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(Denver, CO) RULE Gallery is pleased to announce an exciting expansion as part of the next chapter in the gallery's history. Situated just a short distance from their current Denver location, RULE will open its doors at 808 Santa Fe Drive at the end of June 2019. Boasting a larger footprint and taller ceiling height for exhibition programming, the new site will also feature a private viewing room and small project space on the second floor. The current exhibition, *In the Fold*, has been extended through May 10, and after two and a half years at 530 Santa Fe Drive; the gallery will depart the location. A closing party scheduled for Friday, May 10th will be held from 6-9pm to celebrate the final day at the space.

Since its establishment in 1991 by Robin Rule, RULE Gallery has been an important destination for contemporary art in Colorado, exhibiting internationally recognized names adjacent to many of Colorado's pre-eminent artists. Since the founder's sudden passing in 2013, the gallery staff has furthered Robin Rule's vision, continuing to present the dynamic range of artists long represented on the roster including Sandy Skoglund, Clark Richert, Margaret Neumann, Nathan Abels, Jason DeMarte and Joseph Coniff, alongside newly added talents such as Sarah Bowling, Renluka Maharaj and Caleb Hahne, to highlight just a few.

In addition to re-opening a physical space in Denver in 2014, the staff established a second location in the international art hub of Marfa, Texas a year later as homage to their founder. Marfa, listed as one of the *52 Places to Go* in the world in 2016 by the *New York Times*, was a strategic decision as an alternative to the frenzy of art fairs. "It's refreshing not to participate in the exhaustive art fair circuit. We don't feel that the culture of fast paced art fair systems are the right approach for us. We value more sustainable long-term objectives and deepened relationships for the gallery which occur best without a time constraint," says Hilary Morris, co-curator of RULE.

"We wanted a more personable, slow route to connect to the global art scene," adds Valerie Santerli, RULE Gallery co-owner and director. "The unique Marfa atmosphere gives us the chance to present work that invites focused conversation around the artists we champion. As one of only half a dozen galleries in town, we are able to connect with intellectually curious, engaged visitors from all over the world every weekend. It's been a beautiful experience and we are thrilled to be a welcomed part of the community there," she says.

Over its many decades in business and more than six locations, RULE Gallery has made an art out of moving. Beyond expected responses to Denver's challenging commercial real estate market, the gallery has actively sought new spaces that have provided renewed inspiration to its curators and artists. "I think it's crucial to keep shifting," says Santerli. "Staying in one spot becomes too safe, too predictable and too comfortable. Moving is one way to evolve: to stay on the forefront and remain challenged. It provides a way of visualizing new directions."

In the past six years, RULE has seen continual growth in both Denver and Marfa. “We are thrilled at the opportunity to move to 808 Santa Fe Drive. For us, having a stable platform is an integral part of the art ecosphere,” says Rachel Beitz, co-owner of RULE.

Wayne Rogers, the proprietor of the space currently known as *808 Projects*, has been an avid supporter of the region’s art scene, accommodating pop-up shows for a variety of local artists. In welcoming RULE he says: “In light of the recent closures of other notable galleries in Denver, it is especially gratifying to welcome RULE Gallery to 808. Their program is unique with its exceptional group of artists who are making innovative, experimental and challenging work. It’s a perfect fit with the space and aligns with my goal of supporting contemporary art in area.”

With minimal changes needed to the new location, RULE will be open by appointment for only a few weeks and will reopen with an exhibition connected to long time RULE artist Clark Richert’s double retrospective at MCA Denver and BMOCA this June. Look for a forthcoming press release for the inaugural exhibition details.

RULE Gallery, founded in 1991, has locations in Denver, CO and Marfa, TX. RULE represents emerging and mid-career contemporary artists and artist estates, with a focus on fostering investigative art practices while developing artists’ long-term careers. Outside their robust in-house exhibition schedule, RULE coordinates programming in prominent institutions and non-traditional settings, expanding community engagement with the work. In addition, the gallery actively endeavors to bring greater recognition of the region’s historic art movements to a broader audience. For more information, visit www.rulegallery.com