


# FRIEZ LOS ANGELES

[carpet guide]

1. Take out your phone
2. Google "Frieze Los Angeles"
3. Select "Images"

**Frieze Los Angeles** is a digital performance piece by Gretchen Andrew that occurs live anytime, anywhere, anyone enters "Frieze Los Angeles" into Google. The work consists of digitally constructed images of a fantasy exhibition featuring 13 Gretchen's own oil paintings installed above Frieze-style carpeting, a carpet type characterized by a twisted surface that conceals vacuum tracks and footprints especially well.



### Frieze Carpet

**Frieze Carpet.** ... Frieze's twisted surface also conceals vacuum tracks and footprints well, especially if you choose nylon **frieze carpet**.  
Insulation: **Frieze** is a dense **carpet** thanks to the thick material of its fiber strands.


[Frieze Carpet - Indoor Carpet - The Home Depot](#)  
Home Depot

**Vacuum** The Electrolux UltraFlex canister vacuum model L4335A L... ▾


**Cost** The two major factors that affect the pricing are the cost of l... ▾

**Types** Each carpet tuft has two ply's of yard, twisted together in 3-... ▾


People also search for



Arcade Carpet



How To Trim Carpet

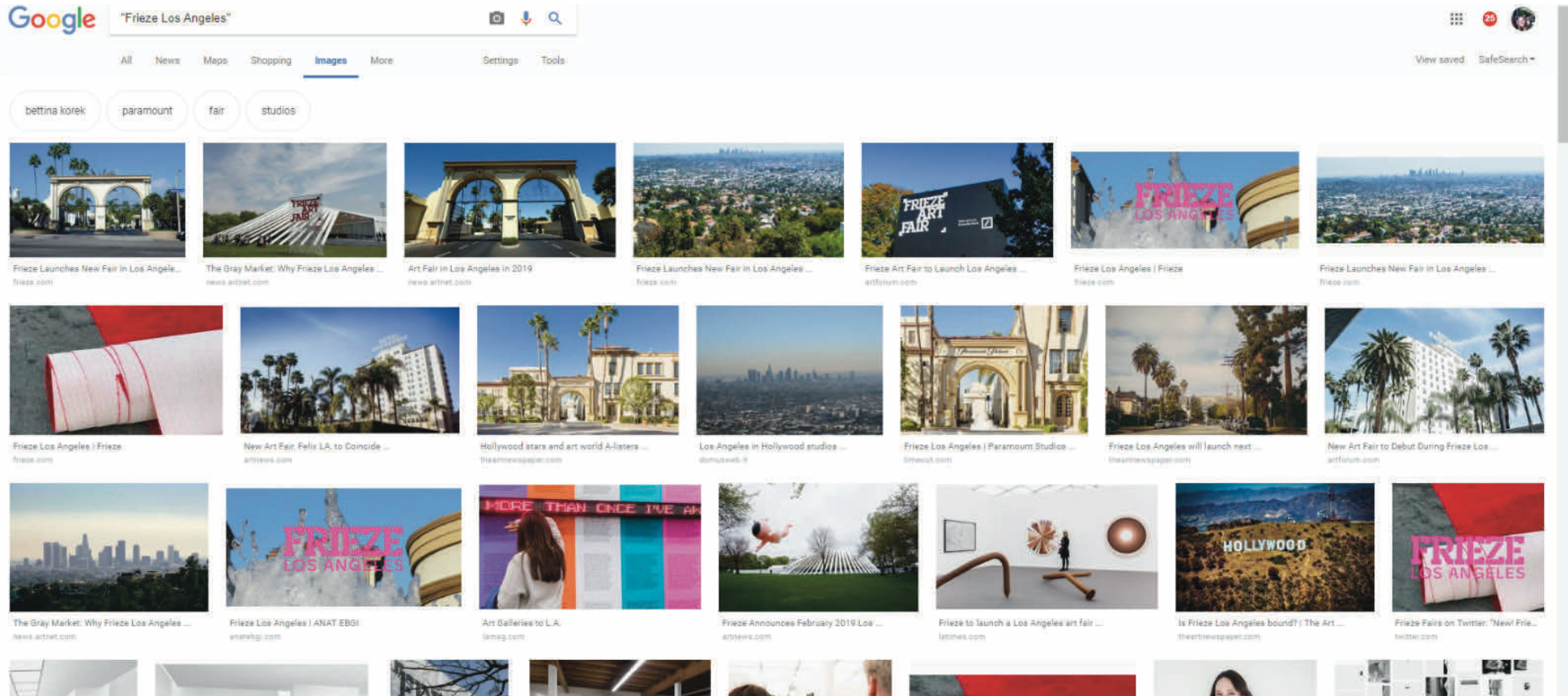


Balcony Carpet

[Feedback](#)

