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A promotional banner for British Airways. On the left, there is a line drawing of a train carriage with a person sitting inside. The text reads: "A complimentary companion ticket: A more civilized way to bring someone along." Below this text is a small asterisk and the phrase "Terms and conditions apply". To the right of the text is the British Airways logo (a red and blue swoosh) and the text "Upgrade to BRITISH AIRWAYS". At the bottom right of the banner is a blue button with the text "Register now" and a right-pointing arrow.



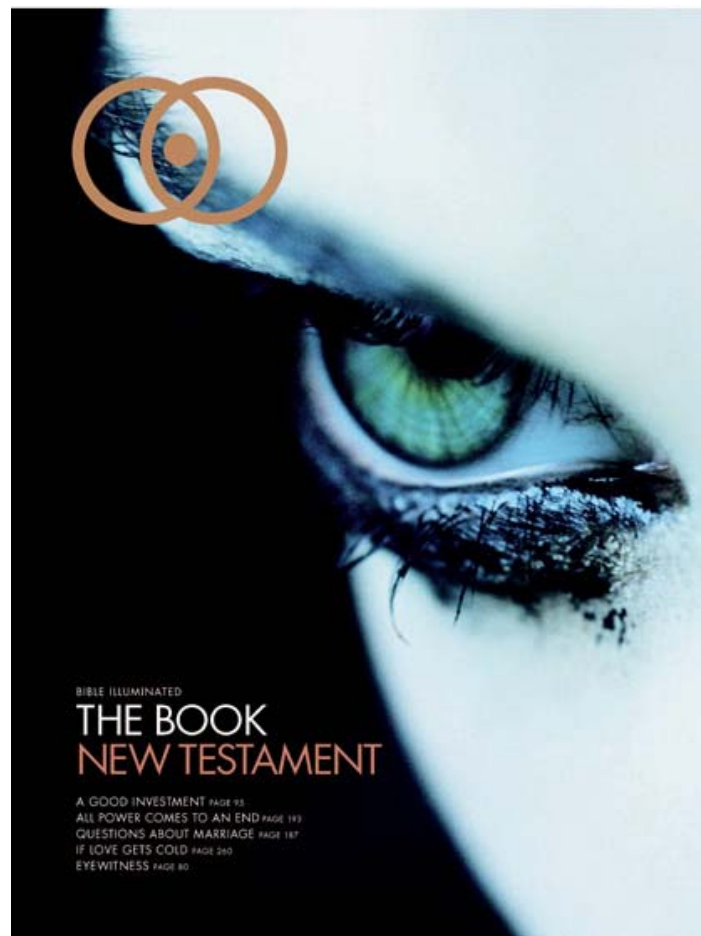
## ASSmallWorld

**Bible Illuminated**

Bible Illuminated, a project launched in Sweden in 2007, picks up where the venerable Gutenberg left off, introducing the more 2000-year-old bestseller in a revolutionary format accessible and attractive to a new generation. This time around, the Good Book is a glossy magazine.

The ad-free, two-page spreads of relevant (if often evocatively irreverent) images interspersed between the pages of this readable New Testament translation challenge eye and mind—not to mention stimulate debate, which was the ultimate goal of its creators. On the title page of the spiritual Gospel of John is a full-page image of three hands, one atop the other, nearly touching. Another photo captioned with Jesus' "I did not come to bring peace, but a sword," shows a child taunting the camera with a gun.

Go to [www.illuminatedworld.com](http://www.illuminatedworld.com) for more information or to purchase a copy. *The Book, The New Testament* is also available through [www.amazon.com](http://www.amazon.com) and [www.amazon.co.uk](http://www.amazon.co.uk).



- Jared Mauskopf

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