

# What Is the Church of Conceptual Art?

A ONE-PAGE EXPLANATION

*The concept is the divine act. The institution precedes the work. Always CoCA.*

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## The claim

The Church of Conceptual Art (CoCA) is a real institution built on one immovable claim: the **Concept** – the idea itself – is the sacred object. Not the canvas, not the print, not the object. An idea cannot be taxed, cannot decay, and has no owner.

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## Why a church

A church is the most durable structure a culture has ever built for an idea. So CoCA performs an act of conceptual judo: it appropriates the ultimate structural form – the Church (a 501(c)(3) religious organization) – to secure the ultimate spiritual state, the Concept. The classification is not a loophole. It is doctrine.

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## The institution precedes the work

Most art makes an object and seeks a frame. CoCA builds the frame first – the doctrine, the structure, the Mechanism – and admits objects only as **covenant**-bound instruments. The structure comes first; the work is downstream.

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## The Mechanism

A CoCA artifact carries a **Covenant**: a permanent, unseverable condition that binds every future owner. It works not by touching the object but by a document that changes its jurisdiction – baptism as the analogy. The object passes from the market's law to the Church's.

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## The ethic: congruence, not goodness

CoCA does not claim to be good. It claims to be congruent: *"We are ethical because we do not pretend the fiction is fact. We make the fiction and sign our name to it."* Every brand performs a fiction; CoCA names and signs its own.

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## How to go further

- Read the doctrine, ask the Oracle, and study the text at [whatisthe.churchofconceptualart.org](http://whatisthe.churchofconceptualart.org)
- Trace the lineage of the Concept at [glossary.churchofconceptualart.org](http://glossary.churchofconceptualart.org)
- Gather others under the seven sacred laws – see the Gathering Kit.

**WHATISTHE.CHURCHOFCONCEPTUALART.ORG**