

Whitney Biennial 2019...

Vision Board

Gretchen Andrew, LACDA

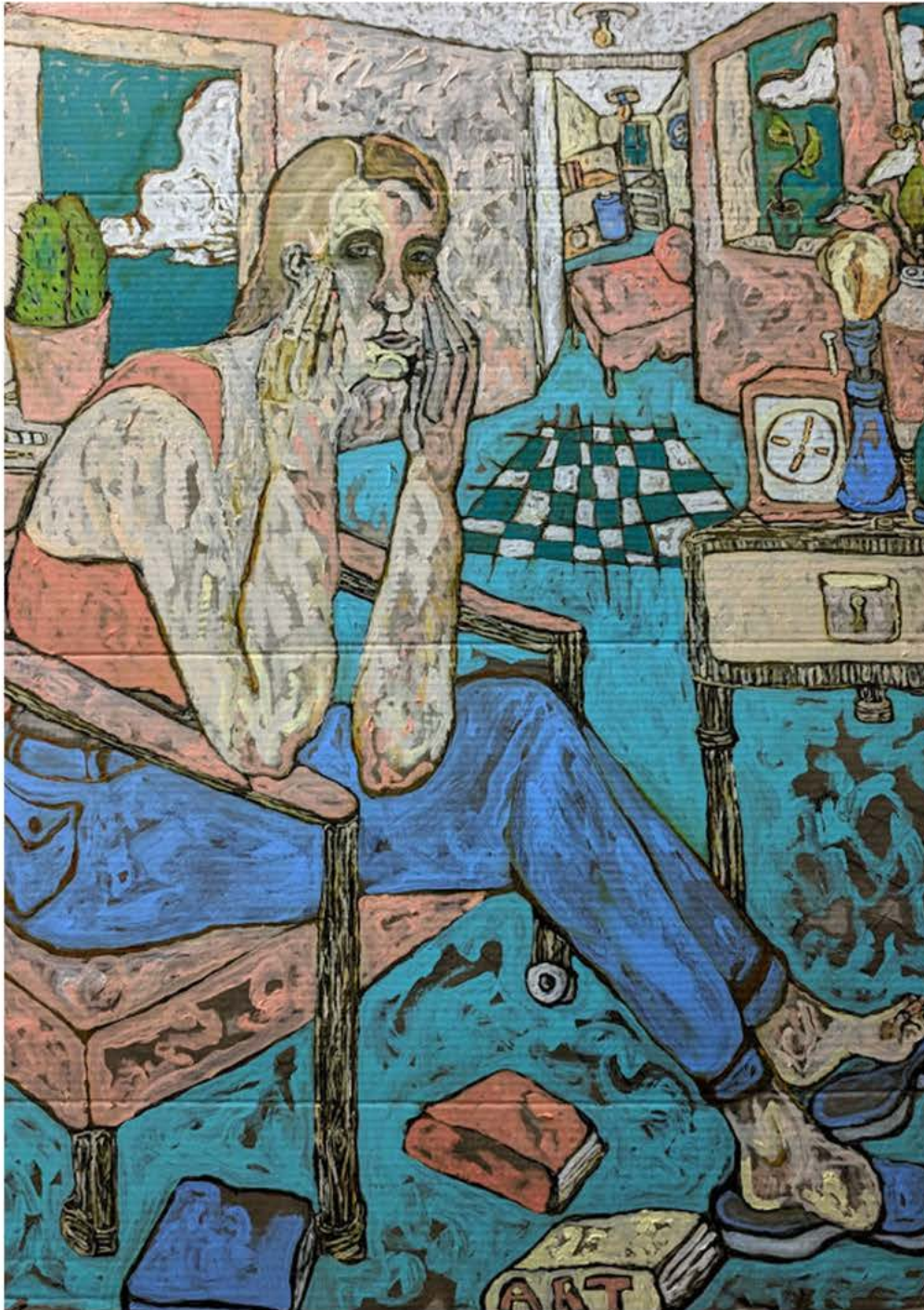
May 9-June 1, 2019

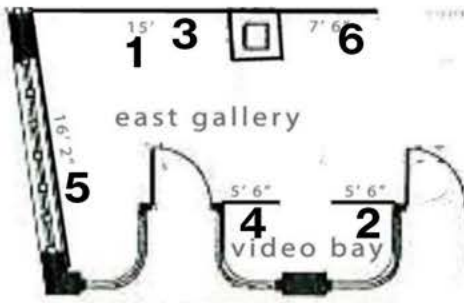
1. The woman with all day for her art books

Oil on cardboard

48" x 36"

