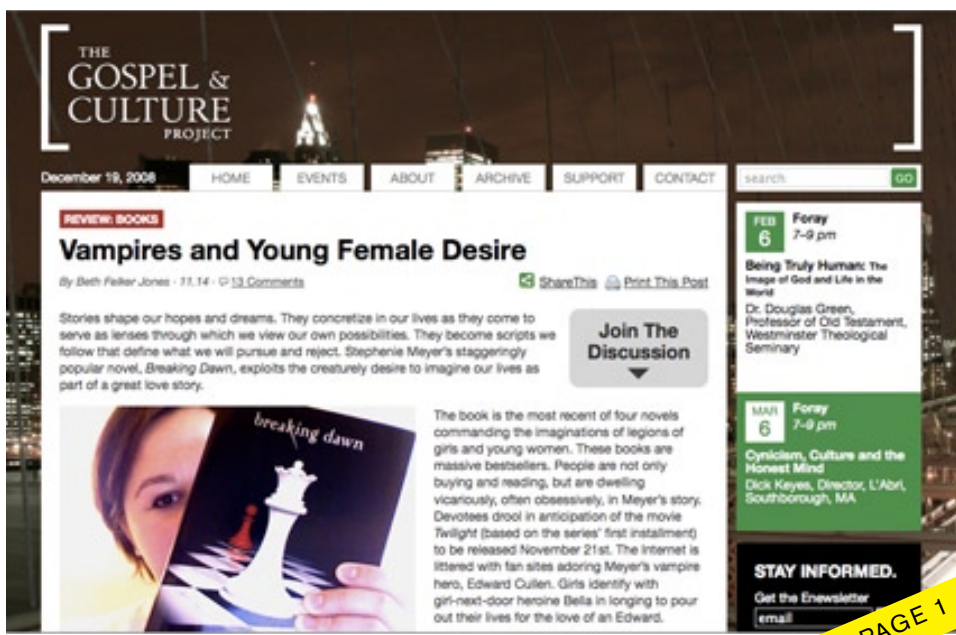
If you ask Dr. Chris Simmons about The Gospel & Culture Project (GCP), chances are you'll hear the Executive Director use the word "equip" more than once. And for good reason, too.

By highlighting current, global issues—such as the Rwanda's ongoing healing—The GCP creates and maintains space for meaningful conversations directed by Christian faith.

“The Gospel & Culture project is a 21st century, building on the past, moving way into the future [project],” says Simmons.

Equipping has remained the ongoing goal of The GCP since it was established in 2007 and is evident from The GCP's printed materials. Take a look at the logo, which is framed with brackets. These brackets become the brand mechanism used throughout their materials, to create a focus on and around items they frame—

