



180 BY DESIGN / REPORT

BREHMCENTER.com

Focus Group Summary

Friday, October 1, 2010
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Summary

Tuesday 9/28/2010 Focus Group for BrehmCenter.com

In attendance: 6 participants; 3 women, 3 men, ages from mid 20's thru mid 50's. This focus group was 30 minutes long.

Question #1:

Jason hears from a friend that he graduated from Fuller with a WTA emphasis. His friend mostly has told him about his experience at Fuller. He also knows that his friend is a film producer and a Christian. He really respects his friend. This information makes him interested in the Brehm Center. He visits BrehmCenter.com to find out what it offers students.

Based upon your experience, what should the website show to Jason?

The aim of this question was: can the Brehm Center better summarize what it offers to potential students.

Most of these responses focused on “show(ing) Jason other people like his friend” at Brehm. Feature current and former student “actual artists” through gallery snapshots, interviews, youtube videos, etc., on a frequently rotating basis. Perhaps a “student gallery of MAT thesis.” Highlight “beautiful things” and “art being done in a provocative way.” “Jason would know Brehm Center is a place for him if he sees what he does or wants to do.” Explore other areas more fully beyond the film emphasis at Brehm Center. Help Jason see the “roadmap” between what Fuller offers and how Brehm Center can enrich and supplement



his journey of faith, theology and art. Additionally, there was clear consensus that Brehm Center needs to offer a “pithy,” “what’s it all about” and “easy to explain” description of itself; that currently the Brehm Center description is “super abstract.”

Question #2:

Premises - in Andy Crouch’s book “culture making,” he says “For too long, Christians have had an insufficient view of culture and have waged misguided “culture wars.” We must reclaim the cultural mandate to be the creative cultivators that God designed us to be. Culture is what we make of the world, both in creating cultural artifacts as well as in making sense of the world around us.”

Betsy is a sculptor living in Denver, CO. She is well connected in her small community of friends/artists/colleagues. She strives to understand the spiritual connection between her passion for creating things and her Christian beliefs. She stumbles upon the Brehm website through a Facebook link.

How can the Brehm website encourage Betsy (once, or ongoing) to be a producer of culture?

The aim of this question was to explore how the Brehm Center website can encourage visitors to be “Producers of Culture?”

These answers explored the area of creating community for artists in the bigger picture beyond Brehm Center, while also helping to make Brehm Center a place of significance in the broader art, faith and theology discussion. Help Christian artists see how they can bridge the gap between “church and art” and “better go between the two.” Respondents acknowledged that “we are a scholarly institute” and to “throw that out would be a



disservice.” Ideas about creating a “resource center” with a “reading list to expand knowledge base,” links and connections to other artists continually surfaced. Showcase Brehm Center events like Orvieto, and outside events like IAM, TED, etc. Keep focusing on how Brehm Center contributes to and benefits the various areas of cultural discussion. Create a profile of current artists in resident at Brehm Center the outside world can connect to.