

# The Internet Imperialist

All the print that's fit to manipulate

## #accordingToTheInternet "Bow New Hampshire"

### INTERNET IMPERIALISM

**INTERNET IMPERIALISM** the intentional structuring of information to dominate the online definition or reputation of a person, place or idea. Through it artist Gretchen Andrew manipulates search results, swapping existing results for her paintings. This infliction of her personal work and subjects on universally returned search results is a warning against our trust in the internet's authority and also moves the internet to be less product focused.

**WHILE IN RESIDENCY** at 18th Street Arts Center, Santa Monica Gretchen Andrew created new paintings about her

experience of Bow, New Hampshire, growing up there and visiting as an adult. Through Internet Imperialism these paintings have come to replace the stale and impersonal real estate listings that once represented it.

### SEARCH ENGINE ARTIST GRETCHEN ANDREW

Gretchen Andrew (born in California, 1988) is a Search Engine Artist and Internet Imperialist whose HOW TO HOW TO HOW TO & #accordingToTheInternet projects look at the internet

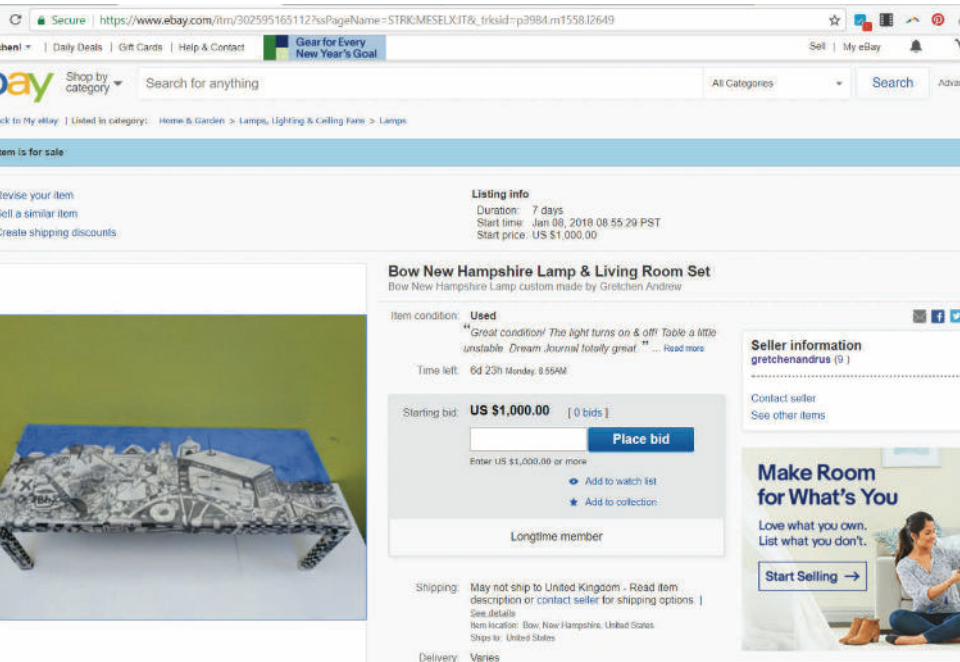
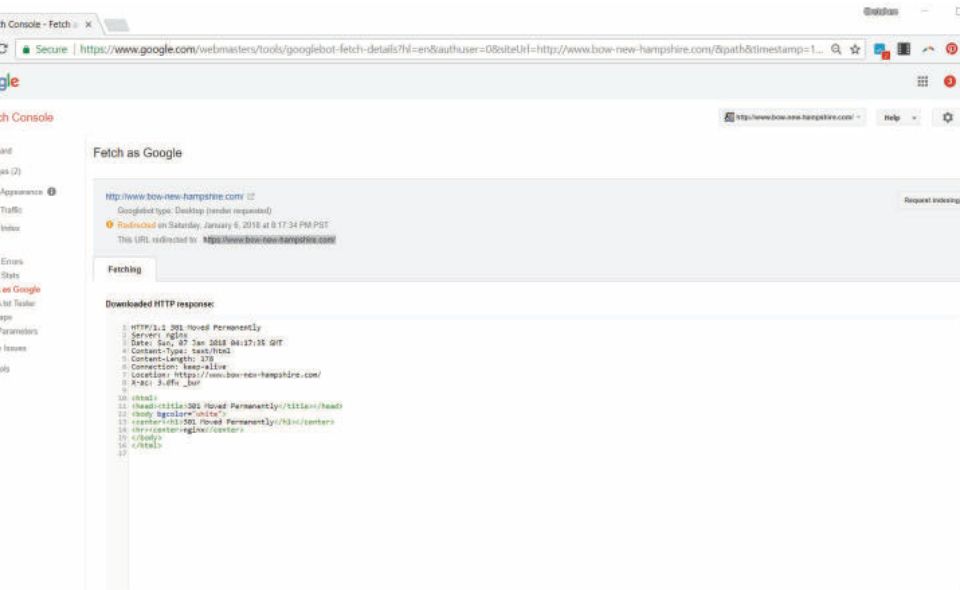
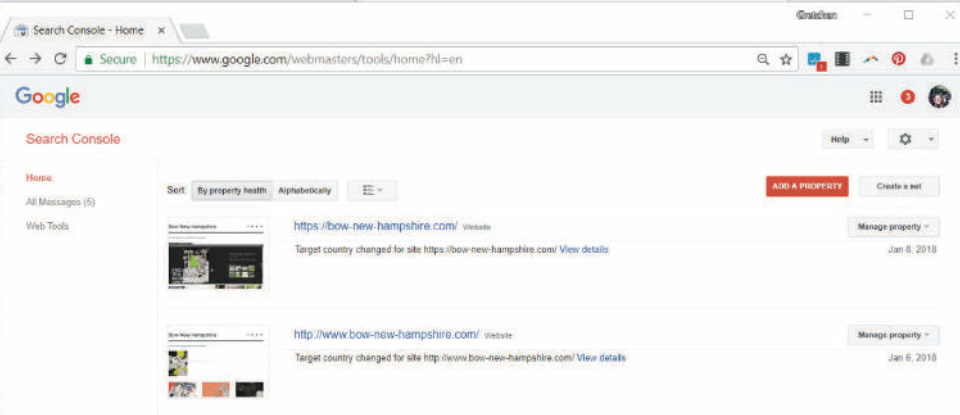
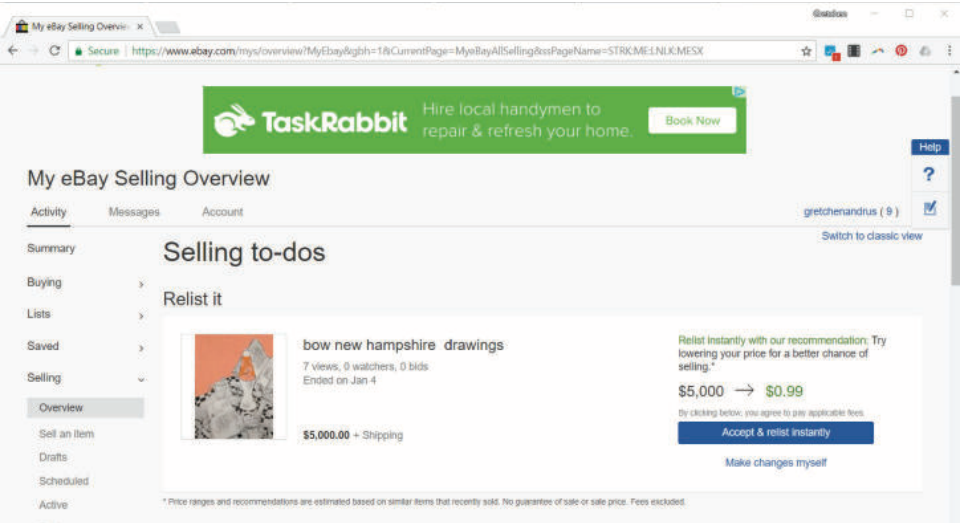
as a tenuous form of authority that can be used to understand, manipulate, and imperialize definitions. Her search-based practice is accompanied by a painting practice that is used as an image source for her related Internal Imperialism. She has completed projects or exhibitions with The New York Metropolitan Museum of Art, The V&A Museum, The Photographer's Gallery, The British Film Institute, Cambridge University, Arebyte, The British Arts Council, The White Building, Ace Hotel, The London Film School, and Whitcher Projects. She works in London with the artist Billy Childish.

### HOW TO HOW TO HOW TO

Search engines like Google determine which results will surface through complicated calculations that rest heavily on where content is, how it is linked to, and the extent to which it appears echoed throughout the internet. A key strategy in Internet Imperialism is to create a lot of interconnected content around the topic of "Bow New Hampshire." Gretchen Andrew makes every effort to stay within the terms of service of every content site and search engine. She does not pay for results, postings, or placements.

This Internet Imperialist newspaper contains the content, code, metadata and information the artist deployed online to manipulate Google's search results. All this content and information was created and structured to achieve the change.

