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For Immediate Release:

Date: July 9, 2019

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(Marfa, TX) RULE Gallery is pleased to present *For Real*, a solo exhibition of new work by Joseph Coniff. The show will open with a public reception on Friday July 12, from 5-7pm, and will be on view July 12 to September 7, 2019. RULE Gallery is located at 204 E. San Antonio St., Marfa, TX.

For Real continues Joseph Coniff's investigation into the historical development of materials and objects and the relationships that agriculture, property ownership, economics, and production have with the physical world. His paintings and sculptures each convey an internal divide—a genuine reflection on our collective and individual need to cohabit and connect with our environment (its flora, its fauna, its resources, its spaces) vis-a-vis our penchant for cultivating suburban orderliness and synthetic fabrication, a tendency that usually leaves us wanting and alienated. In our efforts to attenuate the forces of nature, we have inevitably unleashed the powers of reason, research, and efficiency. *For Real* questions this human compulsion to control our surroundings and leaves it to the viewer to ultimately decide if this has left us irretrievably divorced from the natural world.

Joseph Coniff (b. 1981) Joseph Coniff received an MFA from the University of Delaware, Newark and a BFA from Rocky Mountain College of Art and Design. His work has been included in *New American Paintings*, *Creative Quarterly*, *Studio Visit Magazine*, and *Vogue Espana* among others. Coniff has been called one of Denver's most notable emerging artists and has received numerous awards and recognition in the Denver press. Coniff is also the co-editor of *The Programme*, an annual publication featuring artist and curatorial interviews. He has completed residencies and guest lectures in Wassaic, NY; Santa Fe NM; Berlin, Germany; and at Black Cube, Denver, CO. Coniff's work has been exhibited nationally and internationally in Denver, Marfa, New York, Los Angeles, Philadelphia and Berlin and is in numerous public, business and private collections nationally and internationally. Currently, Coniff is included in *Nth Dimension*, at the Museum of Contemporary Art, Denver, curated by Zoe Larkins, on view through September 1, 2019.

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

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