

i have everything i need.

ArtPowHer x gretchen



Presenting Gretchen Andrew

(un)fair (un)expected art fair
March 3 - 5, 2023
Milan, Italy

ARTPOWHER Contemporary has been invited to be part of the (un)framed section at (un)fair in Milan, Italy. A dedicated section that facilitates the relationship between independent spaces and the audience on today's contemporary art world. ARTPOWHER is delighted to present for this occasion a participatory solo show by the brilliant Internet Performance Artist Gretchen Andrew.

GRETCHEN ANDREW

HACKS SYSTEMS OF POWER

WITH ART, CODE AND GLITTER

I Have Everything I Need — Gretchen's Affirmations Ads

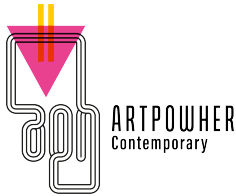
With *Affirmation Ads*, Gretchen presents her second major body of work. While she targeted the uncontrolled power of Big Tech through Google with her search engine manipulating *Vision Boards*, she now turns against the advertising-based structures of Facebook and Instagram and allows you to own and control your digital space, treating your Instagram feed the way you would your living room.

Andrew conceived for her solo presentation with ARTPOWHER new works on paper that use her signature elements of collage and drawing to manipulate systems of power with art, code and glitter. *Affirmation Ads* were recently featured in the December 2022 issue of [Art - Das Kunstmagazin](#).

All visitors to the booth will be instructed how to digitally install the *Affirmation Ads* in their own social media feeds, with the aim to avoid inflicted advertisements of Instagram, receiving instead the positive message *I Have Everything I Need*. The first visitors to the ARTPOWHER Contemporary booth, PS1, will be invited to sit down with the artist and talk about the work while Gretchen applies the fake nails featured in the works onto the hands of those wanting to be part of her art intervention.

Affirmation Ads is based on something that has been personally advertised and targeted to Gretchen on Instagram with. By collecting one of the physical expressions of the Affirmation Ad, collectors will not only have the work installed in their home, and in their digital life, but also empowering the thousands of social media users who will see and be uplifted by it, and who will feel a new sense of control over their digital spaces.

"These physical expressions of the Affirmation Ad idea are for all who love that the impact of the works is unlimited, and believe technology should work in service of their goals and dreams, not prey on their insecurities. I made Affirmation Ads for people who believe in taking power into their own hands." — Gretchen Andrew



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PRESS PREVIEW

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March 2, 2022
17:00 – 22:00

LOCATION

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Superstudio MAXI
[Via Moncucco 35](#)
[IT – 20143](#)
[Milan](#)

OPENING PARTY (by invitation)

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March 2, 2023
18:00 – 22:00

PUBLIC OPENING

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March 3 - 5, 2023
FR - SAT 11:00 – 21:00

PRESS & WORK INQUIRIES

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Anna Maurrasse (she/her)
Founder & CEO
ARTPOWHER Contemporary
+41 79 593 90 00
anna.maurrasse@artpowher.com

COLLECT ART — COLLABORTATE

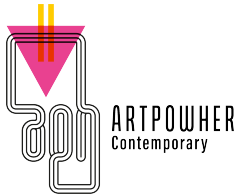
Founded by Anna Maurrasse, ARTPOWHER Contemporary is a collaborative initiative dedicated to promote the visibility and presence of female-identifying and non-binary creatives in the arts. ARTPOWHER works with partners, brands and organizations, who also wish to disrupt gender stereotypes and inequalities, by inspiring change through creativity and collaborations.

www.artpowher.com

ARTIST STATEMENT: Feel Good From Social Media Again

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I've always loved technology, that's why I studied it and it's what led me to work in Silicon Valley. I love its promise as something that can help us achieve our goals and make us closer to those we love. But when I was working at Google a decade ago I became really disillusioned with what the technology was being tailored for, to manipulate our attention, to sell us more stuff. More recently I started noticing in myself how I didn't feel good after using Facebook or Instagram. And when last year a whistleblower released The Facebook Papers, it made me have to confront the complicit nature of my social media use.



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It's one thing to knowingly accept the impact of social media on my own life and health and another to confront how, as a user of Instagram, I am perpetuating and enabling a system that is causing serious damage to young people.

The Facebook Papers, internally leaked documents from inside the company, showed irrefutable evidence that not only is social media negatively impacting the health of young people, but that the company has known this and has let it continue, expending our well-being for the benefit of its bottom line. Parallels are being drawn to the Tobacco industry, even as western society is quick to diminish the importance of mental health over physical health.

I created *Affirmation Ads* because I didn't want our two choices to be to get off of social media altogether or to accept its negative impact on ourselves and others. I started to notice and understand what the research is showing, that this much volume of ads interlaced with photos of friends and cute dogs is anxiety-inducing — 25% of my feed drawing my attention to my incorrect posture, my outdated closet, and my aging skin. Worse still, the same advertisement seemingly follows us around the internet like a recurring nightmare. Instagram can measure when something peaked our attention, caused an emotional reaction, and uses this heightened emotional state to prey on us. We see the same product appear in banner ads, on Facebook, and in our Instagram feeds. Over and over and over again. This stalking is enabled by The Facebook Pixel, a piece of code that e-commerce companies place on their sites. While it originates within Facebook and Instagram it is designed to track and follow us across the internet.

With Affirmation Ads, I created a new series of artworks that redirect the Facebook Pixel, related code and tracking technology to take this power from advertisers and big tech companies and place it in your hands. Affirmation Ads allow you to select a positive artwork and "install" it throughout your digital life, treating your Instagram feed like your living room, a space that is yours to control and enjoy based on who you are and who you want to be, not what someone is trying to sell you.

The research on the negative impact of social media has been streaming out for a year now and it seems unlikely that the companies that are profiting from it are going to do anything about it. It seems unlikely that governments or regulations are going to do anything about it in time. Instead of relying on someone else to fix it for us, these artworks allow each of us to do something about it right now.

BIOGRAPHY - Born 1988, Los Angeles

Gretchen Andrew is an internet performance artist, who refers to herself as a "Search Engine Artist", a representative of an art movement based on the manipulation of search engines. Her Vision Boards appeared on the cover of some of the most iconic art and fashion magazines.

Andrew uses her experience as a former computer scientist at Google to artistically process search terms on current topics. Her computer-generated imagery, with its feminine connotations, opposes the male dominance in the field of programming as well as in the politics and the economics. Andrews's art is daring, thought-provoking and experimental.

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She defined her own style, establishing her presence on the internet and in the art scene with determination. Her work is inspiring a new generation of new media artists looking at social media with a sense of power and playfulness. Andrew's 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."

Gretchen Andrew 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.

Andrew's work has been featured among others in Flash Art, The Washington Post, Fortune Magazine, CNN, Monopol, Wirtschaftswoche, The Los Angeles Times, The Financial Times, Fast Company. She has exhibited works internationally in museums and galleries, held major solo presentations, and created NFTs tied to her physical art practice.

[View press articles](#)

[Inquire Gretchen's CV](#)

[View a selection of Gretchen's videos/talks](#)



Gretchen Andrew discussing her work with Ai Weiwei at the opening of her exhibition *Trust Boundary, 2021* — Francisco Carolinum Museum, Linz