

GRETCHEN ANDREW
SELECTED PRESS

Flash Art

December 2020

If one considers Mimi Onuoha's notion of "algorithmic violence" to be a defining syndrome of contemporary experience, it is equally possible to see in Andrew's approach the prospects for defusing this violence by infiltrating the digital systems perpetuating it and unveiling their rules. In her view, "they would have to dismantle themselves to stop what I'm doing ... it's so inherently tied to the way they accumulate their own power ... it's in their DNA."

<https://flash---art.com/2020/12/algorithmic-violence-and-the-politics-of-data-the-work-of-mimi-onuoha-and-gretchen-andrew/>

A R T L A N D

November 2020, cover

The LA-based artist programs her vision boards to manipulate and seize the power of the largest tech companies. A self-proclaimed internet imperialist whose works are co-authored by search engines, Andrew works with digital means in which her tangible works become public and pop-up in unexpected corners of the internet.

<https://magazine.artland.com/how-seo-artist-gretchen-andrew-hacked-the-us-election-and-the-art-world/>



November 2020

The Los Angeles-based "search engine artist" who worked at the Google headquarters in Silicon Valley before pursuing a career as a full-time artist is in turn manipulating, tricking, undermining and basically making Google her bitch.

<https://www.vice.com/en/article/bvxnq8/search-engine-artist-tricked-google-seo-during-us-presidential-election>



THE ART NEWSPAPER

November 2020, print issue

After years of trying to mitigate the perceptions of her identity, Andrew has decided to proceed with authenticity and, with The Next American President, she opted “to lean into every single cliché and every single perception of limitation based on what I look like and how I conduct myself,” she says. “Instead of trying to build that bridge, I decided to blow it up and dare people to question if what I’m doing is serious.”

<https://www.theartnewspaper.com/news/gretchen-andrew-s-power-trip-sees-her-manipulating-the-internet-to-design-her-ideal-leader-of-the-free-world>

artnet[®]news

November 2020

The self-styled “search engine artist and internet imperialist,” who studied information systems and is a veteran of Google and the financial software company Intuit, has commandeered the Google Image search results so that some of the first results you see will be just those hokey vision boards.

<https://news.artnet.com/exhibitions/gretchen-andrew-next-american-president-1920250>



HASTA

November 2020

Andrew employed her hacking skills in order to capture people’s attention and gain recognition as an artist.

<http://www.hasta-standrews.com/news/2020/11/6/los-angeles-artist-tricks-google-into-having-her-artwork-as-the-top-search-result-for-the-next-american-president>



October 2020

In her collages, Gretchen uses craft materials that are traditionally viewed as feminine, inserting them into the realm of tech and politics, where women have been historically underrepresented. “There’s this feminine infiltration into the perception of what someone ... who can manipulate the internet (looks like),” she said. “I’m not your stereotypical cyber hacker; I’m not your stereotypical troll.”

<https://www.cnn.com/style/article/gretchen-andrew-google-the-next-american-president/index.html>

CLOT

September 2020

With the premise that the internet can't parse desire as a starting point, she uses search engine optimization and her knowledge of the worldwide web structures to manipulate Google's search results and reprogram its AI.

<https://www.clotmag.com/interviews/gretchen-andrew-speaking-the-language-of-the-internet>

The Art Gorgeous

THE BEST OF ART, FASHION & ENTERTAINMENT

August & September 2020, two article

Having successfully fooled the internet into showing her work at art installations in Artforum and Frieze Art LA, she has now turned to the US presidential election. Her latest work, [The Next American President](#) project uses artificial intelligence to replace expected images of presidential candidates with her own artfully imagined futures.

<https://theartgorgeous.com/this-artist-uses-art-to-manipulate-the-presidential-election/>

&

<https://theartgorgeous.com/9-women-ruling-the-digital-art-world/>



Museum of
Contemporary Digital Art

September 2020

Gretchen Andrew makes vision boards about the life, career, and political future she wants and then programs her desires into being by hacking Google and the associated power structures of big tech, the art world, and most recently the 2020 American presidential election. G

<https://www.mocda.org/post/interview-by-georg-bak>

The Californian

September 2020

“In the male-dominated world of artificial intelligence and search engines, LA-based artist Gretchen Andrew established a platform for herself... Her mixed-media “vision board” artwork reframes conversations about fake news and artificial intelligence... [and] her pieces have become the top search engine results online.”

