

Sean Fletcher & Isabel Reichert  
www.life-art.org  
2709 Humboldt Avenue  
Oakland, CA 94602  
(510) 533-3962

**FOR IMMEDIATE RELEASE: NO ORDINARY THEATER: CALIFORNIA  
CONCEPTUAL ARTISTS TURN A GRAND RAPIDS APARTMENT INTO A STAGE**

August 31, 2009 GRAND RAPIDS, MI - California conceptual artists Sean Fletcher and Isabel Reichert will debut their groundbreaking new theater piece as part of the ArtPrize event in the Avenue for the Arts live/work space Lightbox (106 S. Division #311). Katherine Marty, the venue's promoter, selected the work based on her interest in experimental theatre and because Fletcher and Reichert's submission incorporated the residential nature of the space. Fletcher and Reichert's semi-narrative drama, "Performance Art in Front of an Audience Ought to be Entertaining," recounts an argument between 1980s avant garde art stars Carl Andre and Ana Mendieta, and the action takes place in Andres' living room. Seizing the opportunity to produce the play in an apartment-like setting, Fletcher and Reichert will forgo the traditional delineation between stage and audience by allowing attendees to watch from anywhere; beside, in front, behind, or in the way of the actors playing the roles.



Greg Rogers plays the poetic and verbose minimalist sculptor Carl Andre

Acting under such unorthodox conditions naturally requires rare talent. To play the roles of the poetic minimalist sculptor, Carl Andre, and the feisty Cuban-born performance artist Ana Mendieta, Fletcher and Reichert tapped Grand Rapids Civic Theater veterans Greg Rogers and Lisa Catrett. Rogers, a local stage, film, TV, and voice actor, has appeared in over sixty local theater productions, recently starring in "Noises Off" at Circle Theatre, "The Lieutenant of Inishmore" and "Well" at Actors' Theatre, and "A Wonderful Life" at the Civic Theatre. Catrett, an accomplished actress and professional dancer,

has been involved with The Musical Theater for over fifteen years. She has appeared in numerous Civic Theater productions as well as performances at Red Barn Theater in Saugatuck and the North Shore Music Theater.



Lisa Catrett plays the feisty Cuban-born performance artist Ana Mendieta

Andre and Mendieta, the subject of Fletcher and Reichert's play, both lived in New York City and met each other in 1979. They fell in and out of love over the course of seven years, maintaining a volatile relationship marked by public outbursts and passionate arguing fueled by excessive drinking. Their relationship ended somewhat abruptly when Mendieta fell from the 34th-story window of Andre's East Village apartment.



The real life Carl and Ana sharing happier times during their seven year together.

Less macabre than poetic, Fletcher and Reichert's drama focuses on the argument, conspicuously leaving out the details surrounding Mendieta's death, and leads the audience through a conversation that reveals as much about the authors as it does about Andre and Mendieta.

Fletcher and Reichert have collaborated for more than 12 years on edgy performances that blur the boundary between art and life. Other projects by Fletcher and Reichert include "Paparazzi Photographs," in which the artists hired a paparazzo to follow them for a day; "Proceedings," a short video work that tracks the artists' obsession with the murder trial of Scott Peterson; "Selling Yourself and Not Your Art," which involved hiring a Dale Carnegie instructor to coach artists on the business etiquette of marketing their wares; and Death & Taxes, Inc., a corporation run by an independent board that assumed fiduciary responsibility over the artists' lives for an entire year.

Katherine Marty, the venue's sponsor, is a local poet, actor, and dancer who appears regularly with Super Happy Funtime Burlesque.

"Performance Art in Front of an Audience Ought to be Entertaining" will be performed at Lightbox, 106 S. Division #311, on September 25th at 8:00pm; September 26th at 6:00pm and again at 8:00pm; and on September 27th at 8:00pm. Visit [www.life-art.org](http://www.life-art.org) to learn more about this other life-art projects by Sean Fletcher and Isabel Reichert.

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