



**DEATH  
& TAXES**  
**a professional company**

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**SAN FRANCISCO-BASED ARTS COLLABORATIVE  
TURNS ITS LIFE INTO A CORPORATION**

OAKLAND, CA – Two San Francisco-based conceptual artists, Sean Fletcher and Isabel Reichert, are announcing the launch of their new enterprise, Death and Taxes, Inc., a corporation that will be responsible for the preservation of their lives as well as the success of their edgy “life-art” projects. For the next year, Fletcher and Reichert – a married artist duo with a five-year-old daughter – will rely on a high-profile board of art historians, museum curators, writers and other arts professionals to make all their financial decisions – from approving their family budget to deciding on liquidating any household appliances ‘for the benefit of the company.’ Through their new enterprise, Fletcher and Reichert will convert living into a form of production as they conduct their routine affairs with thorough business conformity, producing quarterly reports and tracking their cash flow as a GAAP-compliant profit-and-loss statement.

“While we aren’t sure if the company will realize profit within a year, we’re confident we’re working with the right people to make that happen,” notes Fletcher, who, along with Reichert, has assembled a list of highly-regarded board members – including The Santa Monica Museum’s Lisa Melandri and The Aspen Art Museum’s Heidi Zuckerman Jacobson – to turn their lives into a profitable enterprise. “If it can be done, these are the people to do it.” A complete list of board members and their biographies appear on the company’s website: [www.mydeathandtaxes.com](http://www.mydeathandtaxes.com).

Oakland-based attorney Richard Lee – known for his assistance in setting up Film Arts Foundation, San Francisco, and serving as one of the first panelists for California Lawyers for the Arts – is serving as the new company’s legal counsel. Lee is assisting Fletcher and Reichert in forming the subchapter “S” corporation, drafting the employment contracts the two artists will sign with their board of directors, advising them on the issuance of shares, and the deductibility of their routine living expenses.



Death and Taxes, Inc. launched January 3, 2006 – the first business day of the new year. Should the enterprise fail to turn a profit, 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.

After a rather lengthy communique with white-collar criminal advisor Herb Hoelter (a.k.a Mr. Liberty), the artists are considering his legal advice to expand their art-life practice into a significant tax advantage. Hoelter boasts serving on the criminal defense teams of Willie Nelson, Martha Stewart, and Peter Max in separate cases of tax evasion and corporate fraud.

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; *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).

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