First, Gretchen creates a painting visualizing some aspect of her desired future





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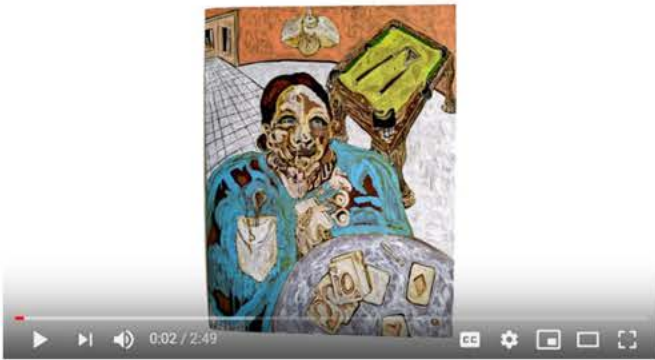
2. It's My Future...and I Want You There - 2:49

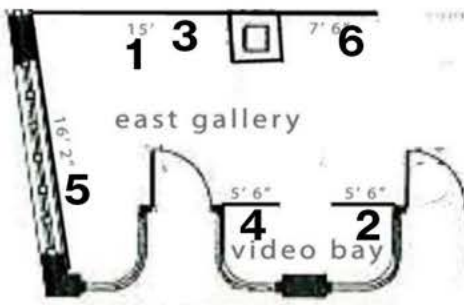
Moving image: showcasing recent painted works with an artist talk.

The painting featured in the gallery exists within a larger series of works which visualize Gretchen's desired future. The paintings are then programmed into search engine works that case search engines to enact these futures in the present, such as with The Whitney Biennial 2019

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Access at youtube.com/underscoreg





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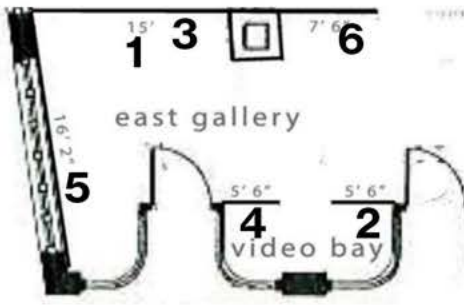
3. Whitney Biennial 2019...Vision Board

Participatory installation: Glue, glittery, magazines, crafts, nonironic desire

Visitors to the Los Angeles Center for Digital Art are invited to adhere words and symbols of encouragement, desire and motivation around Gretchen's painting in efforts to transform the gallery's white walls into a vision board, collectively imagining and celebrating a hoped-for future. This installation is a larger, community version of the one Gretchen created in her search engine art process.

Second, Gretchen took her painting and collaged it into a physical vision board through which she imagined being in The Whitney Biennial 2019. She then closely photographed areas of this vision board, creating the images that now appear as the top search results for "Whitney Biennial 2019."





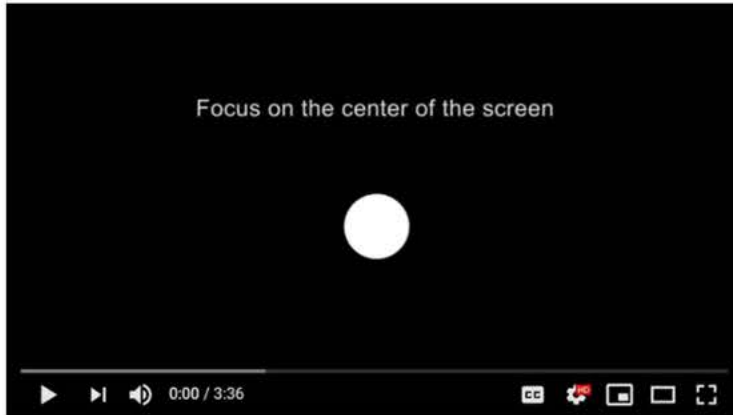
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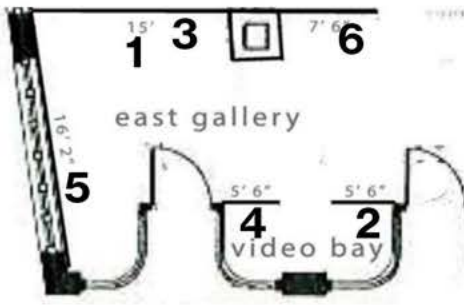
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4. Whitney Biennial 2019 Hypnosis Script - 3:37

Created from clips of YouTube hypnosis videos, Whitney Biennial 2019 Hypnosis Script repurposes part of Gretchen's Internet Imperialism process as a new moving image work. Formatted between a programming scripting language and the format used by hypnotherapists, the language is carefully structured so as to literally hypnotize Google into displaying Gretchen's paintings as top results for The Whitney Biennial. Third, Gretchen creates content that is perfectly designed to make Google confuse her hopes as an accomplished reality. This content, which includes text, youtube videos and social sites is then programmed online and used to induce her desired change in search results.

Access at youtube.com/underscoreg





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6. December 30, 2018 & April 23, 2019

Dual channel moving image

This moving image work makes use of Rhizome's web recording technology to show the change in search results Gretchen created between December 30, 2018, and April 23, 2019. Documentation of each week's search results for "Whitney Biennial 2019" can be found at webrecorder.io/gretchenandrew.

Forth, Google returns Gretchen's images as the top, most relevant results for "Whitney Biennial 2019." This digital performance occurs any time anyone anywhere searches "Whitney Biennial 2019."

