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(Marfa TX) RULE Gallery is pleased to present a solo exhibition of work by Jason DeMarte entitled *Second Nature*. The show will open at the gallery's Marfa Texas space located at 204 E. San Antonio St. A public reception will be held on Friday, July 22, 2016, from 6-8pm, and will be on view July 22 - September 17, 2016.

Second Nature continues the series of work, *Confected*, by DeMarte that was featured in a solo exhibition at RULE Gallery, Denver, in 2015. It extends his commentary on our cultural tendency to idealize the natural world while continually trying to improve upon it. He explores the veneer of material desire and constructed natural beauty by composing fictional tableaux that speak to our obsession with beauty, perfection and excess. By "improving" on the natural elements with lighting, careful arrangement, and post-processing, DeMarte illustrates how nature becomes just another commercial good, victim to our material desires.

With *Second Nature*, DeMarte's greater technical expertise with allows him to push the process further, resulting in compositions that are more premeditated and have a deeper understanding, ahead of time, of what feelings and responses his methods generate. This evolution mimics humanity's development of techniques that cultivate nature more, and with greater precision, to suit and stoke our desires. DeMarte's works present a second nature that has left behind few traces of the original.

About: Jason DeMarte, b. 1973, is currently a tenured professor of photography at Eastern Michigan University. He received his B.F.A. in Photography from Colorado State University and then his M.F.A in Photography from the University of Oregon. Previous to teaching in Mississippi, Jason taught photography for three years at Zayed University, an all-Muslim women's University in the United Arab Emirates.

RULE Gallery has exhibited contemporary abstract and conceptual works, including paintings, sculpture, photography, and works on paper, by both established and emerging national artists, since 1987. RULE Gallery Marfa is located at 204 E. San Antonio St., Marfa, Texas, 79843. The gallery is open Wednesday through Sunday 11a – 5p and by appointment. For more information visit www.rulegallery.com.