

**Contact: Eileen Bailey Driscoll  
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**SOCA GALLERY NOW RENTS  
SPACE FOR PRIVATE EVENTS**

**(Scottsdale – March 2007) – SOCA Gallery has joined the ranks of the elite Valley galleries now offering their space to private events.**

**“By doing this, we expose the work of our artists to many more potential buyers,” said Terri Rundle, owner of SOCA Gallery and Vircille at 4160 N. Scottsdale Road, Scottsdale. (SOCA stands for south of Camelback.)**

**The program also provides another stream of income for SOCA Gallery, which is off the beaten path and open only two days and one evening a week. Not located on Scottsdale’s art gallery streets of Main or Marshall Way, SOCA is open only on Fridays and Saturdays, Thursday Art Walk nights, and by appointment.**

**Rundle shows the work of such well-known painters as Philip Curtis, Mark McDowell, David Sklar, Daniela and Vladimir Ovtcharov, and glass artist newt Grover, whose multicolored, multi-petaled blown glass chandelier may be seen from Scottsdale Road.**

**Vircille, the gallery’s adjacent arts space, showcases contemporary and vintage jewelry, collectible rugs, antiques, and a variety of other art objects. Owner Rundle named Vircille for her grandmothers, Arizona pioneers Virginia Rundle and Lucille Dwight, who inspired her love of beauty and art.**

**Guests who attend private functions there may experience both the galleries during their visits. “Often, during cocktail receptions, guests will wander over to try on jewelry or look at rugs,” said Rundle. “It’s fun to show off what I’ve collected over the years.”**

**SOCA Gallery is ideal for many types of parties, said Rundle, from cocktail receptions and wedding showers to sit-down dinners and corporate retreats.**

**High ceilings, gleaming wood floors, burnished golden walls, and a custom-made 14-foot bar by artist Jeff Oesterle provide a dramatic backdrop for the spotlighted paintings.**

**Upscale caterers recommend the space for their clients. “It’s a gorgeous gallery,” said Kathleen Doeller of Fabulous Food, Phoenix. “We have been most impressed with the unique look of the gallery and the gallery owner’s flexibility for our clients. Terri is great to work with.”**

**Paradise Valley residents Marian and Rob Dunaway held their annual Wine and Chocolate Affair there recently for 50 friends. “It was fabulous and yet a very intimate venue. We got great feedback from our friends. People love being in a gallery because they enjoy looking at beautiful art.”**

**SOCA Gallery rental fees range from \$800 to \$1,800. Recommended caterers include Fabulous Food, Arcadia Farms, Arizona Taste, Cathy's Rum Cake Catering, Santa Barbara Catering, and Oldtown Catering.**

**Those interested in booking the space may contact Rundle at 602-946-2333, [trundle@socagallery.com](mailto:trundle@socagallery.com), and Eileen Bailey Driscoll, 602-266-4514.**

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**NOTE: A cocktail reception for Southwest Investment Group (SWIG) will be held at 6 p.m., Tuesday, April 10. This is a group of Scottsdale-area women investors.**

**A cocktail reception for the Lovitt & Touche' Breakfast Club America Metro Phoenix will be held at 5:30 p.m., Thursday, April 19. (The group is a business development club.) Former NFL Super Bowl winner Ken Stabler will be guest speaker.**

**Either would be ideal times for photos to be taken.**

**Contact numbers:**

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