

An idea that fuses art and religion.

An idea that would provide funding to charity.

An idea that has spiritual goals as well as business goals.

KEEPERSOFTHECROSS.COM

HISTORY OF THE CROSS/CRUCIFIX

For many centuries, the cross and the crucifix have hung in homes, in vehicles, and around necks as a signal to others of the holder's faith and as a personal reminder to the keeper of that cross of a commitment to the principles of his/her Christian beliefs. A myriad of traditions relating to Christian sect, geography, ethnic traditions, and race are reflected in the thousands of different cross/crucifix designs using materials from gold to wood, plastic to stone.

While age-old Christian traditions have suffered a decline in recent decades due to a kind of secular homogenization, there is a recent trend whereby many thousands of Christians are seeking out the roots of their faith.

There exists a seemingly endless supply of stories as to why various cultures hang a cross in their home, and what the display of that cross means. Croatians, when they wed, marry the cross, so that when they have a problem as a couple, they go before the cross in their home for prayer and guidance. The Irish have many such traditions. St. Brigid's cross was woven from a handful of rushes as she converted a dying pagan king to Christianity while telling him the story of Jesus' Passion and Suffering for our sins.

THE MESSAGE

Everyone should have a cross (at least one) hanging in their home. Using history, the teachings of the Church, the revelation of traditions, the stories (past and present) of individuals who find inspiration in their Crosses, we will engage the consumer in an emotional and spiritual manner. There are those who will want to hang the cross purely as decoration, but this will not be the audience whom we address, even though they will be a customer.

A CROSS FOR EVERYONE

Catholic or Orthodox, Baptist, Adventist or Non-Denominational, Agnostic and other, we will endeavor to provide a Cross for everyone.

RESEARCH & DEVELOPMENT

I have studied museum archives and have already found artisans making crosses. I visited countries like Ireland and France and brought back examples of crosses I would like to produce in cooperation with local artisans. Other artisans are producing original crosses and we will consider adding these to our portfolio, as well.

THE MISSION

Truly, I think the Cross should hang in every home. It is a reminder of how we should humble ourselves before God, and how we should work harder to live our lives each day as Jesus lived His. Whether you believe in Jesus as Lord or not, he had a great message. Ghandi read the Bible daily and respected the teachings of Christ as do Muslims and others.

Another important aspect of our mission is to provide money for Good Works...charity.

The last mission is to provide an income so as to devote to this business full-time, and other businesses that can provide funds to philanthropic endeavors.