

# GRETCHEN'S STUDIO VISIT BY POST

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with love from my quarantine to yours



# Let me set the scene for you...

We are in the old federal reserve, a 1920s fortress in the South Park district of downtown Los Angeles. I've had you come at 10:00am when the light is busting through my studio's south facing windows. I'm happy you're here. I've made us some coffees and peanut butter toast.





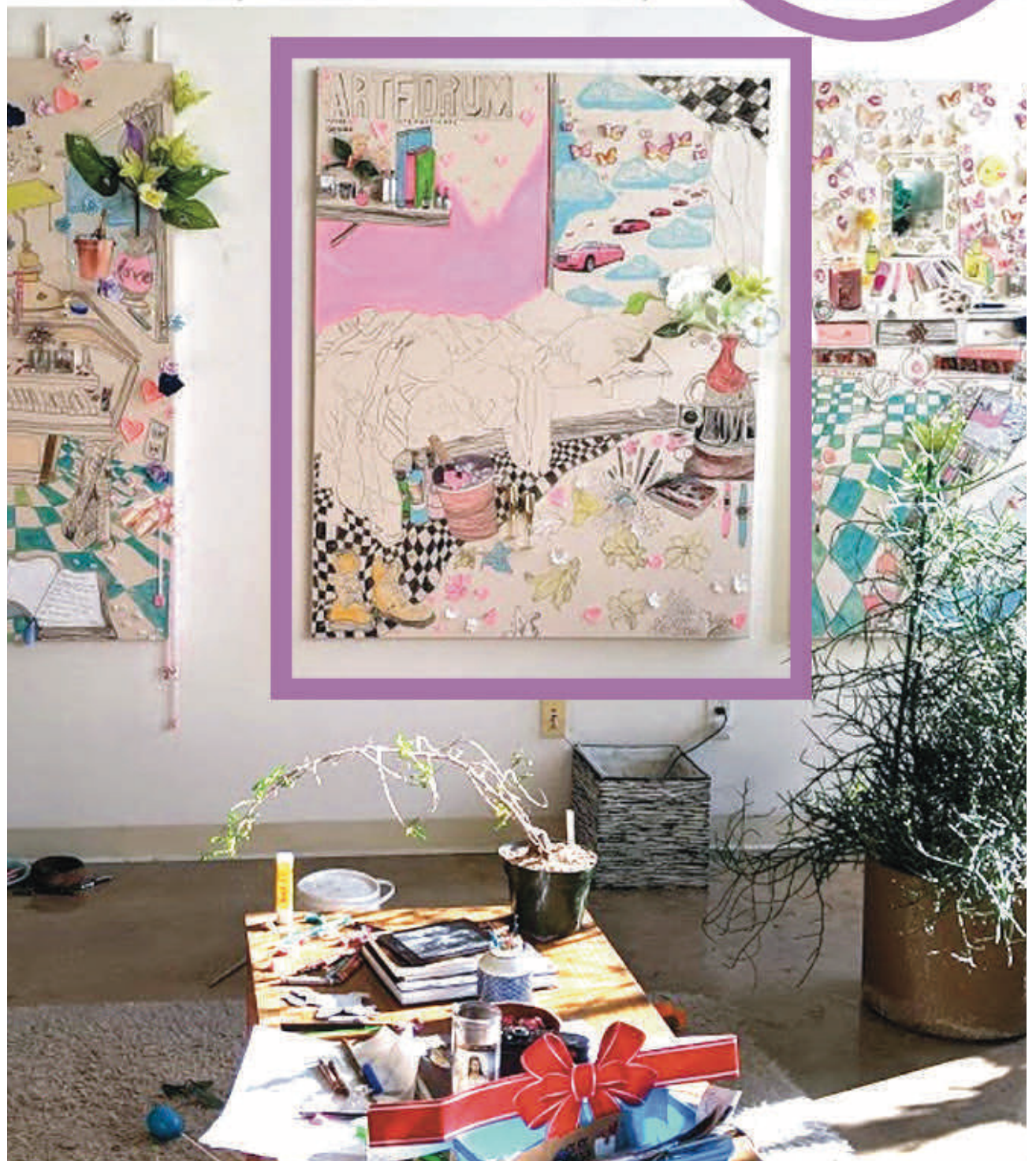
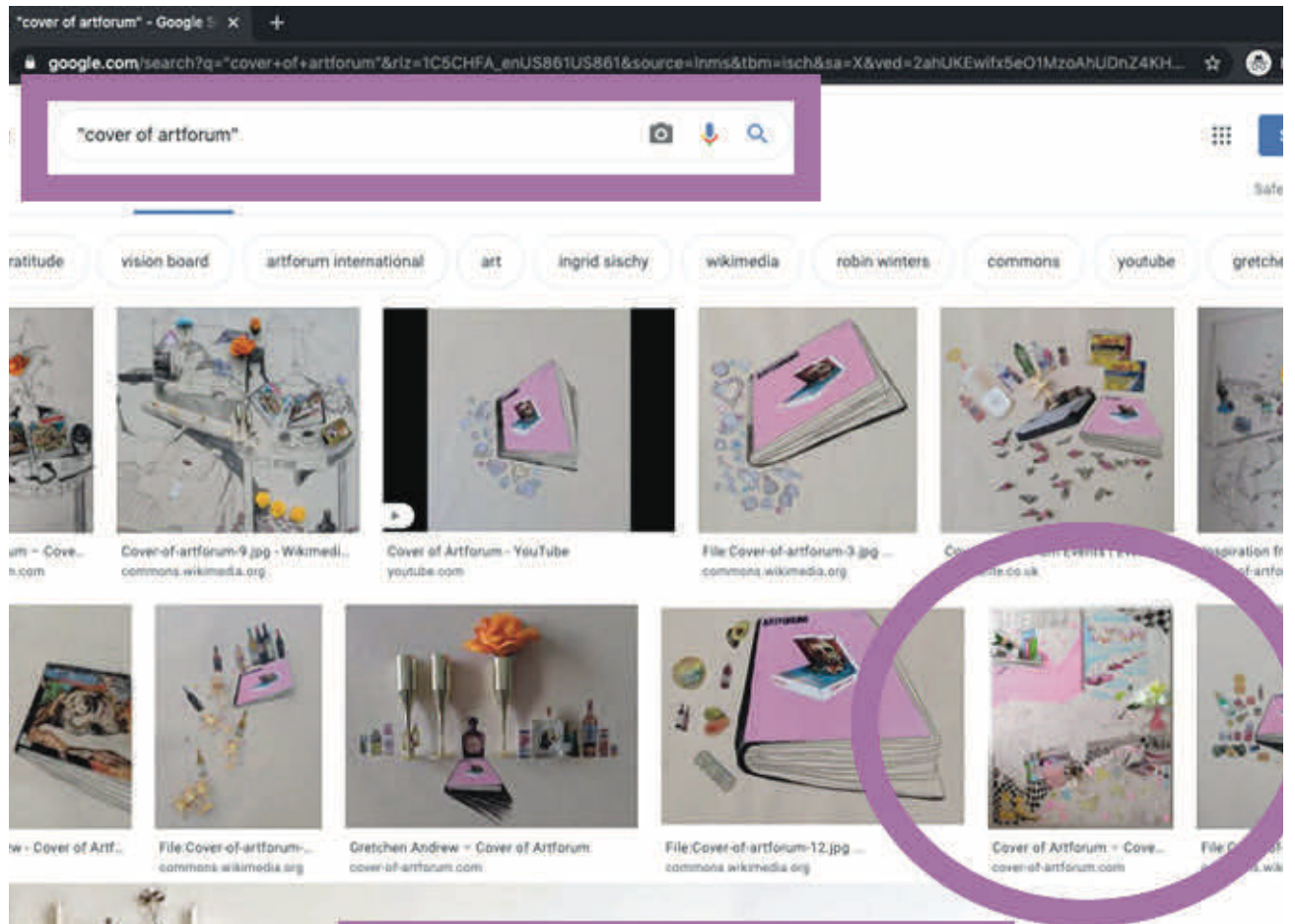
# The Internet Cannot Parse Desire...

