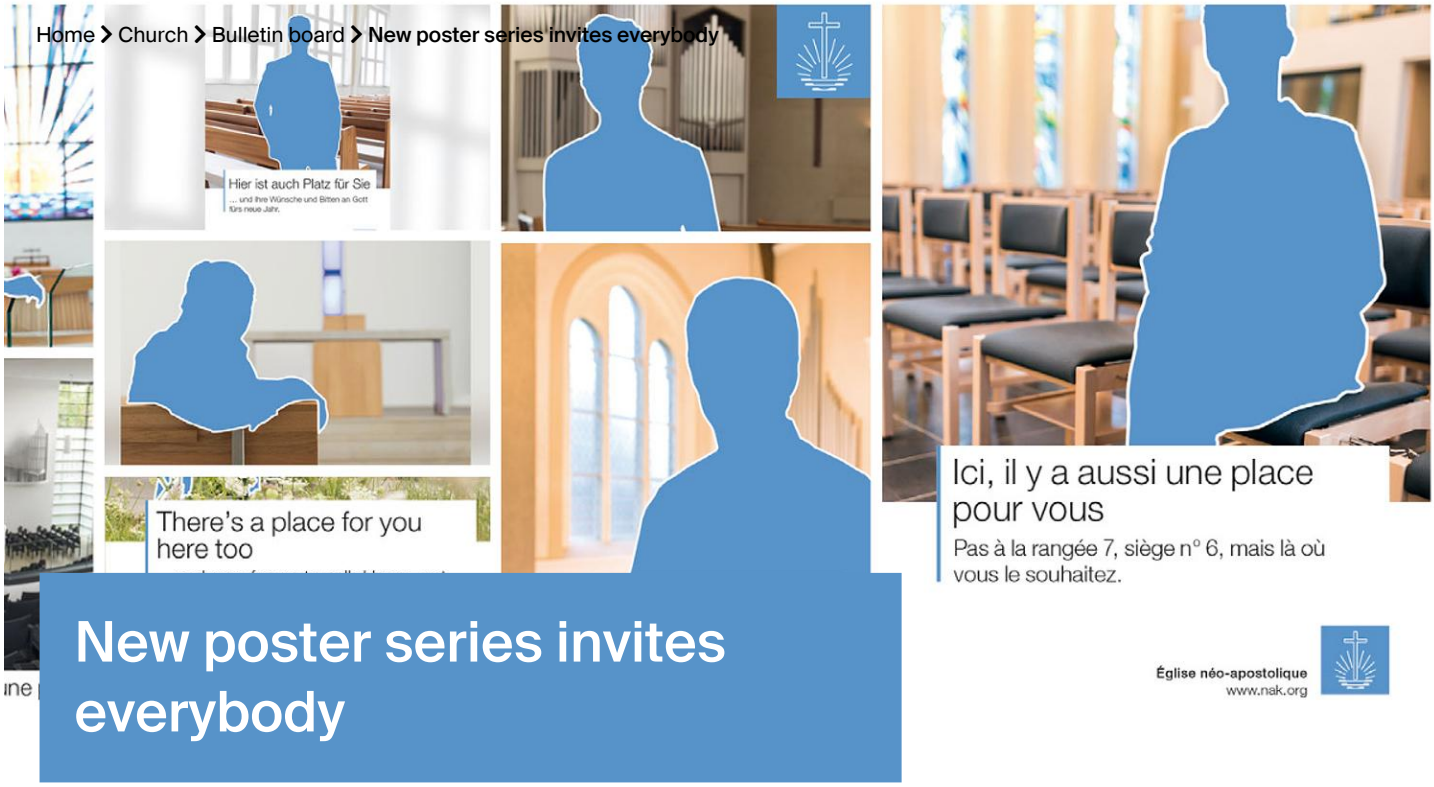


New poster series invites everybody

The New Apostolic Church is breaking new ground with its posters for 2022, and doing so in two ways. The topic for 2022 is “There’s a place for you here too”.

The posters in the display cases outside our churches in Europe have been welcoming passers-by for a number of years now. Until this year, the invitation was always in line with the annual motto. In 2020 then, the motto of the 2019 International Youth Convention was used (“Here I am”). The current series for 2021 features the motto “I do my part (in the congregation and for the congregation)”.

As in the years before, the new series for 2022 will feature a church in the background, either from the outside or the inside. In the foreground, the observer sees a seated or standing Church member, who admits to being a member of the Church through his or her picture. As in previous years, the age and gender of the models vary. “Together with the text, the building and the model make it clear: this is our church, these are our members, and this is what they believe,” says the Church’s European working group for communication.

Silhouette can be filled in by you

What’s new in the new year? The model is no longer recognisable; all that the casual observer can see is the silhouette. The idea is that passers-by understand: “The silhouette can be filled in by you. You are invited to come in and take your place,” explains the group.

The latest series falls back on photos that were taken over the last few years and were never used. The working group is now making a virtue out of necessity: Covid

made new photo-shootings impossible. For the new series, unused photos from previous years alternate with already used photos that have been graphically edited by using silhouettes. Instead of creating the usual twelve, the group came up with 28 statements to underline the slogan “There’s a place for you here too”. The new series will therefore run two and a quarter years. What comes after that is still open.

16 November 2021

Schaukasten2022 EN WEB 1209.41kb