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Heft Presents:
Gretchen Andrew - *Facetune Portraits: Universal Beauty*



Universal Beauty, USA, Philippines, Russia, 2025, oil on canvas.

New York, NY – May 9, 2025 – Heft is pleased to present *Facetune Portraits: Universal Beauty*, a solo exhibition of new works by artist **Gretchen Andrew**, a provocative new series of oil paintings confronting the rise of AI-generated beauty standards and their impact on self-perception in the digital age. *Facetune Portraits: Universal Beauty* will be on view from **May 14 through June 7, 2025**.

Facetune Portraits: Universal Beauty draws from international beauty pageants, featuring contestants from around the globe in ball gowns. The series critiques the global standardization of beauty shaped by AI, where a singular, homogenized aesthetic threatens to erase individuality and cultural diversity. As algorithms sculpt the female form into an idealized image, Gretchen's works offer a powerful counter-narrative: portraits in which authentic figures share the canvas with their digitally altered counterparts.

Through the use of custom robotics, Gretchen translates popular social media beauty filters into physical works of art, capturing the algorithmic “touch-ups” typically found on platforms like TikTok and Zoom. In this series, the seamless and often invisible edits of digital beauty are made startlingly visible. Each painting reveals the jarring coexistence of our unfiltered selves with the algorithmically

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“perfected” versions, highlighting the tensions and contradictions embedded in our digital identities. Select works in the series have been acquired by prominent institutional collections, including a major New York art museum and the 21c Museum Hotel Collection through their award to five artists at Untitled Art in Miami Beach 2024.

Facetune Portraits: Universal Beauty will be on view from May 14 through June 7, 2025, at 300 Broome St, New York, NY. For more information, visit heftgallery.com.

NOTES TO EDITORS

Media Contacts

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Opening Reception

Wednesday, May 14, 6 PM - 9 PM

300 Broome Street, New York, NY 10002

RSVP essential: HeftGallery@fitzandco.com

About Gretchen Andrew

Gretchen Andrew is known for her unique merger of traditional artistic mediums such as photography and oil paint with advanced technologies such as robotics, algorithm and artificial intelligence.

Gretchen Andrew manipulates systems of power with art, glitter and code. She is well-known for her playful hacks on major art world and political institutions, including Frieze, The Whitney Biennial, Artforum, The Turner Prize, and The Next American President. Exhibited in dual solo museum shows at The Monterey Museum of Art and the FC Linz she programmed artworks to become top internet search results.

Gretchen’s new Facetune Portrait series the artist uses custom robotics to physically apply popular “beautifying” AI algorithms into oil paintings. She trained in London with the artist Billy Childish from 2012–2017. In 2018 the V&A Museum released her book *Search Engine Art*. Gretchen’s work has recently been featured in *Fast Company*, *Flash Art*, *The Washington Post*, *Fortune Magazine*, *Monopol*, *Wirtschaftswoche*, *The Los Angeles Times*, *Forbes*, and *The Financial Times*.

About Heft

Heft is a contemporary gallery in New York City that presents artists who use systems to create meaningful new works. Partnering with a fluid roster of artists, the gallery shows a wide spectrum of work, emphasizing inventive uses of traditional materials, memorable experiences, and provocative artworks that are rapidly gaining recognition for advancing the generative art movement.

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Heft collaborates closely with pioneers and groundbreaking emerging artists to elevate their practice. These artists engage urgent cultural questions using the tools of their time—algorithms, systems, artificial intelligence, and other generative processes—to show broader audiences what this medium is and what it can become.

With over 50 projects presented under Heft (formerly Tender), the gallery continues to engage a global collector base and participate in leading international fairs, such as Untitled Art Miami, Paris Photo, and Contemporary Istanbul, while presenting monthly exhibitions from its Lower East Side location in New York. The gallery is a 2500-square-foot street level space with 18' ceilings.

<https://heftgallery.com>

@heft_gallery on [Instagram](#) and [X](#)

Open hours: Tue, Thu-Sat: 11-7pm, Wed: 11-9pm