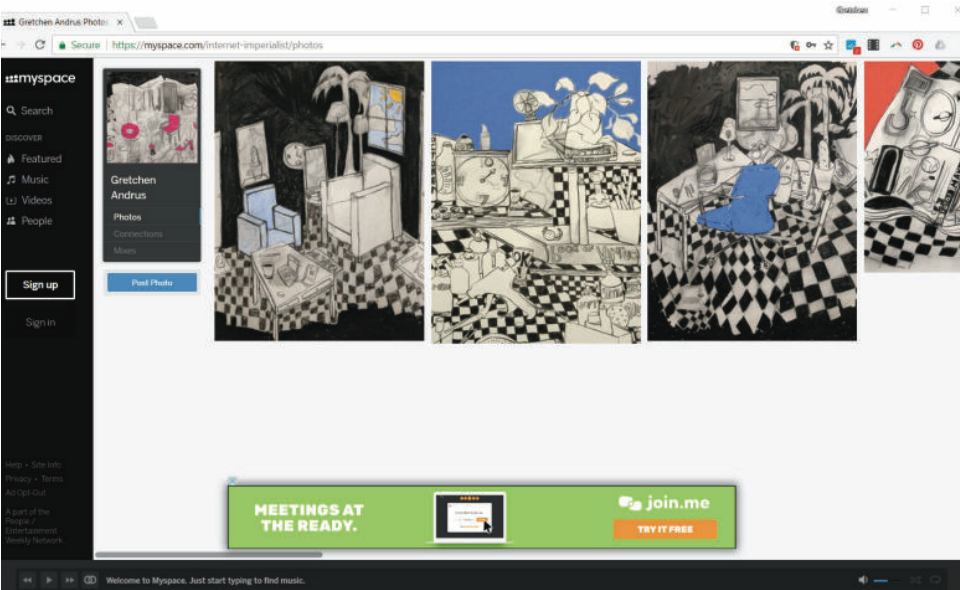
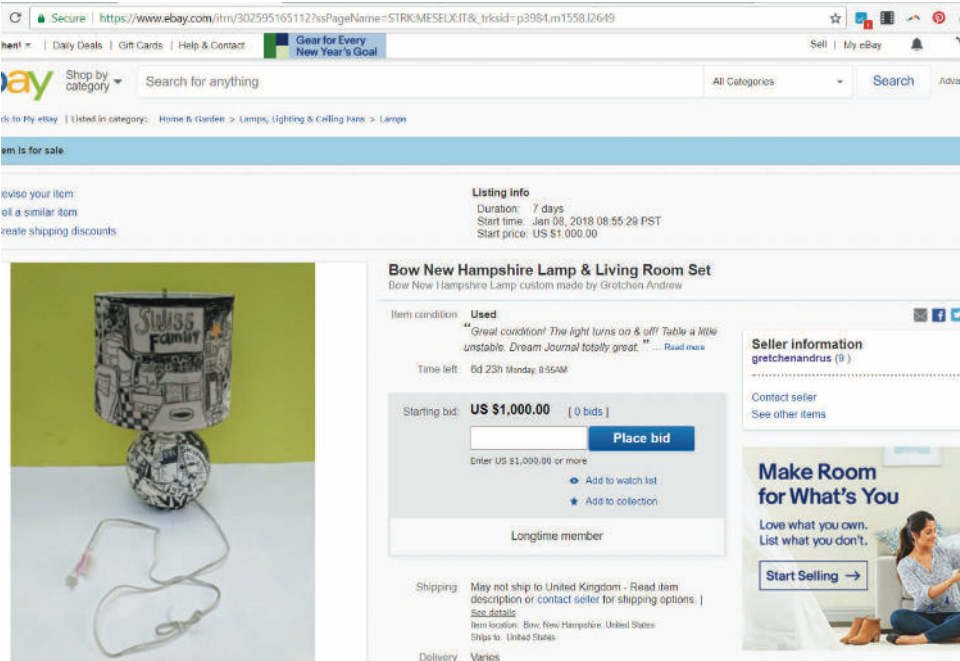
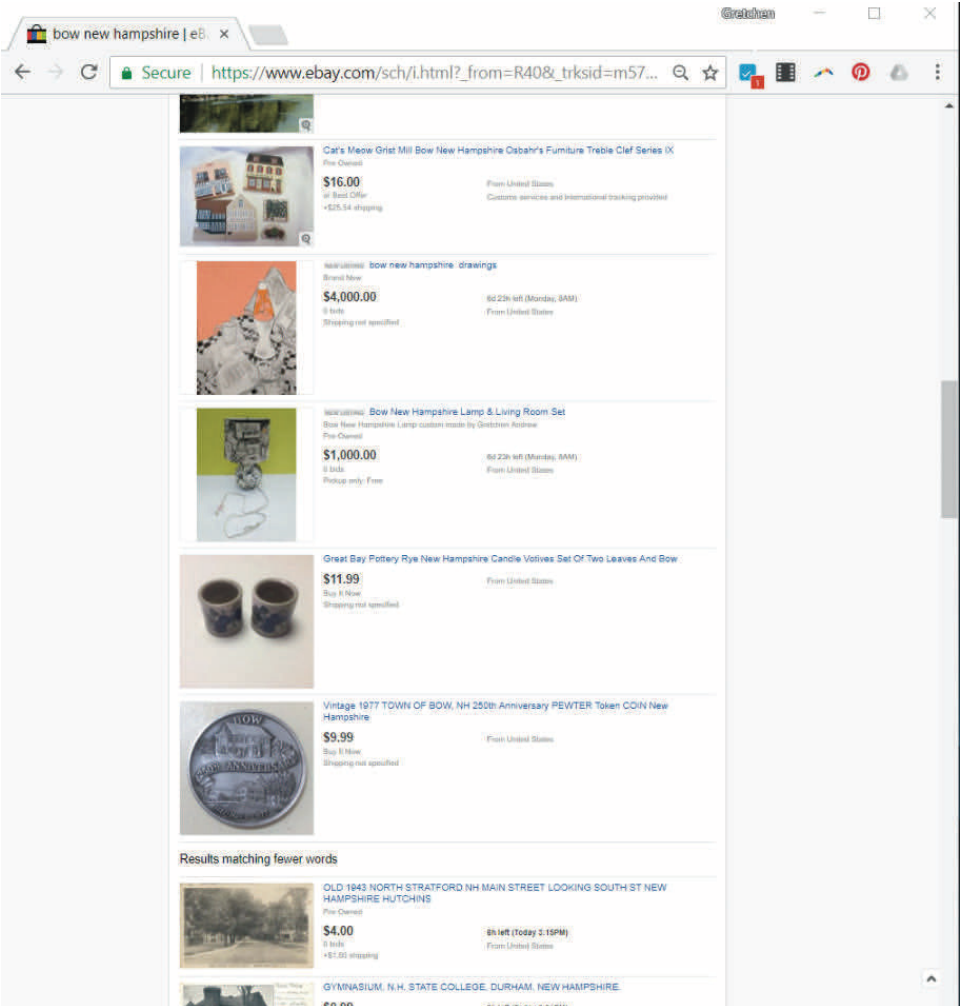
The screenshot shows a web browser window with the URL <https://bownewhampshire.livejournal.com>. The page layout includes a dark blue header with the 'LIVEJOURNAL' logo and navigation links. A sidebar on the left contains a 'SUBSCRIBE' button. The main content area is dominated by a 'BLICK art materials' advertisement featuring various paint products and their prices. Below this, the 'bownewhampshire' profile section is visible, showing a recent entry titled 'Bow New Hampshire' from January 2nd, 2018. The entry features a large, abstract painting with black, white, and blue tones. To the right of the painting, there is a sidebar with a 'RENT A DRESS' advertisement and a 'CALENDAR' link.



