

History of the magazine Music & Art, now called SIGNS

5 years after the start of Continental Sound there was a growing need to inform the public directly.. Other magazines or papers never communicated enough our own information. There were even Christian magazines who refused to publish anything, because what Continental Sound was doing was too innovative, so not Christian. This became quite urgent, when the first Christian pop group New Hope came to the Netherlands in 1974. To be able to promote their final concert in the Ahoy sporting Arena, we needed direct contact. During tours we had been collecting names and addresses (at concerts of the Continentals and New Hope). So we launched our first little magazine called 'SJO FAR', named after the Old Testament trumpet, used to announce important events. And 5.000 got this first magazine, and the final concert of New Hope was sold out. We decided to appear regularly. It was paid out of donations. In 1976 we started with subscriptions too. In 1979 it changed from a A5 format to a A4 magazine format with more articles. In 1981 we launched together with GMI "Gospel Music Magazine" as a newspaper format. Sjo far became again just the in-house information of Continental Sound (projects and actions).

Thanks to the development within the annual Christian Artists Seminars, it started with just music, in 1985 became added the performing arts (dance, mime); So in 1985 a page about performing arts was added. In 1987 added CA as well the visual arts. So to the magazine was added pages about those arts too. As result we decide to change the name in "Gospel magazine Music & Art". In 1989 as result of the annual Christian Artists Seminars a real movement had started in the Netherlands to unite Christian musicians, visual artists, dancers, singers, writers and such. They united as Association Christian Artists, joined the Christian Trade Unions (CNV) of the Netherlands and were named "CNV KUNSTENBOND". The magazine was given to this new Christian artists trade union, changed from subscriptions to membership-benefit and changed name into: "MUSIC & ART"

In 2006 we took over the music magazine 'Bottomline'. These subscribers got a kind of membership as section 'gospel'. So the profile of the magazine had to change again, resulting too in a new name SIGNS: 36 pages full color magazine, reporting about all the arts (including gospel).

Data 2012:

SIGNS appears 5 X a year and is the official magazine of CNV Kunst en Cultuur, reporting about the sectors: music, visual arts, performing arts, literature, media, teachers, continentals, gospel. It is a dutch language magazine.

SJO FAR appears as well 5X a year and have been published each year since 1974, reporting about the activities and projects of Continental Sound