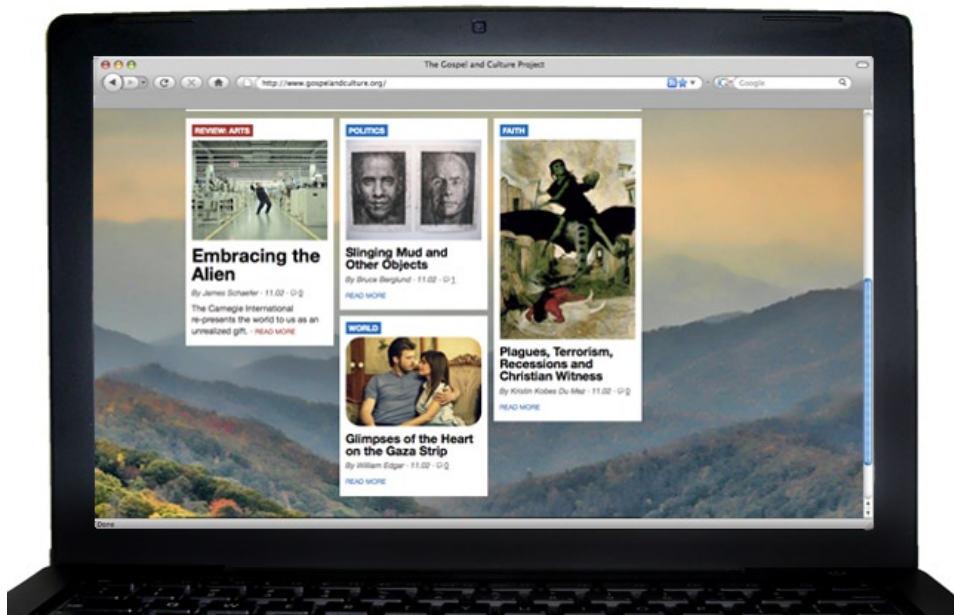
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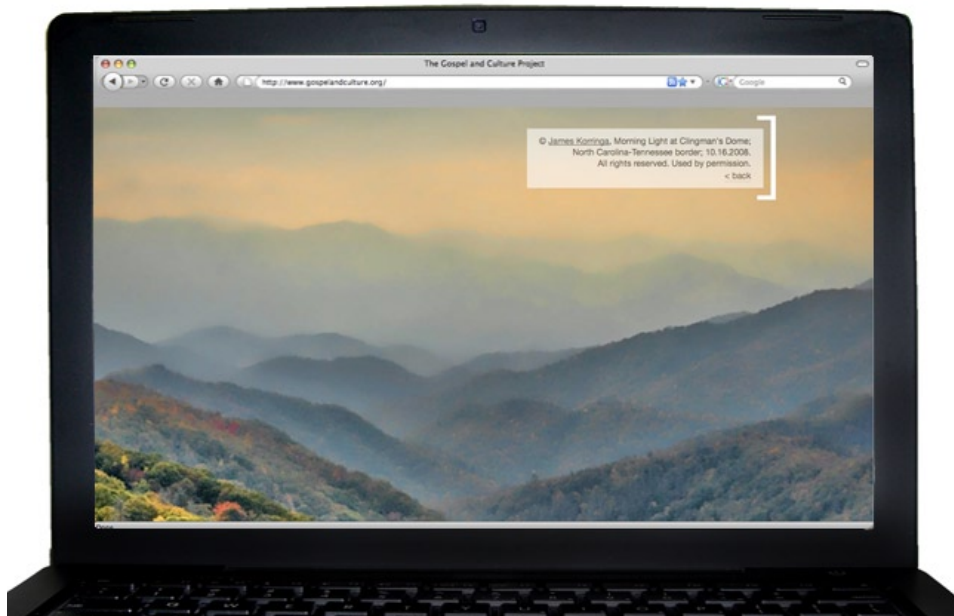
a reminder and The GCP's way of providing the continual context for study. Contemporary, thought-provoking images reinforce this tone.

The GCP has also received credit from some leading voices in this genre of theology such as Timothy Keller, author and Senior Pastor, Redeemer Presbyterian Church, who said "As a pastor in a world-class city, I have long felt we have needed an initiative such as The Gospel & Culture Project. At a time of widespread confusion about the role of faith in political and social life, this center will help bring credibility to the Christian religion and its message of liberty and reconciliation in every area of life."



At the forefront of The GCP is a new website— an ever-changing array of contemporary topics and questions posed by specialists, bolstered by a community of participants. The website's background, changes frequently and captures the project's modern, real-world experience.

The best part is that The GCP's vision for the site is just being realized explains Simmons, "The website as you see it now is a generation along the road. We want to take the website as far as we can in terms of the inclusion of new technology, especially trying different ways for people to relate to each other."



One of those realizations happens once a month, when the website comes to life around the University City section of Philadelphia as an event called a *Foray*. At these gatherings, speakers encourage continued investigation into how faith applies in the modern world. As interest grows, the efforts of The GCP will lead to new platforms, each aimed at helping discover ways to apply the Gospel. Included in this plan is *The School for Cultural Engagement*, a degree-based center focused on equipping lay people and those entering or re-entering professional ministry.

With the momentum of The GCP, and the dialogue that's likely to follow, there's another reason to pay attention and speak up. At Able, we'll be watching. Some of the most thrilling discussions happen when organizations let their constituents have a chance to speak.