

The Amazingly Beautiful Way This Start-Up Is Reimagining the Bible

We live in an increasingly visual culture. People are constantly creating photos with their smartphones, scrolling through Instagram feeds and watching their favorite shows on Netflix. All of these things are driven by imagery.

There is an opportunity and a calling to reach people—especially the younger generations (Millennials and beyond)—through more artistic, visual means. We felt God call us to make Alabaster for this very reason.

Alabaster is a creative faith company that integrates the text of the Bible with stunning visual imagery and thoughtful design. It re-imagines the Bible for the next generation.

Creativity and art has a profound impact on people. When mixed with the biblical text, we truly believe it creates a profound impact on peoples' lives with Jesus. We couldn't be more excited with what God is doing!

Our journey began in May of 2016 when my co-founder, Brian, and I felt a nudge to begin thinking about new ways to reach young people. As artists and Millennials ourselves, we felt there were creative ways we desired to experience God that could resonate with many others.

We named the company "Alabaster" after the passage in Mark 14 about the woman with the alabaster jar. It is one of the only times Jesus uses the word "beautiful." In the passage, a woman breaks a jar of expensive perfume and anoints Jesus' head with it. Everyone in the crowd scoffs at her and is confused by her act, but Jesus says what she has done is "a beautiful thing." In Greek, the word Jesus uses is *kalos*, which literally means

an outward sign of inward goodness. The woman's act was not only a beautiful, artistic act; but it was also good.

Our first books, *The Gospels*, launched in October of 2016. Making these books was an act of worship in and of itself. Some of the images were dreamed up in intentional prayer times with the Lord. And others were designed specifically to challenge the reader to grow in new and profound ways within the biblical text. Regardless, all the images were meant to display the entirety of God and His goodness.

We first launched the books on Kickstarter, which completely exceeded our expectations—raising well over our initial \$35,000 goal. We were so thankful for all of the positive response. It showed us that people were searching for something like this and looking for new creatively visual approaches to grow in their faith.

Alabaster isn't over. We just launched our second book *Psalms*, and it's now available for pre-order on **INDIEGOGO**. We know that *Alabaster* is just one way to reach the next generation in this new creative way. There are others of you out there feeling the nudge from God to make wonderful and beautiful things that honor the Lord and reach people. Do it! Create. Explore what God has in store for you. That thing just might change a person's life. {eo}

Alabaster explores the intersection of creativity, beauty, and faith through original artistic content and profiles of makers/doers. Focusing on the role of the creative, *Alabaster* tells the stories of an emerging innovation-forward, visual culture for the sake of a more beautiful human flourishing. **Bryan Chung** is the co-founder and creative director of *Alabaster Co.* , Twitter: @alabaster_co