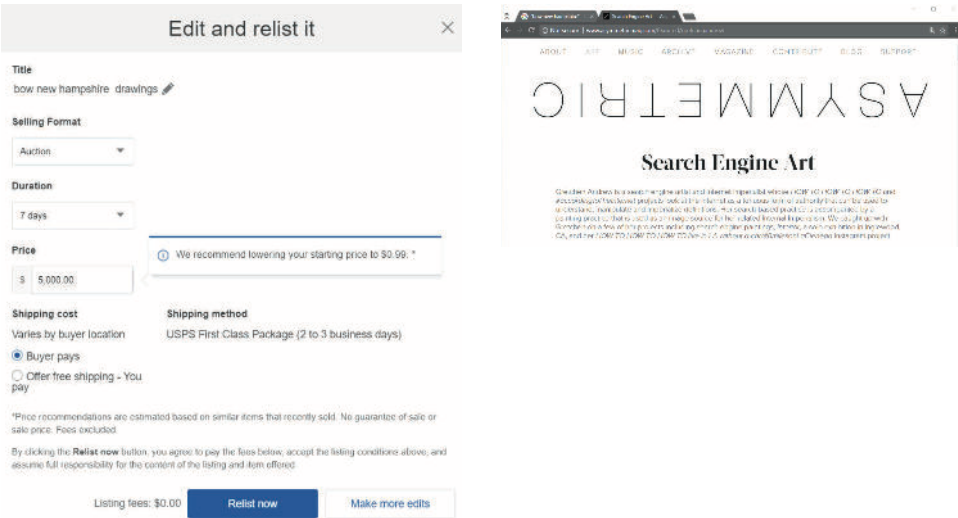
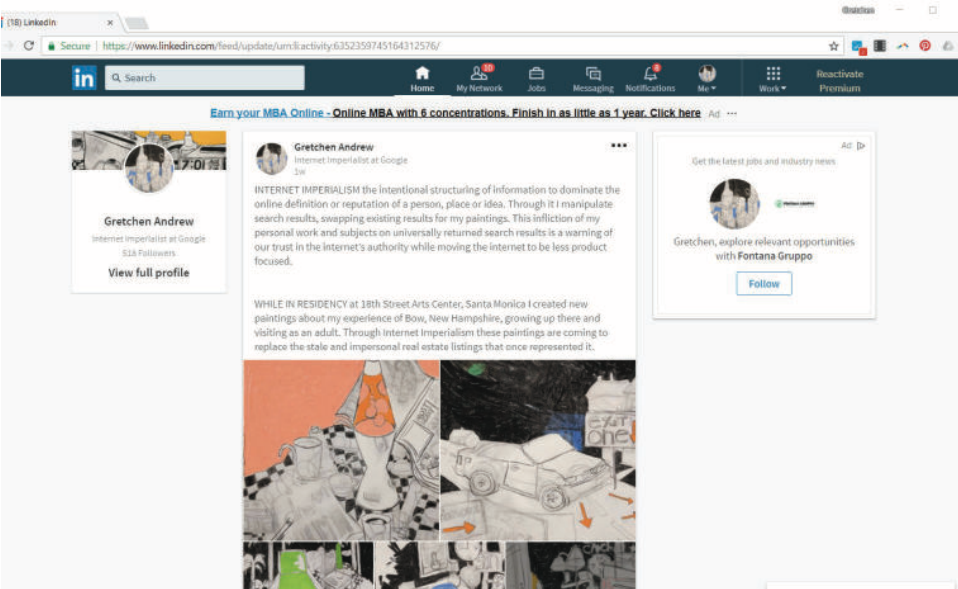
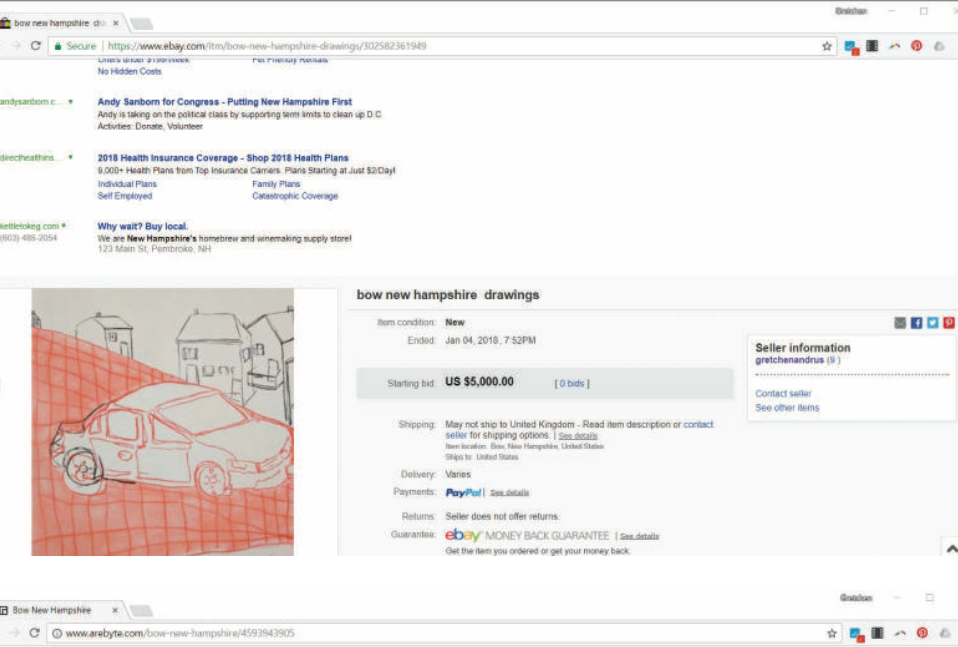
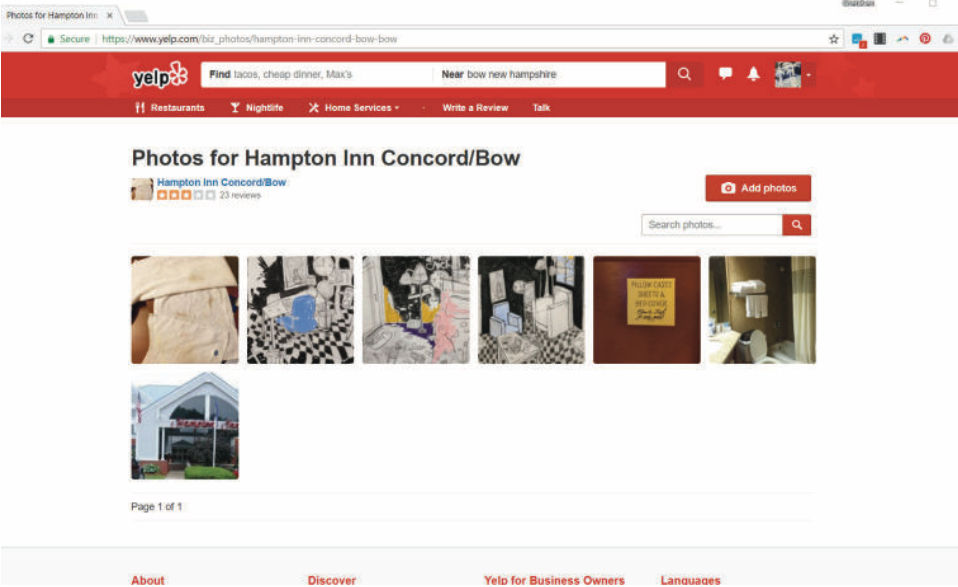
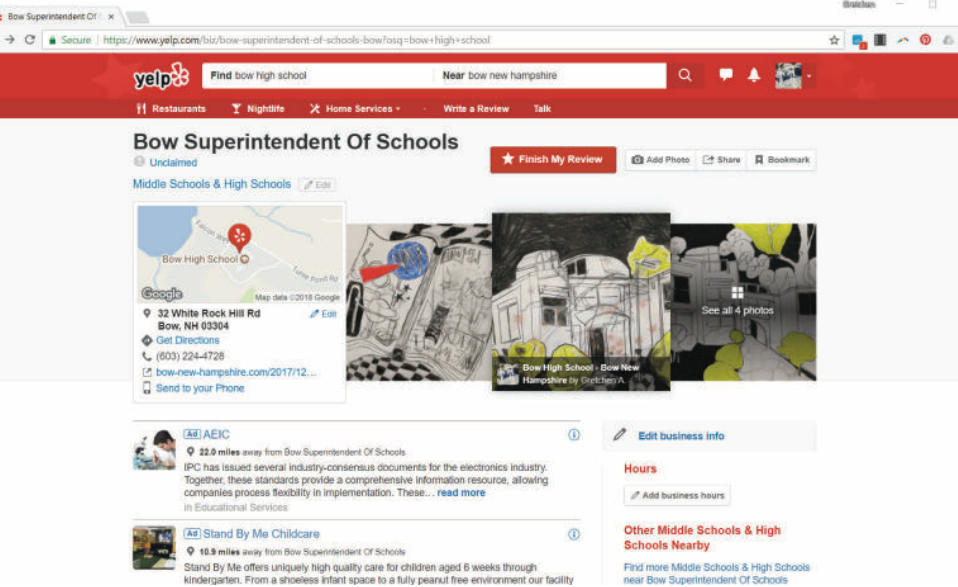
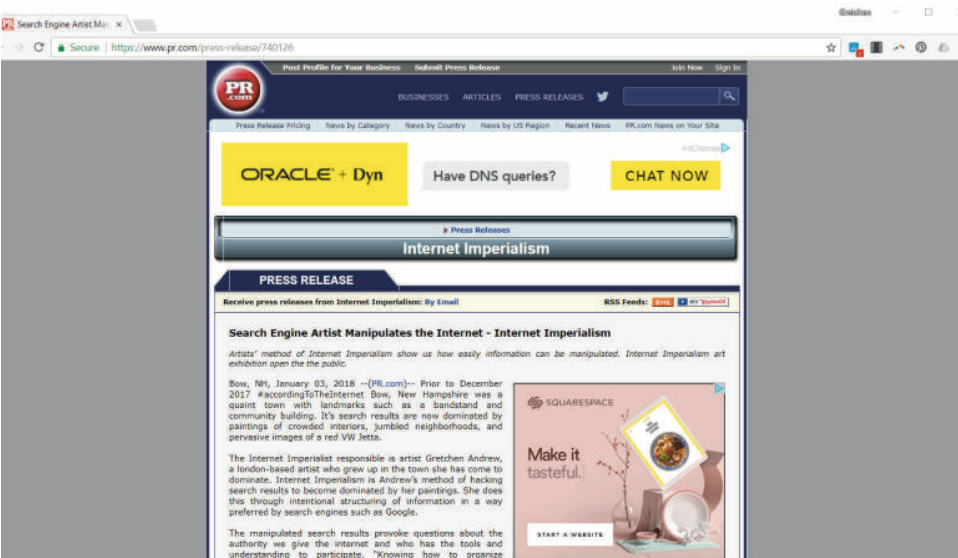
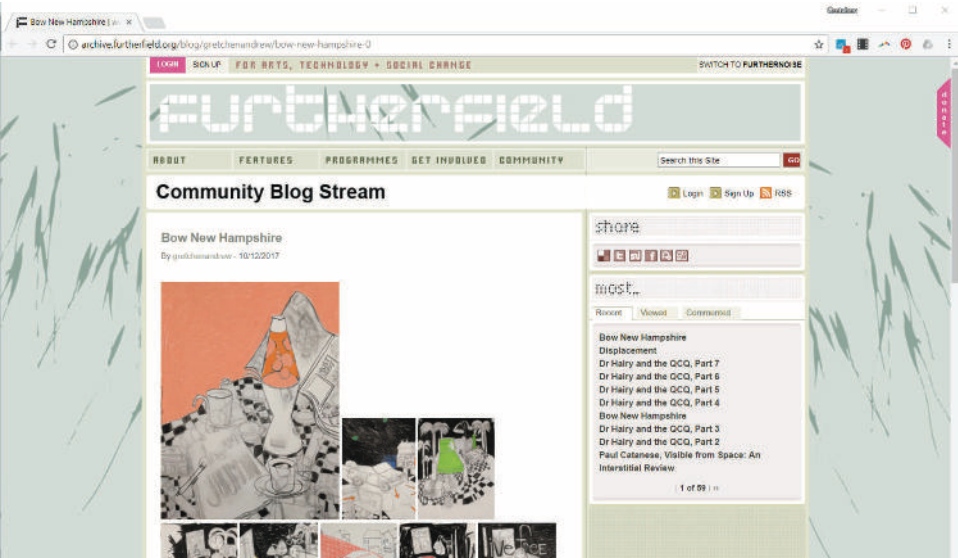
@gretchenandrew