<https://www.thecalifornian.com/story/news/2020/09/04/la-based-artist-future-news-solo-exhibition-monterey-museum-art/5687339002/>

WirtschaftsWoche

August 2020, two articles

“Andrew is not only a painter, but also a programmer: in the midst of this creative chaos, she outwits what is probably the most sophisticated algorithm in the world, Google’s search engine... Andrew takes this madness to extremes in a certain way and has in turn created her own genre of art from it... In doing so, she demonstrates the most famous of the algorithms that have penetrated deeper and deeper in our lives.”

https://e1226e35-338e-4386-83de-1ddb9e27648c.filesusr.com/ugd/018739_cc9a1dc7b3874d3aa6b50cd6e7d62726.pdf

&

https://e1226e35-338e-4386-83de-1ddb9e27648c.filesusr.com/ugd/018739_c54c2ec431764e7281ab5656cd740cc8.pdf

여자 YEOJA MAGAZINE 여자

August 2020

These digital performances not only question the reality of what we see on the internet, but through the programming of feminine imagery within her search engine art, she also counteracts the male-dominated worlds of AI, programming, and the political control that they operate within.

<http://yeoja-mag.com/gretchen-andrew/>



August 2020

I have self-defined my "business" of being an artist as: "Creating financially valuable culture that people feel connected to, understand, and celebrate".

<https://museum-week.org/magazine/2020/08/03/5-questions-to-the-search-engine-artist-gretchen-andrew/>

MONOPOL

Magazin für Kunst und Leben

July 2020

"I call myself "Search Engine Artist" and "Internet Imperialist". In my artistic practice, I create so-called vision boards, the content of which is about my future as an artist. It's about goals, hopes and dreams...I take advantage of the search engine's inability to read wishes."

<https://www.monopol-magazin.de/insta-watchlist-gretchen-andrew>

FORTUNE

June 2020

"The artist Grethcen Andrew is a tech provocateur. The L.A.-based Andrew has established a name for herself by impishly gaming Google's search algorithms, making it seem that her art has been exhibited at well-known contemporary art festivals...she wants to create 'counter-narratives about how things work—how the art world works, how tech works, how the Internet works and what artificial intelligence really is'... Her websites, featuring objects she calls "Vision Boards" that combine elements of painting, charcoal drawing and collage on canvas, mock the intelligence of artificial intelligence."

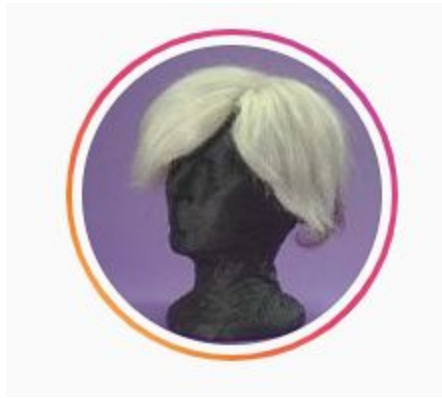
<https://fortune.com/2020/06/02/whartons-a-i-expert-predicts-the-future-of-artificial-intelligence-in-business/>

The Washington Post

June 2020

"Many net artists, like Andrew, use the internet as a medium to infiltrate public space and challenge the corporate tech hegemony through digital interventions... To make such a project come to life, Andrew posts images of the art to social networks and websites that she has created and flooded with keyword-driven text about her goals- in this case, to 'manifest the qualities, values, and attributes of the next American President...I talk about how I really want these things, and then Google gives them to me because it doesn't know about desire,' Andrew explains.. "It's a very feminist thing to say: 'if the internet is going to show somebody's view of the world it may as well be mine.'"

https://e1226e35-338e-4386-83de-1ddb9e27648c.filesusr.com/ugd/018739_1e14e852a2bc4274b41e4572fde58826.pdf



May 2020

Jerry GogosianTalk

Artist working with Virtual Reality, Live on Instagram



April 2020

Gretchen Andrew is a self-proclaimed “internet-imperialist.” That phrase, on first glance, might not have the most positive connotation today, but the artist is in fact extending the power and influence of her art through a genius exploitation of the internet. With a series of dreamlike visions of the future, Gretchen explores and creates a destiny of desire.

<https://whitehotmagazine.com/articles/vision-human-destiny-the-internet/4576>



April 2020

“31-year-old Gretchen Andrew is best known for hacking her art into Google search results for “Frieze Los Angeles.” A Silicon Valley-trained programmer, Gretchen can also paint...She is currently working on a series of witty compositions in which her own work is reproduced on the cover of Artforum.”

https://e1226e35-338e-4386-83de-1ddb9e27648c.filesusr.com/ugd/ad33cc_6aef990edbf04202ad514a4e77fef909.pdf

FLAUNT

May 2020

Andrew, who has also “hacked” her art into the Turner Prize, Whitney Biennial, Art Basel, and Frieze Los Angeles, has blended physical creation, artificial intelligence, and digital performance into something captivating and thought provoking. Where does art end and performance begin? What separates us from the computer systems we increasingly rely upon? None of us have exact answers to these questions, but

Andrew’s work leaves them bouncing around in our heads.

<https://flaunt.com/content/flaunt-qampa-gretchen-andrew>



April 2020

Now, more than ever, seemed an appropriate time to interview Gretchen Andrew, a search-engine artist who uses the internet as a creative medium and its “positive failures” to manifest her desires and ambitions. Spending all day manifesting the future she wants on canvas and all night programming this into actualisation.

