



# DEATH & TAXES

a professional company

2709 humboldt avenue  
oakland, ca 94602-3663  
(510) 533-3962  
<http://www.mydeathandtaxes.com>

For Immediate Release: March 28, 2006  
Contact: Isabel Reichert or Sean Fletcher at (510) 533-3962  
or email [info@mydeathandtaxes.com](mailto:info@mydeathandtaxes.com)

## ARTISTS ADD “PUNCHING OUT” TO THE LIST OF THINGS TO CHECK BEFORE LEAVING THE HOUSE IN AN ON-GOING EFFORT TO TURN THEIR LIVES INTO A CORPORATION

OAKLAND, CA -- Did you turn the lights out? Lock the back door? Turn off the coffee machine? How about **punch out**? Two San Francisco Bay Area artists, **Sean Fletcher and Isabel Reichert**, the co-founders of the art/life corporation Death & Taxes, Inc. will soon be able to record their “time spent living” with the help of a curious discount opportunity offered by **Apollo Time Clocks**, a leader in the sales and service of attendance time monitoring devices. Apollo Time Clocks announced their offer last week to lease a punch-clock to the artists at a modest price for the remainder of the year -- supplies included.



Fletcher and Reichert launched their corporation on January 3rd as part of a year-long project to “privatize their lives” and have been investigating corporate partnerships like this one to help improve their financial situation and support their unorthodox tax position with the IRS. Last month they sparked a deal with a coffee distributor, Mother Parkers Tea and Coffee, for a three month supply of Savarin. (Savarin is an inexpensive commercially ground coffee prevalent on the east-coast, made famous through the sculpture and print work of 1960s pop artist, Jasper Johns.)



In the weeks ahead they will be working with a professor at UC Berkeley’s Haas School of Business, who is coaching them on how to communicate more successfully with other members of the business community.

The two artists – a married couple who reside in the Bay Area with their five-year-old daughter – are running most of their routine living expenses through the fledgling company with prior approval from their board of directors. This creates a potential quagmire for the IRS when they file their 2006 tax return as living expenses are not normally considered deductible. “The intention of the project isn’t to avoid paying taxes, but the method we’ve chosen to file might raise a couple of eyebrows,” says Fletcher,

who is also the company's CFO. "We believe time cards will provide additional evidence to any would-be auditor that we're serious about what we're doing."

"In any situation where you intend to file a return as a business its good practice to keep track of the time you spend working there," explains the company's Treasurer, **Sarah Lockhardt**. "Everything we're doing is legitimate, but measures like these can only help to make a potential audit run more smoothly." Lockhardt is a licensed enrolled agent and the co-founder of the progressive Oakland based art gallery, 21 Grand.



Through public speaking venues and other public outreach opportunities, the artists have repeatedly drawn subtle connections between their work and the work of other conceptually based "life artists". Their decision to limit their project to a year is based, in part, on the collaborative efforts of Linda Montano and Tehching Hsieh (two artists who tied themselves together with a rope for a full year in 1983). Hsieh also used a similar time recording device in an earlier year-long project called *Time Piece* to the one that Fletcher and Reichert are using today.

Death & Taxes, Inc. launched January 3, 2006 – the first business day of the year. Should the enterprise fail to turn a profit, the company's CEO and co-founder Isabel Reichert says they will dissolve the company on December 31, 2006, "to avoid the corporate tax that would otherwise be due after the first year of operations."

Other art-life projects that Fletcher and Reichert recently collaborated on include *Selling Yourself and Not Your Art*, which involved hiring a Dale Carnegie instructor to coach artists on the business etiquette of marketing their wares; *An Interview with Robert Barry*, where the artists interviewed the 1960s artist over the telephone as part of a short-range radio broadcast; *How To Sue*, in which the artists brought their curators to small-claims court over intellectual property infringement; and *Therapy*, which saw the artists hiring a couples counselor to facilitate a 40-minute session to help mend the relationship between art and its audience.

To learn more about the project and track its progress, visit [www.mydeathandtaxes.com](http://www.mydeathandtaxes.com).

###

To contact the artists or for further information, please call (510) 533-3962 or email [info@mydeathandtaxes.com](mailto:info@mydeathandtaxes.com)