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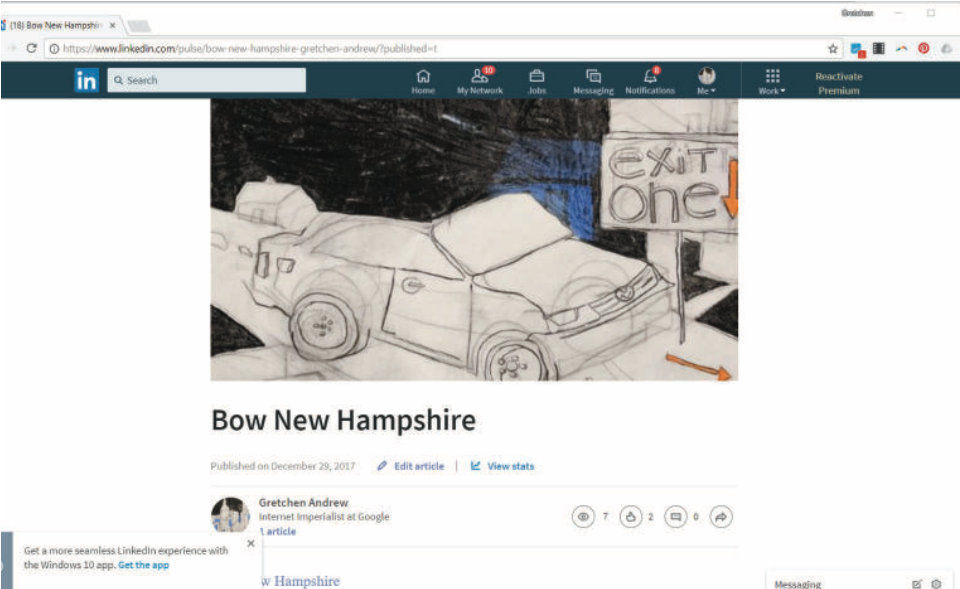
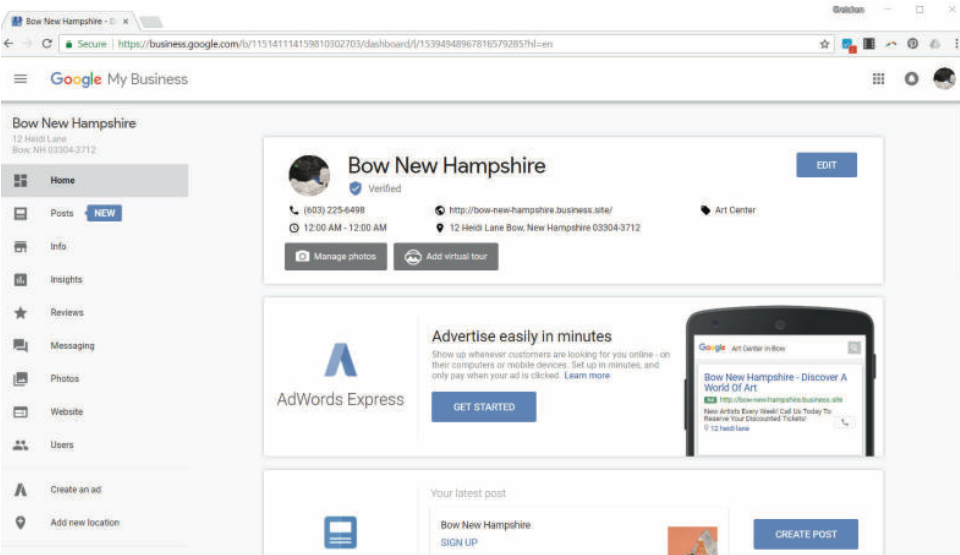
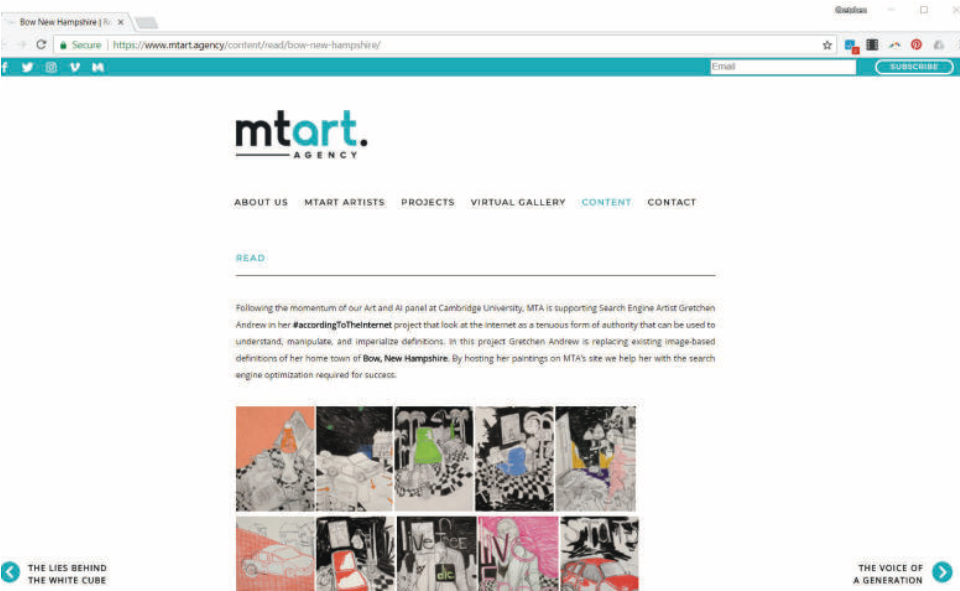
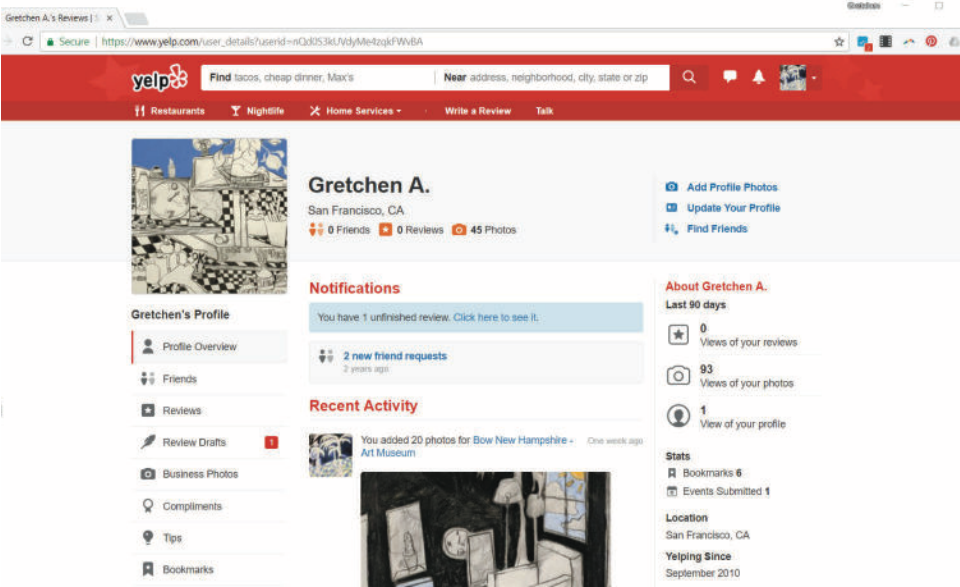
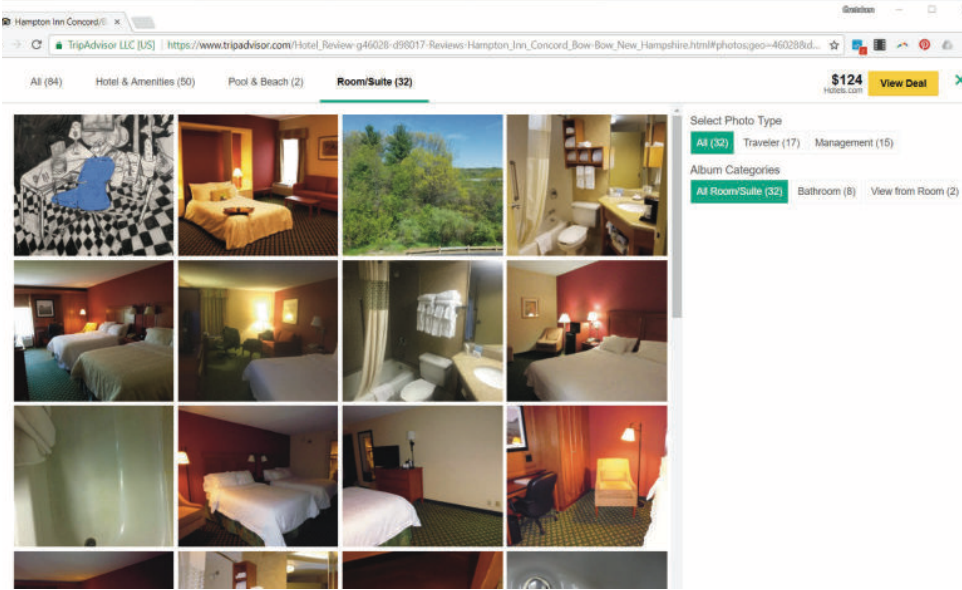
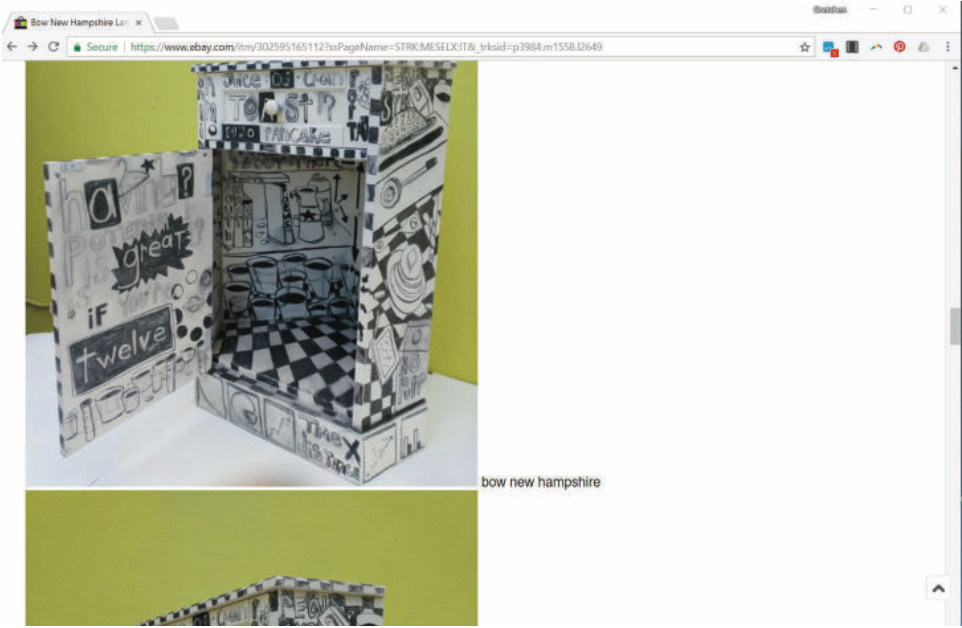
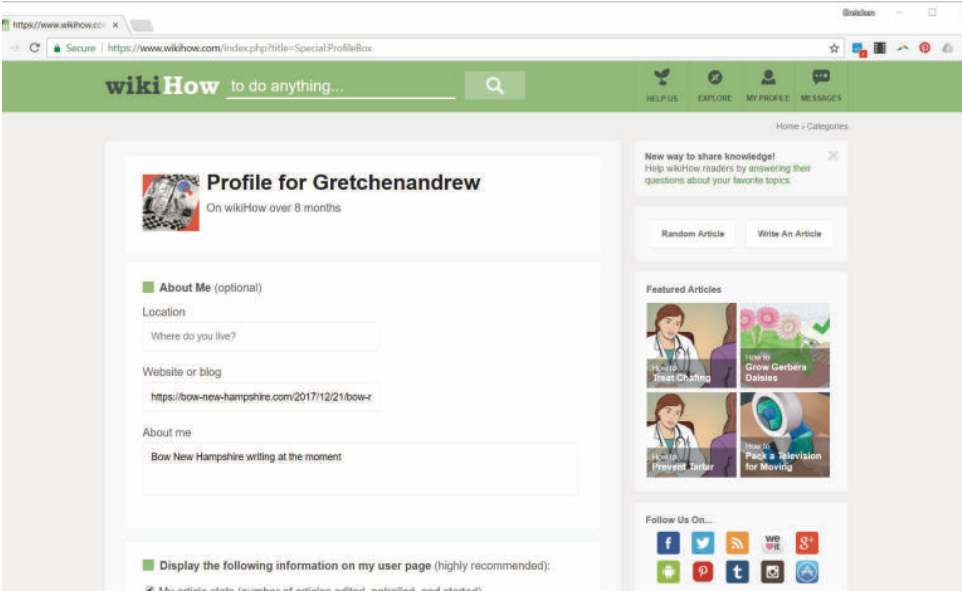
