

**PHOENIX NEW TIMES "BEST OF"
BEST NEW GALLERY, NATIONAL ART (2007)**

SOCA Gallery
4160 North Scottsdale Road, Scottsdale
480-946-2333
www.socagallery.com

In the real estate game, location is everything. Mortgage banking executive Terri Rundle knew that when she opened SOCA Gallery and the neighboring antique shop, Vircille. Named for its prime location just south of Camelback Mountain, the lofty building features burnished gold walls, cathedral ceilings, and killer acoustics for the musicians that flock to play at the fab space's corporate parties.

Admittedly, the eye-popping grandeur of SOCA is what drew us there in the first place, but Rundle has assembled a quirky collection of art from her travels that transcends the cactus-studded landscapes and Native American kitsch some local galleries are drowning in.

Locals Mark McDowell and David Sklar have been showcased, along with Bulgarian-born surrealist Vladimir Ovtcharov, whose vibrant, offbeat paintings combine rich colors and textures with whimsical wonderland creatures. We look forward to seeing what Rundle pulls out of her dusty collection next.

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