

Exec opens Old Town art gallery

SOCA will include boutique with jewelry, antiques and rugs

SCOTTSDALE

Terri Rundle appreciates the work of artists, and she has collected a huge assortment of artwork and antiques throughout her life.

Her art collecting hobby started when she was 7 years old. One of her first collectible pieces was a porcelain doll, Rundle, 52, said.

"I still have that doll and I still love it," she said.

Since then, her collection has expanded with eclectic paintings, jewelry and furniture she keeps at her Paradise Valley home.

"I am an art collector," said Rundle, who runs a commercial escrow office as an executive for Fidelity National Title Insurance Co. in Phoenix.



ANGELIQUE SOENARIE

Rundle will share her passion for art when the SOCA gallery opens to the public from 5 to 7 p.m. today at 4160 N. Scottsdale Road.

The works of Philip Curtis and Mark McDowell will be featured through November, Rundle said.

"I always collected art and always loved art," she said.

Called SOCA, which means South of Camelback and South of the (Arizona) Canal, the gallery will include a boutique store called Vircille, which was named in memory of her grandmothers, Virginia Rundle and Lucille Dwight.

The two-level art boutique will feature jewelry, antiques, rugs and other decorative furnishings. A portion of the sales will go to children's charities for the arts, she said.

"I know I'm off the beaten path with an art gallery, but I think with the retail it will be (part of) what's going on downtown. It's exciting to be part of this area," Rundle said.

Inside the gallery, gold walls frame such paintings as Philip Curtis's *The Ride*.

An antique couch sits in the center of the studio.

"I want a warm space where people wouldn't be afraid to come, especially tourists," Rundle said.

In 2005, Rundle bought a cluster of three retail buildings to use for her own businesses and to lease.



SUZANNE STARR/THE REPUBLIC

Terri Rundle is opening a gallery and boutique, SOCA and Vircille, in Old Town Scottsdale.

stilts into a studio for artists.

Connected to the potential studio is another two-story building, which will soon house the Gelato Spot. Rundle has yet to lease space above the dessert eatery and is open to ideas.

"I just love this building," Rundle said of the gallery, which features high ceilings and an upstairs room to display unique retail items.

that can appeal to all tastes.

"Every time someone stops in, they will see something fresh and intriguing," Rundle said. "It may be paintings by a modern master, Tibetan prayer rugs (or) chunky modern earrings and antique glass bead neckpieces."

Send retail and shopping news to angelique.soenarie@arizonarepublic.com or

Scottsdale AZ Republic, Oct. 14, 2006...EXEC OPENS OLD TOWN ART GALLERY, SOCA WILL INCLUDE BOUTIQUE WITH JEWELRY, ANTIQUES AND RUGS...by Angelique Soenarie...Terri Rundle appreciates the work of artists, and she has collected a huge assortment of artwork and antiques throughout her life. Her art collecting hobby started when she was 7 years old. One of her first collectible pieces was a porcelain doll, Rundle said. "I still have that doll and still love it," she said. Since then, her collection has expanded with eclectic paintings, jewelry and furniture she keeps at her Paradise Valley home. "I am an art collector," said Rundle, who runs a commercial escrow office for Fidelity National Title Insurance Co. in Phoenix. Rundle will share her passion for art when the SOCA Gallery opens to the public from 5 to 7 p.m. today at 4160 N. Scottsdale Road. The works of Philip Curtis and Mark McDowell will be featured through November, Rundle said. "I always collected and always loved art." Called SOCA, which means South of Camelback and South of the (AZ) Canal, the gallery will include a boutique store called Vircille, which was named in honor of her grandmothers, Virginia Rundle and Lucille Dwight. The two level boutique will feature jewelry, antiques, rugs and other decorative furnishings. "I know I'm off the beaten path with an art gallery, but I think with the retail it be part of what's going on downtown. It's exciting to be part of this area," Rundle said. Inside the gallery, gold walls frame such paintings as Philip Curtis's The Ride. An antique couch sits in the center of the studio. In 2005, Rundle bought a cluster of three rental buildings to sue for her own businesses and to lease. Next to SOCA, Rundle is considering turning a lofty 1,900 square foot pace on stilts into a studio for artists. Connected to the potential studio is another two-story bulidng whose ground floor will soon house The Gelato Spot. Rundle has yet to lease space above the dessert eatery and is open to ideas. "I love this building," Rundle said of the gallery, which features high ceilings and an upstairs room to display unique retail items. She considers her two businesses a mix or eclectic and contemporary art that can appeal to all tastes. "Every time someone stops in, they see something fresh and intriguing. It may be paintings by a modern master, Tibetan prayer rugs or chunky modern earrings and unique glass bead neckpieces."