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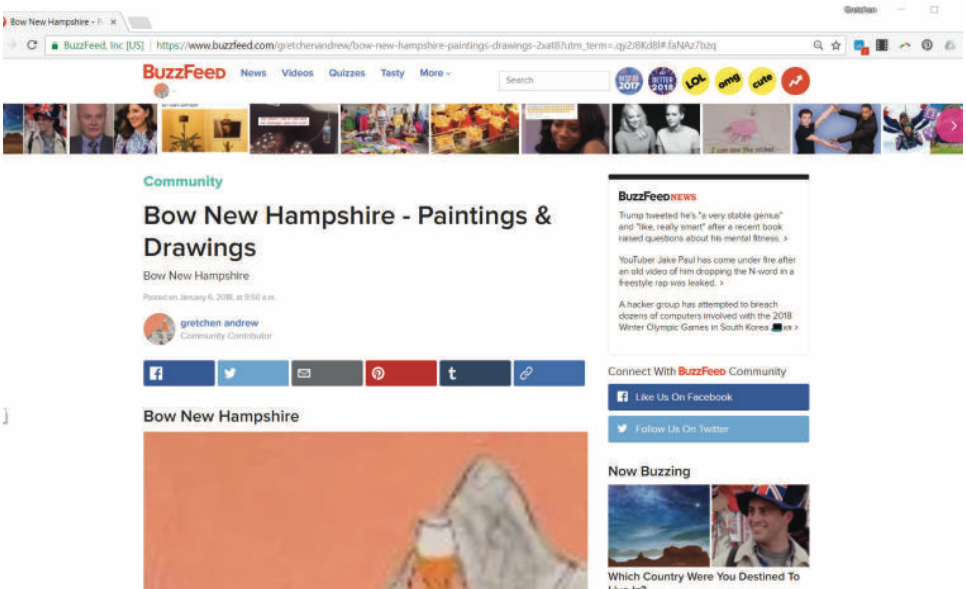
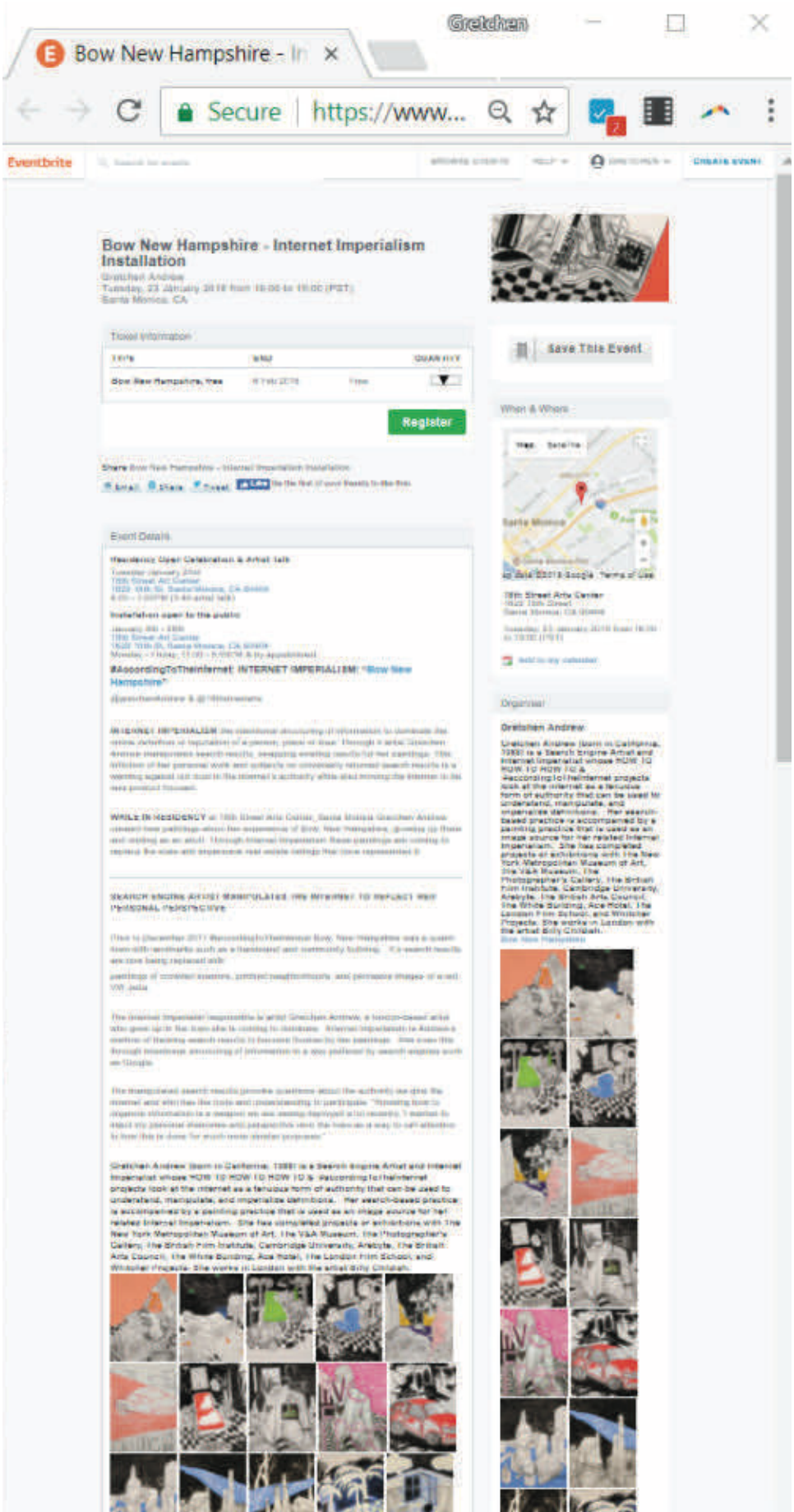
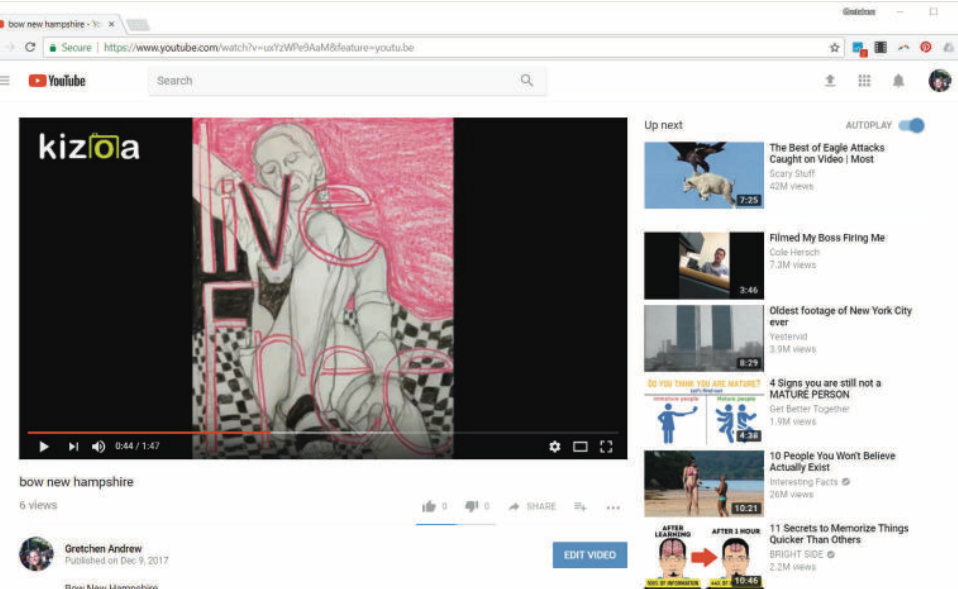
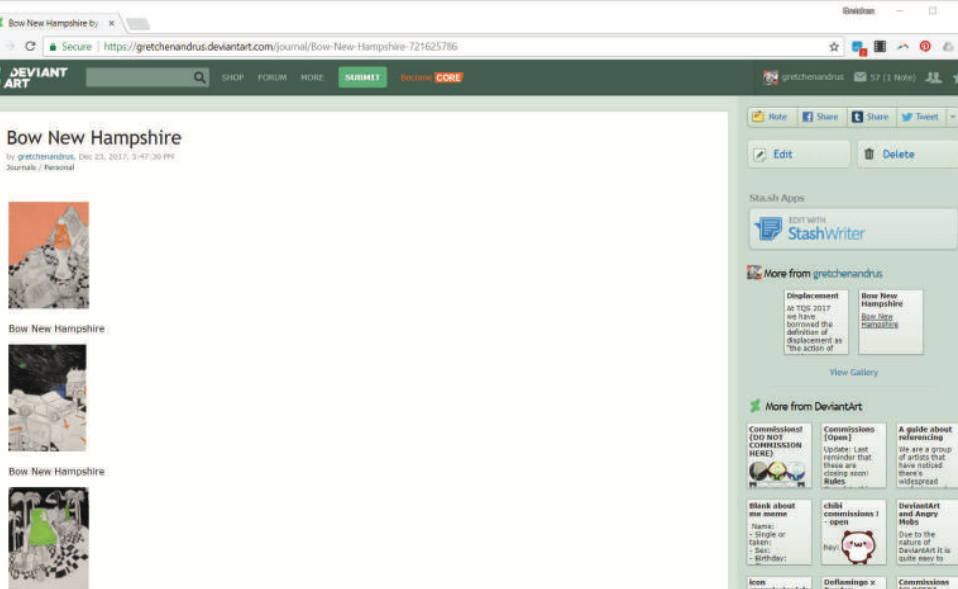
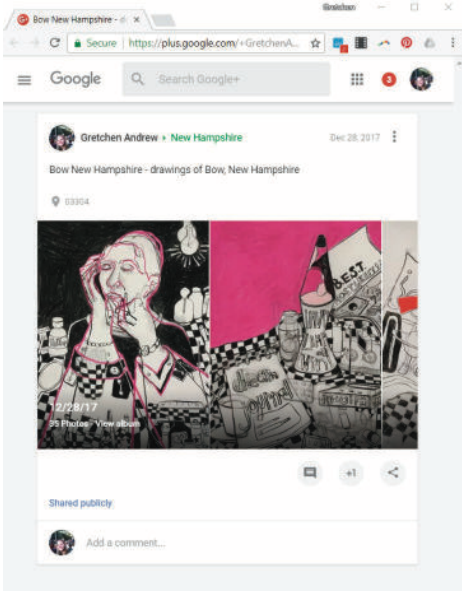
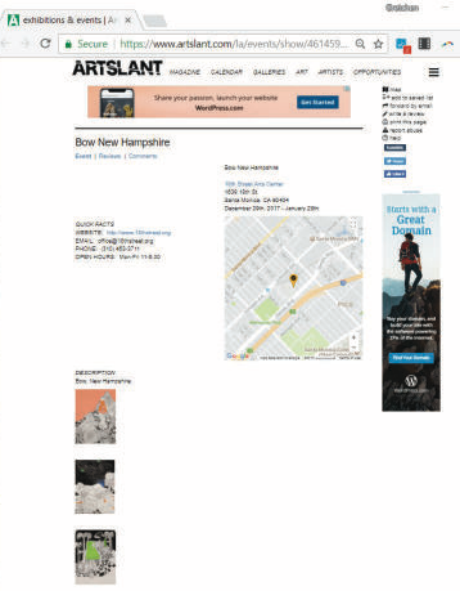
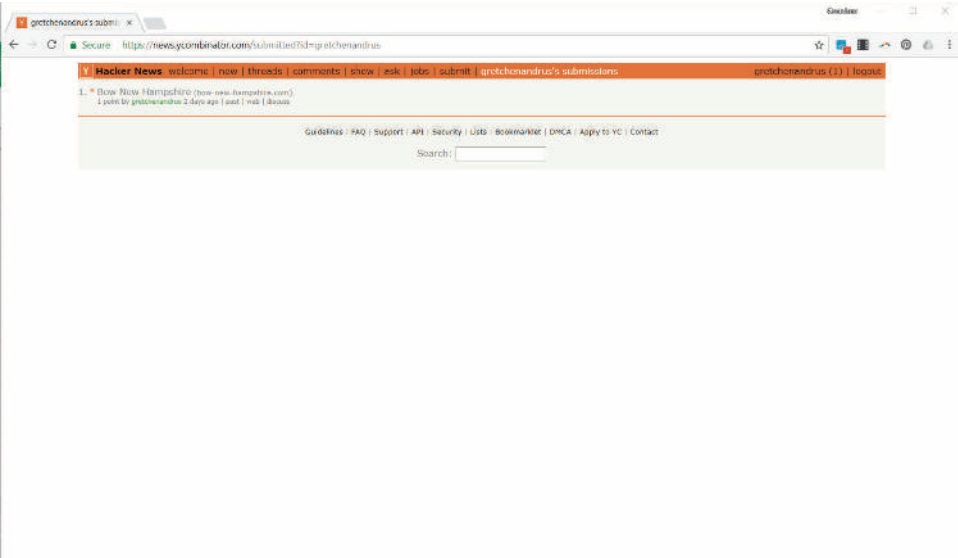




