**For Immediate Release:**

Date: January 10, 2016

Contact: Valerie Santerli, RULE Gallery, (303) 800-6776, pr@rulegallery.com

**(Denver CO)** RULE Gallery is proud to host a Pop-Up exhibition with Denver based art collective Hyperlink. *As We May Think* is the US portion of a two continent exhibition exchange featuring Hyperlink artists exhibiting at Yi Dong Bai Dong Gallery, Shanghai, China and Chinese artists showing at RULE Gallery, Denver. Rule’s group exhibition will feature: Yu Ai Jun, Sun Wei Hao, Zhang Zhong Ge, Zhang Xiao Wei, Chuan Feng, Yang Tao and Ge Hui. It will open with a public reception on January 20, 2017, from 6-9pm, and will be on view January 20 – February 25, 2017.

The curator for both portions of *As We May Think* is Di Xiao Wei, the owner of Art Gangster Club on WeChat, the most popular social networking app in China. Art Gangster Club’s primary goal is to democratize art in China by accepting free submissions from artists. This is in direct response to the gallery system there, which doesn’t allow for open submissions. In 2015, Art Gangster Club was awarded *Art of the Year* by Art Power 100 (a Chinese National Award). Di Xiao Wei additionally takes his online curatorial efforts into many of the top galleries in China. In doing so, he has given many artists their first real opportunity to exhibit and has brought many unknowns to the forefront of the Chinese art scene. This will be Di Xiao Wei’s first exhibition curated in the United States.

In *As We May Think*, US based art collective Hyperlink, alongside a group of artists based in Shanghai, aim to highlight the importance of using art as a tool to exchange ideas and further understand different artistic practices across the globe. Through the efforts of the artists, these exhibitions serve as a reminder of how important it is to go out and interact with art in person. Various social media platforms like Instagram, Tumblr, WeChat, and other web-based sources have made viewing art an activity that can take place within the confines of your own home, which, while a good thing, has led to a more passive form of engagement. By taking over spaces in both Denver and Shanghai, these exhibitions hope to reinvigorate a sense of urgency and interest in their viewers, stressing how crucial it is to engage with art in real time and in-person. This allows for a much deeper experience as visitors consider not only what is on view, but also how it’s displayed and how it relates to one another, providing greater insight into the similarities and differences of the artists and their cultures.

**Hyperlink** is a Denver based collective of artists whose goal is to create artistic exchanges between multiple cities by partnering with individuals or institutions outside of Colorado thereby enabling artists to share work beyond their local communities. While the Internet allows artists to disseminate images of their work world wide, there is a stark difference between online viewing and in person interactions. Hyperlink values lasting relationships built on thoughtful conversation and shared efforts to foster meaningful connections that benefit both the individuals and the communities involved. <http://www.hyper-link.org>

**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 1991. The gallery has locations in Denver, Colorado, and Marfa, Texas. For more information, visit [www.rulegallery.com](http://www.rulegallery.com).