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RULE Gallery Evolves Again: Reimagining the Art Experience

DENVER, CO (February 25, 2025) — Since its inception in 1991, RULE Gallery has moved through more than a dozen locations in Denver, embracing change as a catalyst rather than an obstacle. For over three decades, we've discovered that each transition brings renewed energy and creative opportunities to our programming. As we conclude our successful chapter at 808 Santa Fe Drive this April, we are not merely changing addresses—we are reimagining the fundamental concept of what a contemporary gallery can be. The traditional white box gallery model has existed for well over a century, prompting us to question its relevance for contemporary art enthusiasts. While many institutions maintain conventional formats, RULE Gallery is implementing the opportunity to explore experimental approaches that redefine how art engages with audiences for the remainder of 2025.

“We reject the notion that the gallery requires a static physical space to thrive and that being bound by old systems is an antiquated way of thinking. It's about fostering moments of inquiry and human connection that are difficult to achieve within conventional gallery environments,” says Valerie Santerli, RULE Gallery's co-owner and Director.

Our inaugural project in this new chapter commences on Solstice in June 2025, with artist Amy Hoagland's work integrated within Colorado's mountain landscape. Upon arrival at the site, visitors will receive a map and guidance for their excursion, inviting way-finding as guests navigate forest paths to encounter artworks positioned among trees and natural elements, culminating in nighttime projections that transform the environment. This approach exemplifies our commitment to marrying art with its context, creating an exhibition where the act of discovery itself becomes part of the artistic experience.

“The white cube gallery was introduced as an innovation because the changing times called for it, and we are moving towards the innovations that our times call for now. With our new model, people will be welcome to come and go as they want, to pause, seek, and discover at their own pace alone or alongside friends,” says Rachel Beitz, RULE Gallery's other co-owner. Following Hoagland's exhibition, we are planning a mid-summer satellite show at a swimming pool featuring Jillian FitzMaurice, transforming the typical viewers' relationship with art in ways impossible within traditional gallery walls.

We will present several satellite experiences before deciding on our next physical location in Denver around the end of the year. Our Marfa, TX, location has been a significant impetus for this new model, proving effective precisely because the journey to reach it becomes a pilgrimage experience worth a lifetime of memories. RULE's Marfa location will continue with its full-time exhibition programming throughout this transition.

This evolution reflects the changing landscape of art collecting. Contemporary art supporters increasingly seek authentic connections with artists and greater transparency in the creative process. They desire experiences that are both accessible and meaningful—an alternative to the sometimes intimidating nature of traditional gallery models. Our approach creates space for unhurried engagement, emphasizes the importance of narrative, and relieves some of the commercial pressures inherent in conventional presentation, allowing for more risk-taking.

“There are numerous pathways to innovation in contemporary art, and meaningful risk often yields the greatest rewards,” adds Santerli. “While we honor our deep roots in Denver's art community and Robin Rule's enduring legacy, we are enthusiastic about exploring new modes that respond to evolving preferences in art engagement.”

The final exhibition at our Santa Fe Drive location will be *“El Disco: Charged Particles in the Vicinity,”* with a celebratory party on March 6 from 7-10 pm. This show will run through April 2025. Following its conclusion, RULE Gallery will continue its Denver programming through satellite exhibitions and experiential programming throughout 2025 as we search for our next gallery space in the metro area.