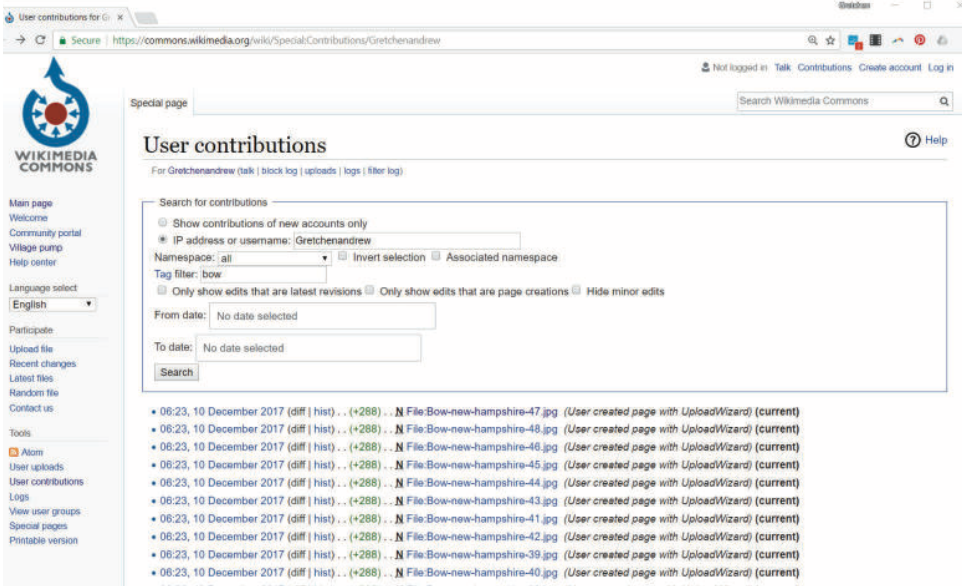
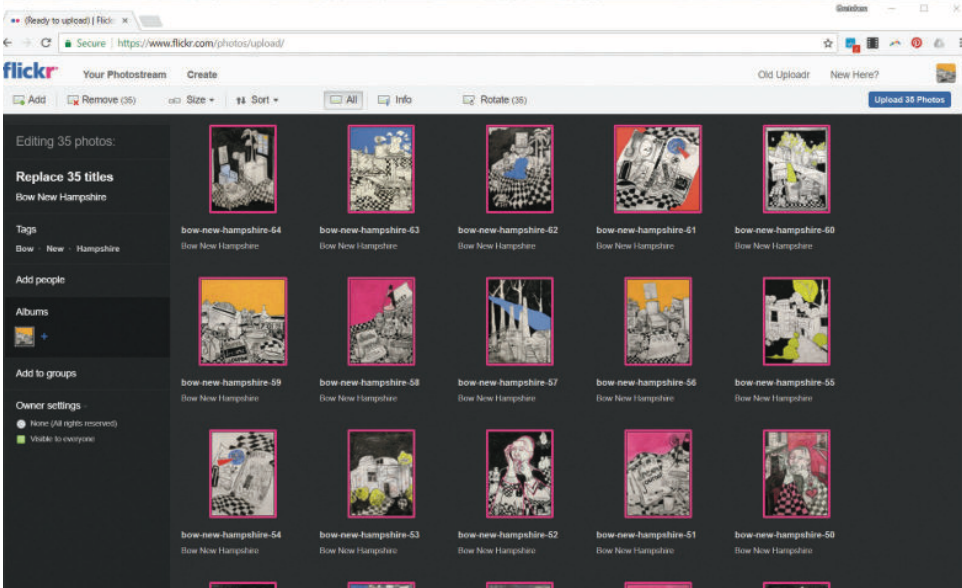
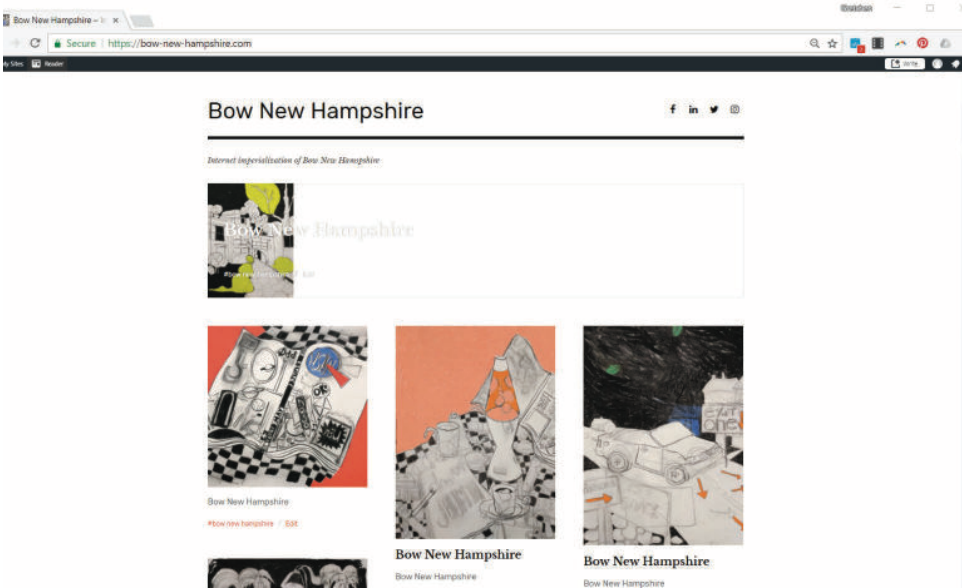
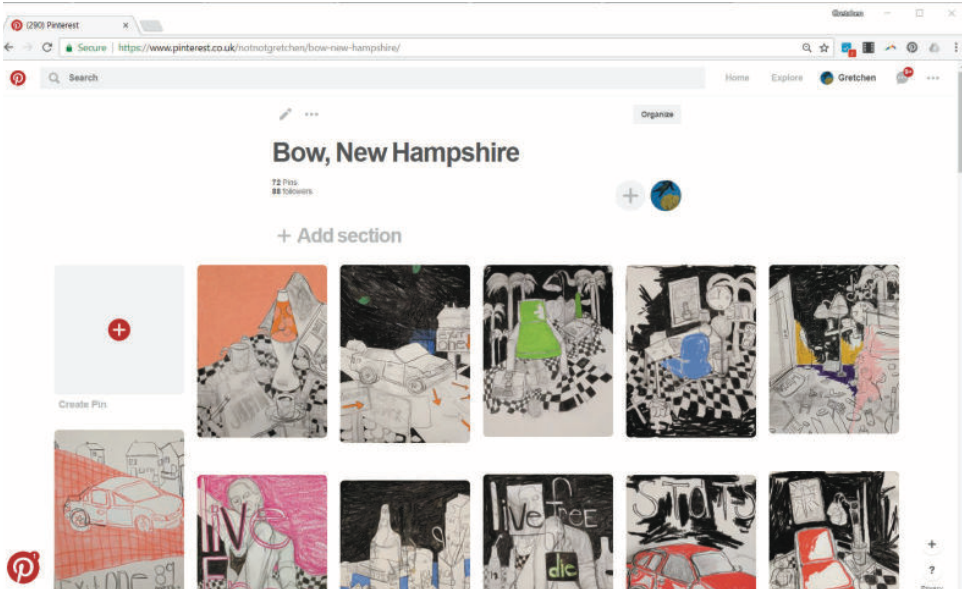




