Heaven costs $777. Hell costs $666.

The Church of Conceptual Art has opened ticketing for the afterlife.

Press kit · October 2026

THE STORY

In July 2026 the Church of Conceptual Art opened ticketing for the afterlife at finaldues.com. The standing schedule lists a Ticket to Heaven at $777, a Ticket to Hell at $666, and Both Gates at $1,443; during the closing period, the digital-only, hash-verified tickets clear at $7.77, $6.66 and $14.43. A Fast Pass Upgrade at the full standing price ($777 Heaven, $666 Hell) is a physical, made-to-order credential: key set, certificate and frame. Passes are named, non-transferable and never expire, and can be bought for oneself, as a gift, or as unnamed bearer passes that admit whoever holds them.

Payment is the only qualification; there is no review of conduct. Every sale is recorded in a public, append-only ledger built on a SHA-256 hash chain that anyone can recompute. The record page shows the ledger live, with running counts for each gate, and every certificate carries the holder's name, destination and the hash of its entry. The passes are declared conceptual art objects conferring no rights or services in this life, and the terms state it plainly: all sales are final, both in this life and the next.

From the announcement: "Every religion in history has sold this product," said Paul-Alexander Pissarro, co-founder of the Church of Conceptual Art. "We are simply the first to publish the price, the terms, and the ledger." The church, he added, "asks you to be a customer, which the record suggests is the more honest relationship."

The site runs deeper than a checkout. The Argument makes the church's case; The Precedent keeps a register of the prior arrangements religions have sold; The Ballot holds a daily General Election of the Soul. The program is the church's first sacrament available at retail, issued through Unsubscribe NYC LLC, with consultancy by Super//Natural. Gate intake, processing speed and audits remain at the discretion of the afterlife administrations, which did not respond to press inquiries.

FAST FACTS

- Ticket to Heaven: $7.77 · Ticket to Hell: $6.66 · Both Gates: $14.43; digital only, hash-verified (standing schedule: $777, $666, $1,443)
- Fast Pass Upgrade, $777 Heaven and $666 Hell: physical made-to-order credential with key set, certificate and frame

- Passes are named, non-transferable, and never expire; gift and bearer passes available
- No review of conduct; payment is the only qualification
- Public, append-only SHA-256 ledger with live counts at finaldues.com/record
- Concept and execution: Unsubscribe NYC LLC. Consultancy: Super//Natural. Announced 31 July 2026 via newswire

IMAGES



ENTER IF YE DARE

::: OFFICIAL TICKET PAGE ::: 666





*** CLOSING PERIOD IN EFFE

☠ YOU ARE ABOUT TO PURCHASE ENTRY TO HELL ☠

~~$666.00~~

$6.66

*** CLOSING PERIOD PRICE ***

BUY MY TICKET TO HELL

ADMIT ONE — HELL · No expiry · All sales final

Who is it for?

Me



The Hell door at finaldues.com, in its GeoCities skin. Admit one, no expiry, all sales final. High-resolution files on request.

LINKS

- finaldues.com, the ticketing
- finaldues.com/record, the live ledger
- The press release, as syndicated
- churchofconceptualart.org
- paulpissarro.com

CONTACT

Paul-Alexander Pissarro, London. Interviews, high-resolution images and further material: paul@paulpissarro.com

---