



Denver + Marfa rulegallery.com
info@rulegallery.com 303-800-6776

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Contact: Valerie Santerli / RULE Gallery
720-626-1053 mobile | valerie@rulegallery.com
rulegallery.com | @rulegallery

RULE Gallery Reimagines the Art Experience with a New Space in RiNo and a New Model of Engagement

DENVER, CO (April 14, 2025)— RULE Gallery, a longtime pillar of Colorado's contemporary art scene, announces its return to the RiNo Arts District and the launch of a bold new model for engaging with contemporary art. After departing RiNo in 2016, RULE is thrilled to reopen its doors in the art district at 3001 Brighton Blvd, Suite 600, Denver, CO 80216, inside the dynamic, 160,000-square-foot Fabrica creative campus.

This move marks more than just a change of address—it signals an evolution in how RULE envisions the gallery experience.

RULE's move back to RiNo offers the opportunity to establish a home base for the gallery's operations and viewing needs. At Fabrica, RULE will maintain its vast inventory, house its administrative offices, and present work in a welcoming, art-lounge-style environment. This hybrid space will feature artwork installed throughout the office and shared corridors through the building, inviting visitors to view art in a relaxed setting with a glass of wine or coffee in hand. The focus here is on creating a comfortable, authentic space for collectors, curators, and guests to engage with the gallery's program in an ongoing and approachable way.

"The space surrounding art is never neutral—it should support and bolster the work, not merely contain it," says Valerie Santerli, Director and Co-Owner of RULE. "For us, this is about trusting ourselves to try something different. The white cube has its place, but we're interested in what happens when exhibitions respond directly to their environment. Something profound can happen when the artist leads, and the space reflects their intention. The viewer is drawn deeper in. That's what we're after."

RULE will host regular complimentary happy hour events to introduce new works by artists both on and off its roster, easing the pressure of a traditional sales-first model and encouraging slow looking, dialogue, and discovery. Art will also extend into vertical storage, flat files, and rotating displays, offering collectors, curators, and visitors a more expansive way to engage with the gallery's program.

Gallery Hours and Access

RULE Gallery will be open to the public Wednesday through Saturday, 11 a.m. to 5 p.m., and by appointment. As Fabrica is a secure-access building, visitors are kindly asked to call upon arrival for entry.

To celebrate this new chapter, RULE invites the public to an **Open House on Saturday, June 14 from 12–5 p.m.**, with beverages and hors d'oeuvres served.

Upcoming Satellite Exhibition in late June: Amy Hoagland at Neu Hinterland

Continuing its commitment to site-responsive art experiences, RULE Gallery is pleased to announce its next satellite exhibition featuring artist Amy Hoagland. Known for her sculptural installations that explore the human relationship with nature, Hoagland's work considers the land as both collaborator and witness. Her pieces often reflect a poetic response to the environment in which they are placed—acknowledging the landscape as a container of time, memory, and change.



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This exhibition will be set across Neu Hinterland, a sprawling property nestled in a valley in Morrison, Colorado, highlighted by a serene pond. Visitors will encounter Hoagland's glass and neon sculptures, along with nighttime projections, thoughtfully integrated into the natural surroundings. Guests will be invited to come and go throughout the day and into the evening, and for those seeking a deeper experience, limited overnight camping will be available. More details will be released soon.

About RULE Gallery

Founded in 1987, RULE Gallery has championed contemporary art for nearly four decades, with a commitment to presenting rigorous, thoughtful exhibitions and amplifying the voices of emerging and established artists. With locations in Denver and Marfa, RULE continues to explore new ways of connecting audiences to meaningful contemporary art experiences—both inside and outside traditional walls.