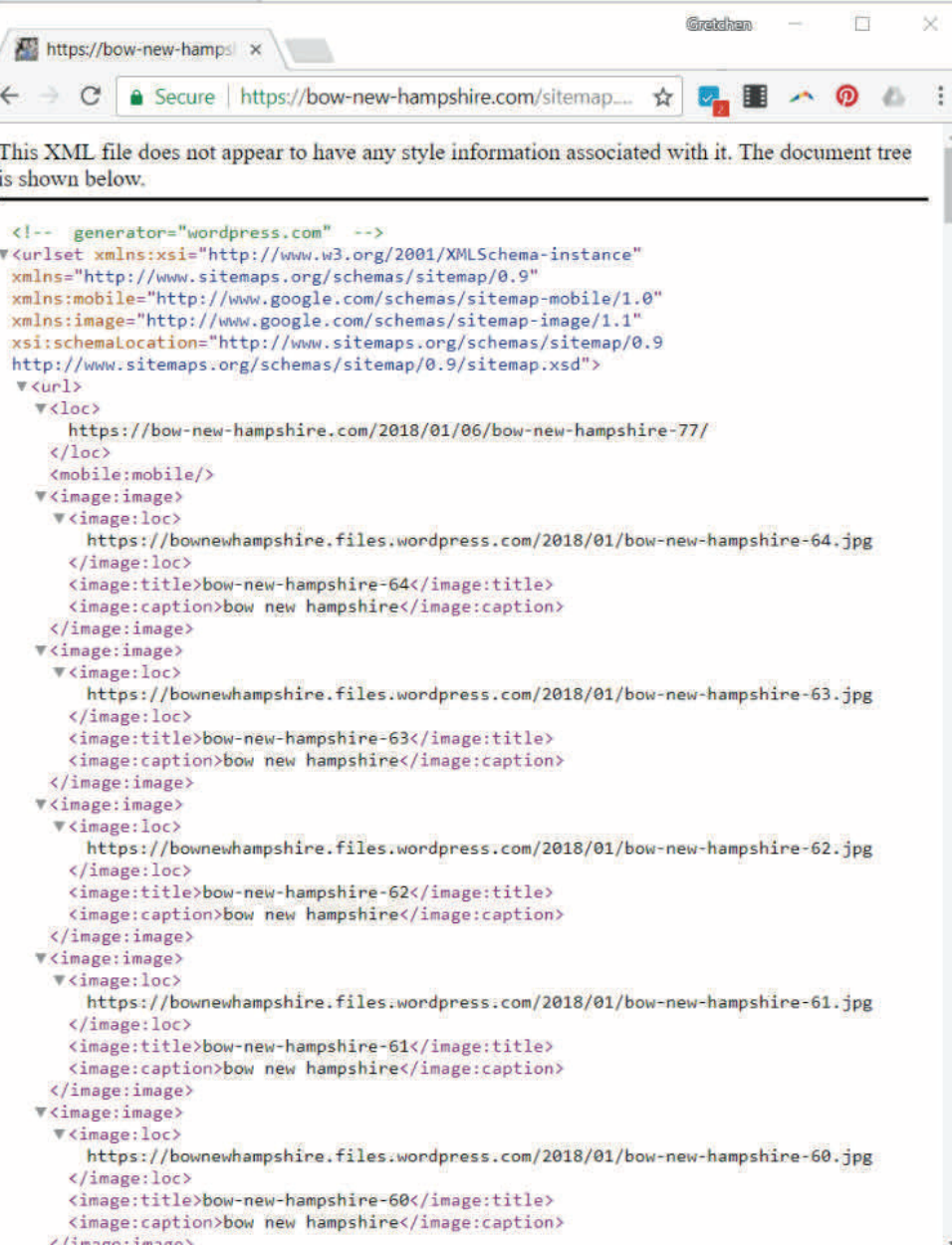
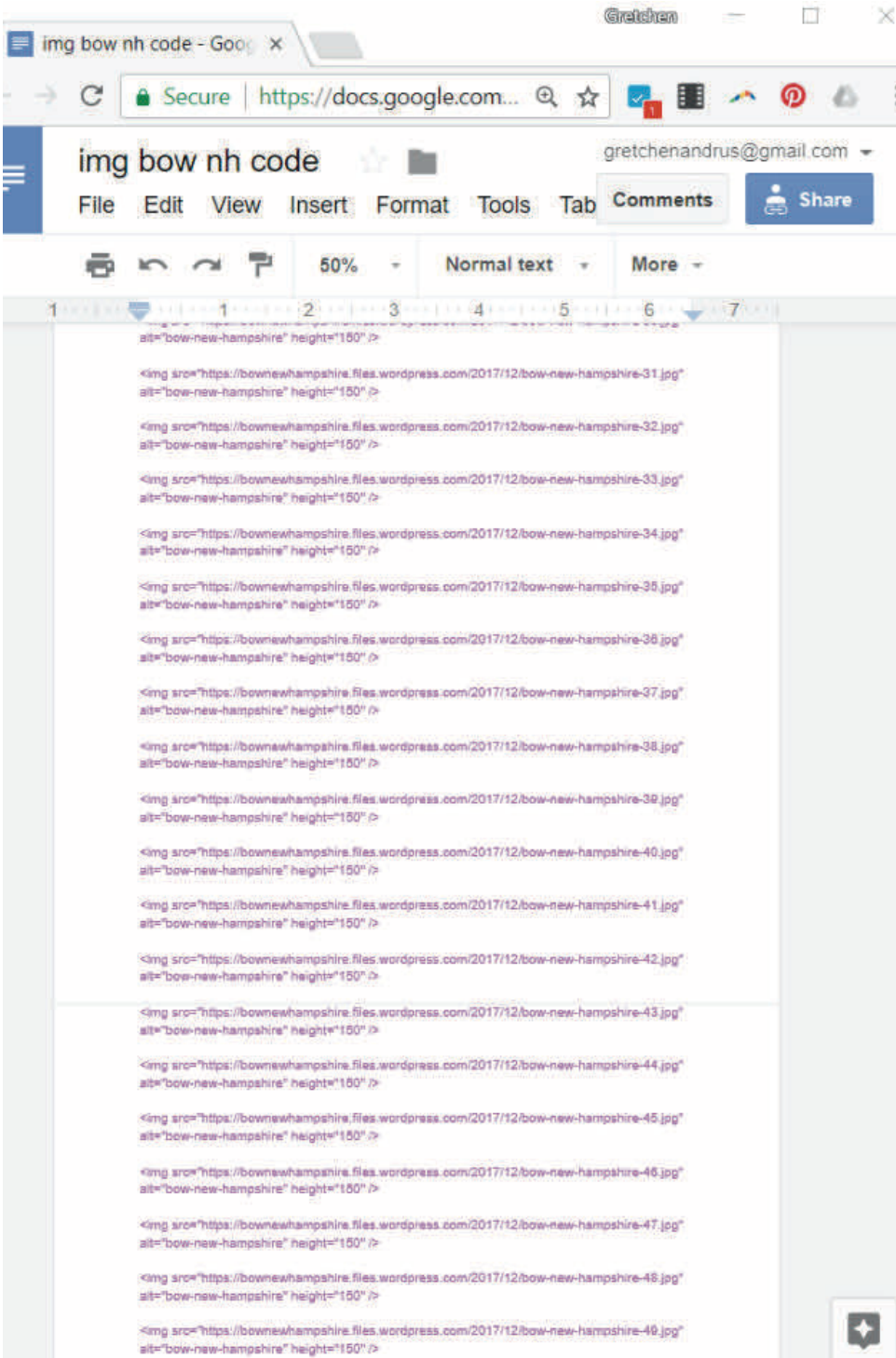
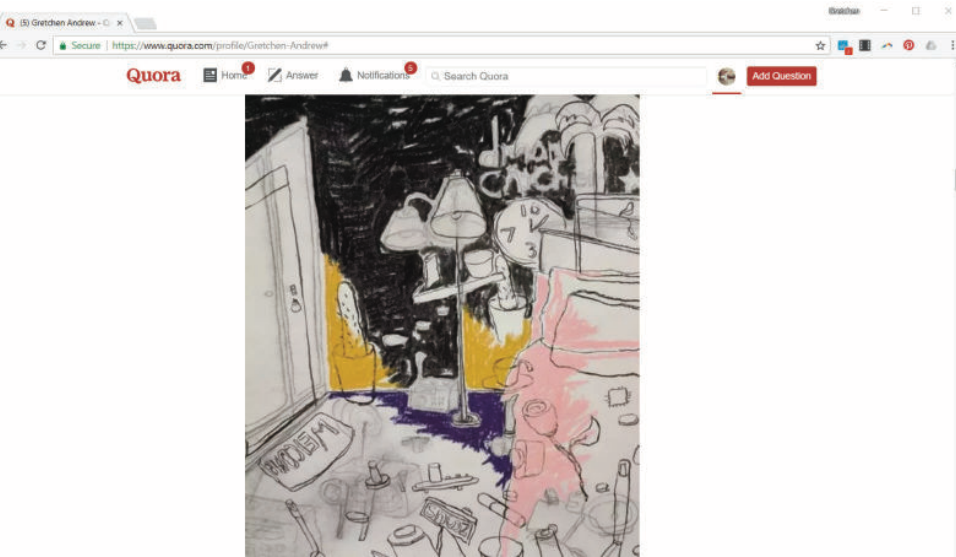
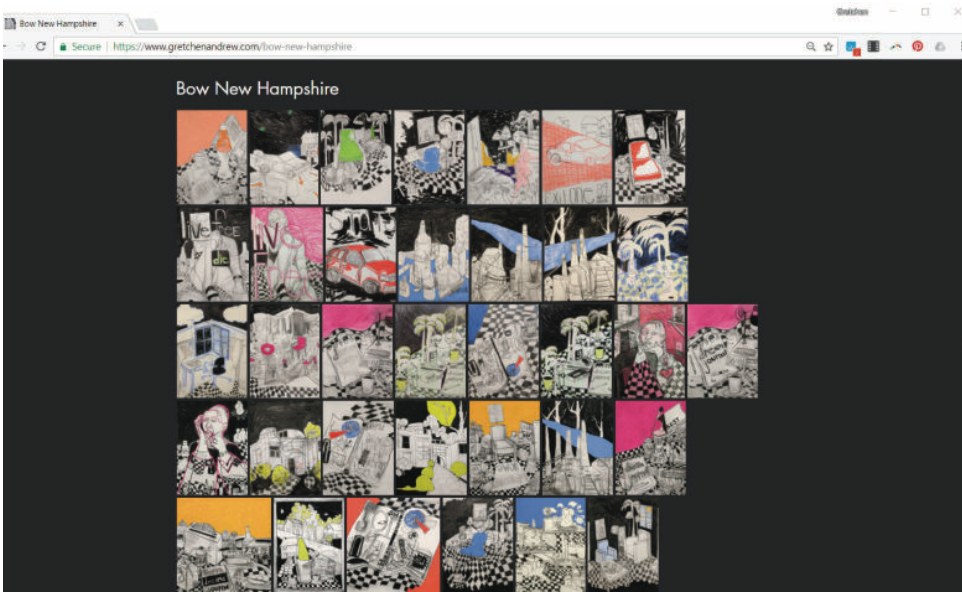
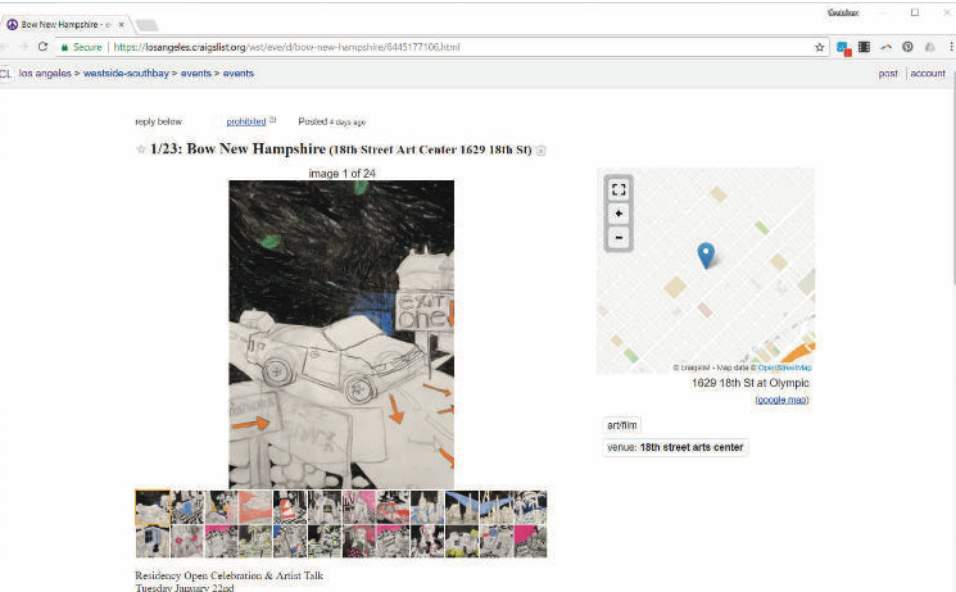




