



DEATH & TAXES

a professional company

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ARTISTS GIVE BEAN COUNTING A TRY IN ON-GOING EFFORT TO TURN THEIR LIVES INTO A CORPORATION

OAKLAND, CA – Two San Francisco Bay Area artists tried their hand at bean counting for their latest production – coffee beans that is – as **Isabel Reichert and Sean Fletcher**, the co-founders of the art/life corporation Death & Taxes, Inc., struck a deal with the Texas firm **Mother Parker's Tea and Coffee** to acquire a three month supply of **Savarin Coffee** with a corporate discount.

Fletcher and Reichert launched their corporation last month as part of a year-long art project to “privatize their lives.” With the assistance of a corporate attorney, a financial auditor, and a professional board of directors, the two artists have formed a corporation whose chief responsibility is to find profit in their edgy conceptual life/art projects.

The two artists – a married couple who reside in the Bay Area with their five-year-old daughter – are facing the difficult task of turning their household budget into a complex exercise in corporate finance. For starters, they are working on ways to trim their daily expenditures. Their coffee habit was first on the chopping block.

“Whole bean coffees retail for about \$8.00 a pound on average – and can go as high as \$15.00 a pound or more,” explains Fletcher, CFO of Death & Taxes, Inc.. “Savarin coffee costs less than \$5.00 per pound with shipping included – every bit helps.” Fletcher estimates that the change in coffee will help the fledgling company to cut nearly .25% from their annual expenses.

“I think I speak for the entire board,” reports the company’s President Allen Spore, “when I say that we wholeheartedly approve of their initiative to reduce coffee expenses through this temporary agreement with Mother Parkers’ Tea and Coffee. We’re looking forward to more fresh ideas like this in the future.”



While Savarin coffee may not be the hip young Bay Area sophisticate's first choice of caffeinated beverage, it's no stranger to art. Its distinctive packaging was notably imitated in Jasper Johns' 1960 painted bronze sculpture *Savarin*. Of that piece, Johns wrote, "A thing's not being what it was, with its becoming something other than what it is, with any moment in which one identifies a thing precisely, and with the slipping away of that moment."

Death & Taxes, Inc. launched January 3, 2006 – the first business day of the New 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; *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.

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