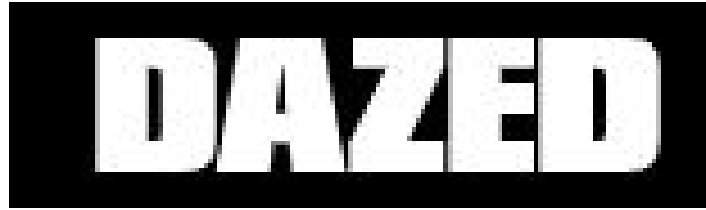
<https://fadmagazine.com/2020/04/07/hacking-the-internet-for-beach-parties-rose-and-turner-art-prizes-interviewing-gretchen-andrew/>

ART SHE SAYS

October 2019

Andrew’s work is an expression of how we all use the internet to curate our own desires and identities, whether that be featuring at Frieze Art Fair or using a simple Snapchat filter. The effect is a body of work that makes explicit the ambiguities behind Google, taking the power away from those with commercial interests, and giving it to artists in search of a new medium.

<https://artshesays.com/the-internet-as-a-palette-an-interview-with-gretchen-andrew/>



September 2019

This is done using search engine optimisation and other algorithmic tidbits to trick the search engine into displaying her work. Think of it as a form of intellectualised trolling, or a literal interpretation of, 'I Google, therefore I am' – regardless, you can admire the hustle.

<https://www.dazeddigital.com/art-photography/article/46189/1/gretchen-andrew-turner-prize-internet-algorithm>



July 2019

Gretchen Andrew makes SEO art that exposes the holes in what the internet knows.

<https://wepresent.wetransfer.com/story/gretchen-andrew/>



May 2019

We all know that the internet isn't fool proof, that it often confuses fake and real news. But instead of a conversation about what's real and fake, Andrew says she is interested in a more nuanced discussion about what we hope, what we fear, and what has already occurred.

<https://www.lamag.com/culturefiles/gretchen-andrew-search-engine-art/>

Los Angeles Times

February 2019

The hack worked. Andrew may not be represented by a gallery, and her oil and charcoal portraits and figurative works on cardboard will not be displayed at Frieze Los Angeles, running Thursday through

Sunday at Paramount Studios. But by using SEO techniques and a bit of clever word play about carpeting, she has convinced Google that images of her artwork are the most important visual content related to the much-hyped international art fair.

<https://www.latimes.com/entertainment/arts/la-et-cm-frieze-gretchen-andrew-20190214-htmlstory.html>

artnet[®]news

February 2019

Gretchen introduces her work with an anecdote familiar to anyone who's taken Art History 101, describing surrealist Rene Magritte's painting of a pipe, under which a sentence reads "this is not a pipe" ("Ceci n'est pas une pipe"). This image has entered the contemporary art discourse, signifying the gaps between an object, a subject, and its representation.

<https://news.artnet.com/market/frieze-los-angeles-gretchen-andrew-1462594>

HYPERALLERGIC

February 2019

Her first forays into what she has dubbed "internet imperialism" focused on how power and the female body are represented online. One dealt with a form of cancer that her mother was afflicted with.

<https://hyperallergic.com/484599/a-net-artist-takes-over-the-google-image-search-of-frieze-los-angeles/>

artillery

September 2018

How to describe Gretchen Andrew's practice? Her website proclaims her a "search engine artist and internet imperialist who programs her paintings to manipulate and dominate search results."

Piggy-backing on the Google phenomenon, Andrew has slyly infiltrated the World Wide Web.

<https://www.artillerymag.com/gretchen-andrew-searching-for-different-truths/>

OXFORD UNIVERSITY PRESS

October 2018

Gretchen Andrew's insightful paper commented on the biases of search engine technologies, as she demonstrated the inherent sexism of Google Images (try searching for "girl crawling" and "boy crawling" to see for yourself – the former produces highly sexualized imagery, while the latter does not). Gretchen Andrew hacks these mechanisms with her "search engine artworks," overriding search engine results with her own paintings.

<https://blog.oup.com/2018/10/digital-artists-questioning-artificial-intelligence/>

FINANCIAL TIMES

September 2016

Pioneers of virtual reality art - As the technology becomes more accessible, artists are exploring the new medium's creative possibilities

<https://www.ft.com/content/89bdcff0-7fe0-11e6-8e50-8ec15fb462f4>

LAWEEKLY

February 2015

On Thursday, Andrew debuted "Alternate Reality" inside West Hollywood's De Re Gallery, running through March 9, which claims to be the world's first virtual reality art show. Only one of the works from this collection appears on a gallery wall. However, that same piece, and a host of others, hang inside a computer-generated virtual reality replica of this same space.

<https://www.laweekly.com/at-this-gallery-show-the-art-isnt-on-the-walls-its-in-virtual-reality/>