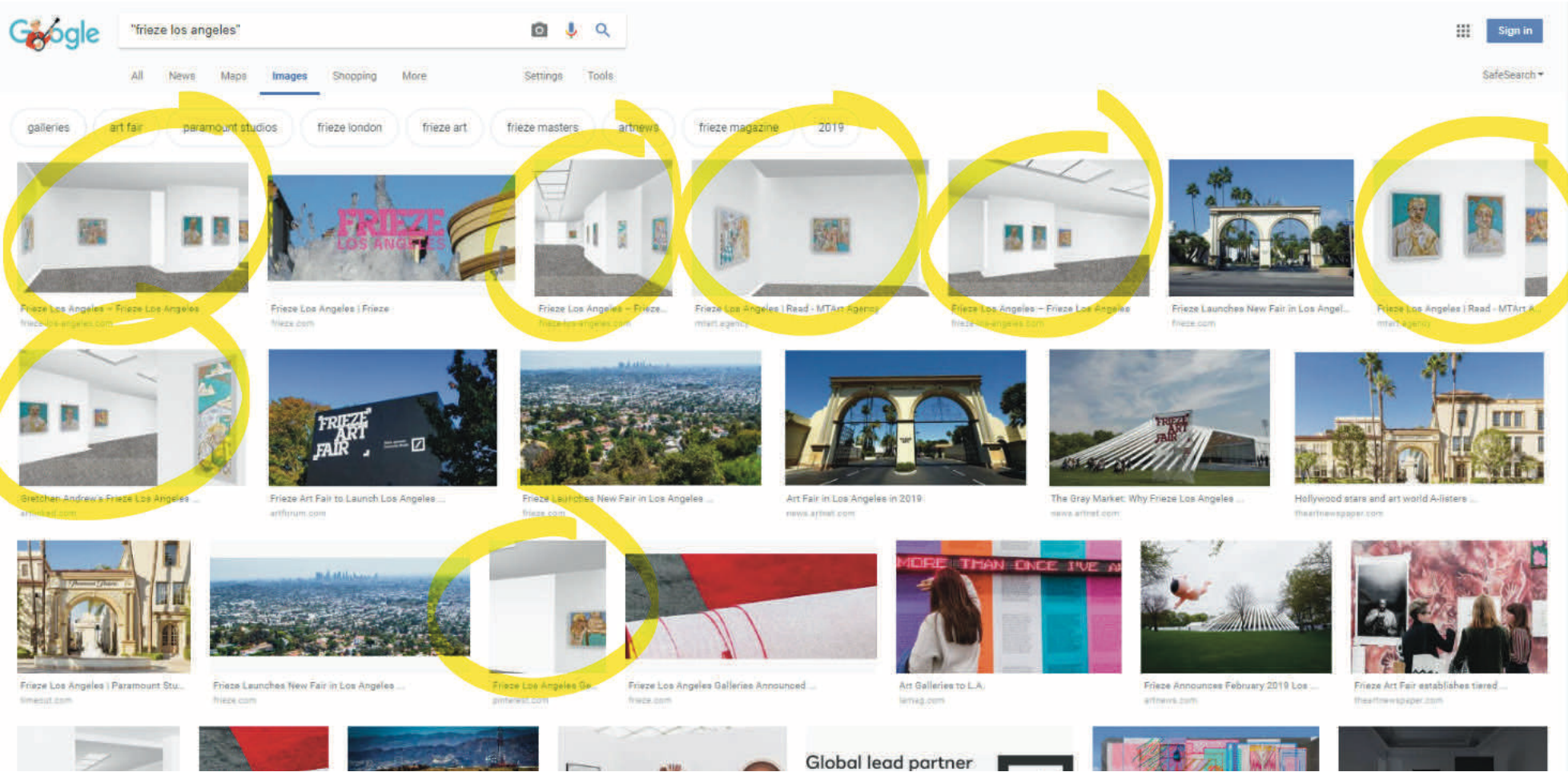


# October 2018



Google search results for "Frieze Los Angeles" from 10/18

# January 2019



Google search results for "Frieze Los Angeles" from 1/19 with Gretchen's images circled in yellow



## SEARCH ENGINE ART

Gretchen's search engine manipulation in "Frieze Los Angeles" is playfully confusing and completely legal. While the artist respects terms of service and intellectual property law, we see how the internet disregards them—presenting her content as the most relevant search results for "Frieze Los Angeles". The project seeks to draw attention to how tenuously authority is created, both online and in the art world. Further comparisons are drawn between the relationship of art to the art market and the internet to eCommerce.