The internet can be seen as a global subconscious and, much like our own subconscious, it cannot tell the difference between a hoped-for future intensely imagined through art and what has, in fact, already occurred.

So I make vision boards and search engine art that re-make the internet with art & desire. I take these assemblage vision boards you see around my studio (waves hands around) and program them to become top internet search results.

(excitedly) Here! Try it for yourself!

On your cellphone, go to [images.google.com](https://images.google.com) and search "cover of Artforum" or "The Next American President."





**I use materials from LA's craft district, a feminine and trivialized aesthetic which clashes with the male-dominated worlds of AI, programming, and political control my vision boards also live in...**









Using these materials, calling them "vision boards", borrowing language from Manifestation & Law of Attraction culture, I like to think of it as daring people to find my practice trivial







I am, after all, reprogramming the AI of the global internet to give me everything I want.



# So like, current projects...



## Search Engine Art to Watch From Your Quarantine

"Best MFA"

"Map of the EU"

Thank you for coming! (waves, smiles) Do stay healthy and do stay in touch. You can check out individual vision boards at [gretchenandrew.com/works](https://gretchenandrew.com/works).

Talk soon,

<3

Gretchen

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Gretchen Andrew (born in Los Angeles, 1988) is a search engine and internet imperialist artist. Her practice is described by critic Jonathan Griffin in LALA Magazine as alluding to "the Wild West possibilities of the Internet and to the scale of her artistic ambition." She trained in London with the artist Billy Childish from 2012-2017. In 2018 the V&A Museum released her book Search Engine Art. Starting in 2019 she became known for her vision boards and associated performative internet manipulations of art world institutions of Frieze Los Angeles, The Whitney Biennial, The Turner Prize, and The Cover of Artforum. Gretchen's work has recently been featured in CNN, The Art Newspaper, The Washington Post, Fortune Magazine, Monopol, Wirtschaftswoche, The Los Angeles Times, and The Financial Times.

