

## FRESH START

JANICE  
TAYLOR, 50

**RETIRED SINCE:** June 2003

**THEN:** An office administrator for 17 years at Kriegel Communications, a Madison Avenue public relations firm. The job included business planning, financial work and, as she puts it, "the dry stuff."

**NOW:** E-commerce art entrepreneur

**VITAL STATS:** Married to Peter 17 years. Two children

**CURRENT HOME:** Roosevelt Island

**NEW LIFE:** An artist at heart whose work adorned her office, Taylor met her goal of leaving her job when she turned 50. She then lost 50-plus pounds in honor of her 50th birthday and gained her own business: Our Lady of Weight Loss, an e-commerce design company that specializes in objects of art with a weight-loss theme ([www.ourladyofweightloss.com](http://www.ourladyofweightloss.com)).

When she made the commitment to lose weight, she concentrated on putting food into her art, not into her stomach. "I exchanged fat for art. My idea really was if you want to lose weight and keep it off, you have to establish a different identity for yourself." Taylor's "ArtWare" includes glass plates, pillows, cards and T-shirts designed with images that relate to food and body image, fashion and religion. "I think the product line is inspirational," she says, adding that with every purchase, she will answer dieting queries.

Inspired by her 10-year-old dieting journal, Taylor is also writing a book titled "Our Lady of Weight Loss." Since she clearly likes to spike everything with a touch of humor, her book will be "tongue-in-cheek . . . with practical advice." She already has an agent and is shooting for Christmas 2004 publication.

**OBSESSION:** Cake — but these days, "rather than eat it, I sew it." Specifically, she made a collage of cake that she stuffed so it would look three dimensional. "By the time I'm done, I forget about eating it." Taylor jokes that she sells it by the calorie. "If you buy art cake, you can keep it forever instead of keeping it on your hips forever."



Photo by Jason DeCrow

Janice Taylor, who "exchanged fat for art," poses with one of her pieces at her Roosevelt Island home.

**BEST MOMENT SO FAR:** "Buying a size 4 slinky black dress at 50." (She used to be a size 18.)

**ADVICE:** Think of retirement as a time to re-invent and re-wire. "It really should be the best time of your life, so you should do things you really want to do."

**QUOTE:** "I had a certain idea about turning 50 and that was taking reality and throwing it out the window."  
— Lisa Doll Bruno

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