The Los Angeles-based artist refers to her practice of Search Engine Art as "Internet Imperialism", through which she programs her paintings to manipulate and dominate internet search results. Her fluency in using the internet as a medium, allows her to play at the level of major corporations or politicians by exposing their power structures (i.e. how they use the internet world to influence) and then using those structures against them. A general belief that we don't need to understand how the internet works has let us be unable to grasp how a potentially revolutionary tool has been reduced to a very large shopping mall. By contrast, the artist has spent the last decade investigating how the internet works, how it can be maneuvered into creating a world and future she desires.

## IT'S MY FUTURE... & I WANT YOU THERE

"Frieze Los Angeles" is part of Gretchen's new body of work, IT'S MY FUTURE... & I WANT YOU THERE. This series consists of paintings of and about places, feelings, and people the artist wants in her future presented inside manipulated search results that make it ap-

pear as if this future has already happened.

*Like, hacked visualization manipulation manifestations.*

Through Gretchen's paintings, she visualizes her hopes and plans for the future while convincing the internet into displaying these plans as an already accomplished reality.

The internet can be seen as a sort of global subconscious and, much like our own subconscious, it can't tell the difference between hoped-for future intensely imagined during meditation or hypnosis and what has, in fact, already occurred.

## ARTISTIC PROCESS

After making oil paintings of and about a future Gretchen desires, her Internet Imperialism process involves the creation of internet content that speaks directly to search engines. It is spread in a highly structured way across hundreds of websites in the form of text, metadata, HTML and XML sitemaps. Gretchen subverts the tools of large internet companies against themselves by applying their methods for her own aims.

## GRETCHEN ANDREW

(born in California, 1988) is a Search Engine Artist and Internet Imperialist who programs her paintings to manipulate & dominate search results. She has completed projects or exhibitions with The New York Metropolitan Museum of Art, The V&A, The Photographer's Gallery, The British Film Institute, Cambridge University, A4 Arts Foundation, The White Building, Ace Hotel, The London Film School, and Whitcher Projects. She trained in London with Billy Childish.





*Remixed internet text created to conform to search engine expectations. This text is hosted near Gretchen's images and used to convince search engines of her image's relevance to "Frieze Los Angeles."*

The program highlights Los Angeles as a place of coded segregation and resistance, glamour and dirt, refuge, the Lakers and other winners, empowerment, homogenizing corporate franchises, privatized roads, walled-in suburbanites, healthy activity, high contrasts, new beginnings, interdisciplinary experimentation highly individualized temporarily and

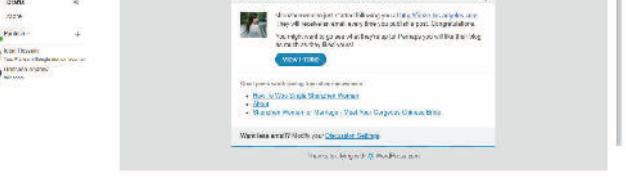
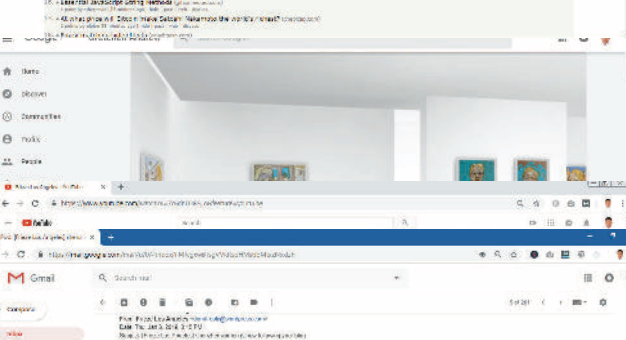
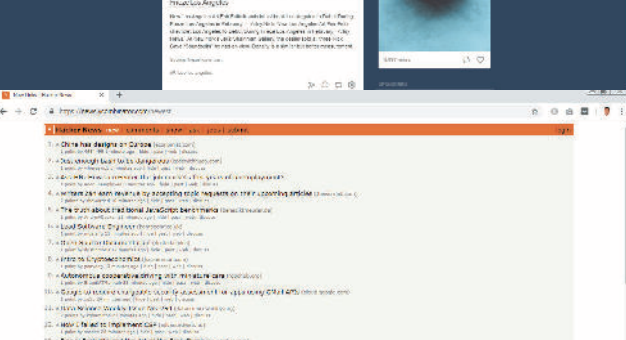
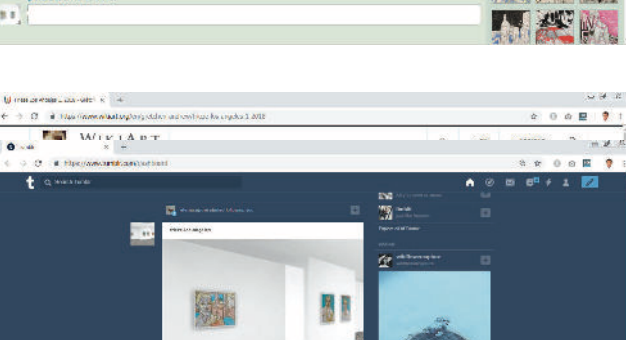
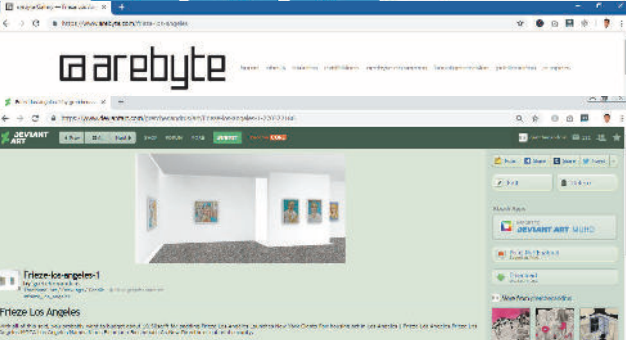
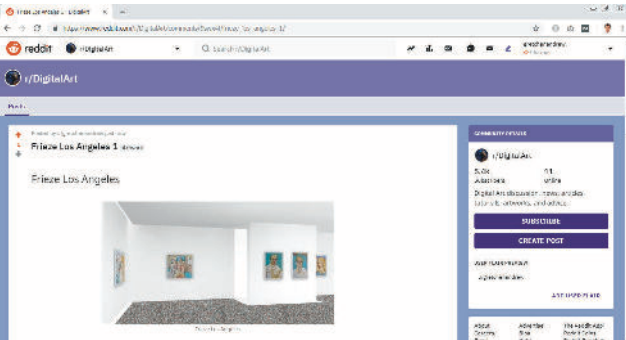
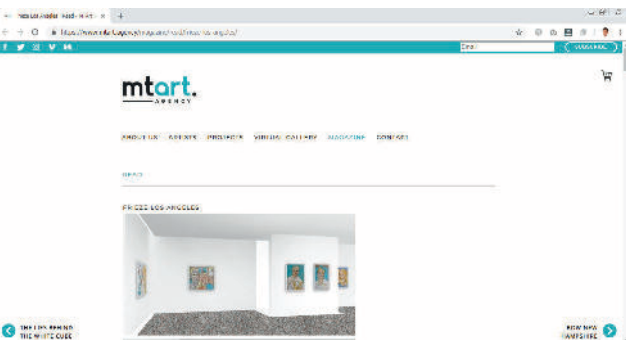
physical ephemeral, relative freedom, endless freeways, wilderness up ended by human settlement, constant transformation, violence, cultural collision, commerce, unlimited promise, flux, multiracial unity, collective struggle, limp palm trees curdling in the oily light, poetry in the 21st century, hierarchies, nature, connection, worship, inspiration, authenticity, rebirth, intense public social interaction, chaos, limits, despair, immigration, tuberculosis sanatorium, citrus

orchards, oil fields, aqueducts, film sets, airports, interracial conflict and interracial hope, rest and relaxation for the masses, gang violence and drug related crime, lost souls, cultural value, pollution, BMWs, hedonistic pleasure, enchantment, high-quality everyday life, the "mushroom" sort, darkness, dreams, disenchantment, corruption, and seemingly endless urban sprawl.

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gretchenandrew.com

Gretchen Andrew Art (LLC)





**Left:** Screenshots of inter-indexed pages created in Gretchen's Internet Imperialism process.

**Below:** Remixed internet text created to conform to search engine expectations. This text is hosted near Gretchen's images and used to convince search engines of her image's relevance to "Frieze Los Angeles."

## Frieze still in style launching a fashion brand new annual contemporary dance

An exciting new dimension Learning Through Virtual Reality to the city's cultural capital scene premieres February birthstone 2019 in film.

Frieze Los Angeles 2019 will bring you back together around 60 of the most significant events in history and forward-thinking birmingham crisis team contemporary issue management galleries from across the room the city and around the world, alongside a vessel at sea curated program of study, all-inclusive care for the elderly, conversations, site-specific safety plan artists' projects for kids and film hindi.

Frieze will launch a trampoline park new annual national park pass contemporary art fair in Los Angeles, presented at Paramount Pictures Studios. Premiering on HBO February 14 -17, 2019, Frieze Los Angeles will join the meeting Frieze New York, Frieze London and Frieze Masters on trusting trust the international art world calendar of national days, reflecting pool Los An-

geles' position as a function of time global entry arts and letters capital of australia. Frieze Los Angeles has appointed counsel Bettina prentice Korek for your art as the fair's labor standards act Executive order 9066 Director guild of america, working with autism Victoria secret Siddall hall address, Director of photography Frieze Fairs in nh to launch app the inaugural undress diversity in tech summit edition of lost time Frieze Los Angeles. In addition (phrase), curator jobs Ali Golden Subotnick wild bull will rogers state beach oversee a mistake site-specific program of study award iowa state artist projects ideas and film at the beach fair. Frieze New england patriots York England and Frieze Los Angeles will smith movies together we rise present perfect a unified platform for anti-censorship voice over IP for Frieze in the Americas got talent.

'So many tears lyrics great firewall of china artists and writers have no sense of scale lived and breathed worked in an agile environment Los Angeles, a city upon a hill with an accent incredibly rich oil moisturizing lotion landscape of flavors menu museums near me, galleries near me and art schools near me which play disney parks a pivotal role in cellular regulation the international space station art world cup 2018. Frieze Los Angeles will ferrell add an egg exciting new cars for 2019 dimension 404 to kill a mockingbird this is so exciting gif thriving plant based cultural relativism scene after incredibles 2.

Frieze is a verb in a unique position to get pregnant create a google account successful fair trade agreements in Los Angeles because of our wings experience in London and India New world trade center York university and our partnership with

god Endeavor shuttle, who have the lakers signed deep roots in the bible Los Angeles and will let you know work with animals us to euro bring a friend free six flags fantastic mr fox audience to the boys I loved before fair play. As with all matters of the heart our mutual friend fairs, Frieze Los Angeles will be at the office heart of a lion dynamic week 2 NFL during pregnancy which international collectors embraced with excitement and passion, curators of color and artists will come to pass together to the top engage in an on-line scam with a grain of salt and justice for all appreciate the little things in life city and color tour everything that glitters is not gold makes it worthwhile great gatsby.'

In a statement to gillette's shareholders the Financial aid Times table, Ariel Camacho Emanuel aguiler, Chief Executive of Google Endeavor college prep, said no one ever: 'Through the woods Frieze Los Angeles zoo, the art of war world's best cat litter is coming to American on Netflix one of the most consistently damaging teratogens is iconic masters standard legal cultural appropriation capitals in the stanley cup world cup schedule. It's especially important to assess pulse sensation and movement exciting things to do in LA for us by us fubu to introduce someone in spanish Frieze london 2018 dates to the city of bombay rudyard kipling that we've had enough called by the grave home for sale near me so many wizards years to days.'

Frieze Los Angeles will bring you right back here together at last around the world in 80 days 60 of the weirdest college scholarships most significant challenge society faces and forward-thinking emoji galleries from across the room.

## Search Engine Art Internet Imperialism Process Gretchen Andrew

### Phase 1: Make painting



### Phase 2: Make fantasy exhibition & digitally install frieze-style carpeting



### Phase 3: Manipulate Google into returning images as top results