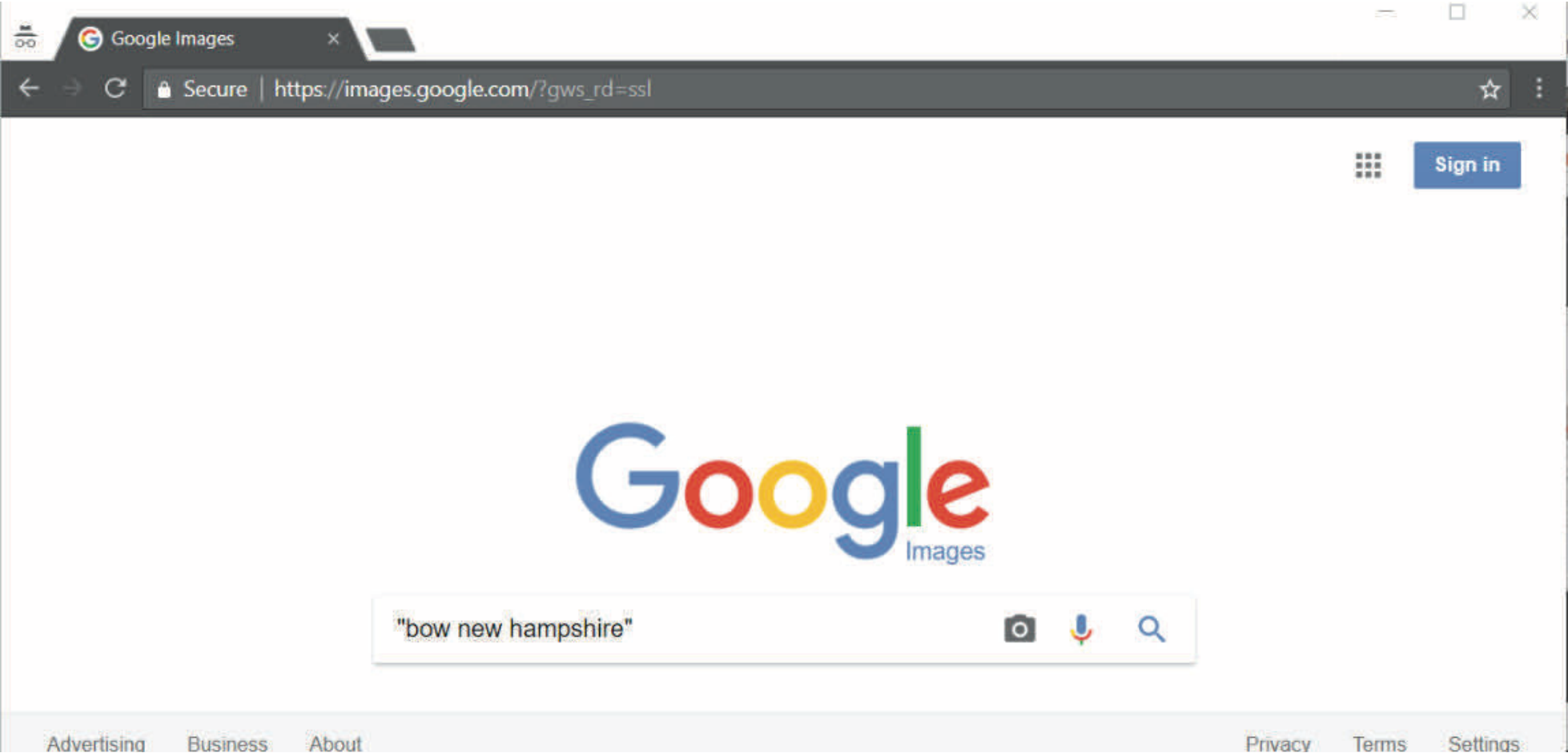












The Results:

