



Cookie Factory: A New Cultural Landmark for Contemporary Art to Open in Denver in May 2025

Artist Sam Falls inaugurates space with solo presentation, launching exhibition program curated
by Jérôme Sans

DENVER, CO, February 13, 2025 - Cookie Factory, a pioneering new platform for contemporary art and cultural exchange, will open its doors in May 2025, transforming a mid-20th-century fortune cookie factory in Denver's historic Baker neighborhood into a 5,000-square-foot public arts space. Dedicated to fostering creativity and dialogue, Cookie Factory is committed to collaborating with internationally renowned artists to create new, exclusive works inspired by the unique context and landscapes of Denver and Colorado. Opening May 24, 2025, the inaugural exhibition will feature a site-specific installation by acclaimed artist Sam Falls showcasing new paintings and sculptures inspired by the Rocky Mountains.

Founded by Amanda J. Precourt, in collaboration with artist Andrew Jensdotter and preeminent artistic director and curator Jérôme Sans, Cookie Factory is a hybrid initiative that converges art, creativity, and innovation to inspire critical conversation, incite meaningful connection within the local Denver community, and push the boundaries of creative expression through two solo exhibitions annually. Through its program, Cookie Factory stresses the essential role that culture plays in understanding the world.

Designed by Precourt in collaboration with Matt Davis of Davis Urban Architecture and Project Architect Aaron Gray, Cookie Factory integrates a formerly condemned 1940's building into the fabric of the local neighborhood community. Cookie Factory features several interior exhibition galleries, including a dedicated viewing room for video works, and an outdoor sculpture garden to showcase large-scale works by exhibiting artists. The bespoke restoration of the building preserves key structural elements of the original factory, including its timber ceiling and brick walls, maintaining its origins while revitalizing and modernizing the space to meet the needs of Cookie Factory's mission.

Cookie Factory places home and community at the core of its philosophy – creating new channels for cultural exchange within the residential Baker neighborhood and embodying Denver's entrepreneurial spirit. Complementing the bi-annual exhibitions, Cookie Factory will host programming and unique events, including artist talks, tours, and distinct activations that will invigorate Denver's cultural ecosystem.

“Cookie Factory introduces a new model for an arts organization meant to amplify and expand Denver’s vibrant arts community,” says Founder and Executive Director Amanda J. Precourt. “We are offering a gift to our city and inviting new creative voices and perspectives to Denver beyond those already shown at local cultural institutions. Transforming this historic building to provide a space for collaboration with some of today’s most compelling contemporary artists has been exhilarating.”

In an era when creative spaces are often scaled into large institutions, Cookie Factory operates on an intimate and human scale, cultivating personal, intuitive experiences through art. “We strongly believe that art is central part of life and reflects our humanity. Cookie Factory provides a new way to experience art and establishes new channels for creative discovery,” says Andrew Jensdotter, Director of Exhibitions.

Sam Falls: Nothing Without Nature

For its inaugural project, Cookie Factory presents *Nothing Without Nature* by multidisciplinary artist Sam Falls (b. 1984.) On view through September 2025, the presentation includes a site-specific exploration of the Rocky Mountains' landscape brought indoors, and features new paintings, sculptures, and a live video installation. *Nothing Without Nature* immerses visitors in a reconstructed vertical forest with works that harmonize with the architecture of Cookie Factory.

Falls’ nomadic process involves working en plein air and using nature itself as a studio, allowing atmospheric conditions to shape his works – embracing unpredictability and surrendering control to the forces of the natural environment. For this project, he worked primarily in Colorado's Yampa River Valley and the Flat Top Mountains, an area of historical significance in the West. The seven monumental paintings on view, as well as new sculptures, pay homage to the Wild West and the land’s storied past.

The artist’s video installation *Sunset / Sunrise* further transports viewers into nature, broadcasting the perpetual rise and setting of the sun around Earth’s cities and forests. New sculptures, including a series of “benches” featuring gemstones known for their healing properties and sourced from around the Rocky Mountains, will be on view both within the galleries and Cookie Factory’s outdoor sculpture garden.

Nothing Without Nature embodies Cookie Factory’s mission to engage the community, present programming that reflects the surrounding Colorado environment, and spotlight narratives deeply rooted in Denver and the Rocky Mountains. “*Nothing Without Nature* is a total work of art that encapsulates the essence of Colorado and speaks directly to the vision of Cookie Factory - to share art made in Colorado with the world,” says Artistic Director Jérôme Sans. “The exhibition allows the viewer to dive into the grandeur and wonderment of Colorado’s wilderness. It brings nature inside, allowing us to more deeply understand the importance of embracing our

connection to the wild within an urban environment. It is a place to gather and grow – individually and collectively.”

About Amanda J. Precourt, Executive Director

As Founder and Executive Director, Amanda J. Precourt oversees Cookie Factory’s advancement.

Precourt is a residential real estate developer, designer, philanthropist, and art collector based in Denver and Edwards, Colorado. She is committed to driving positive change and elevating Denver’s national prominence as a hub for culture and innovation, particularly in the areas of design, community development, and behavioral health. Through her passion for art and design, Precourt supports cutting-edge research in behavioral health to cultivate creative and inclusive spaces in her communities.

Precourt is an avid art collector and advocate for the arts in Denver. Currently serving on the Board of Trustees at the Denver Art Museum, Amanda holds key positions on both the Executive Committee and as the Chair of the Collections Committee. She has also underwritten and facilitated the construction of the new Amanda J. Precourt Galleries for the museum’s Architecture and Design collection within the recently renovated Martin Building. She supports the Teen Program at the Museum of Contemporary Art Denver and is a leadership funder of Rashid Johnson’s forthcoming career survey, *A Poem for Deep Thinkers* at the Guggenheim in New York, opening in April 2025.

In addition to her robust support of the arts, Precourt is a vocal advocate for mental wellness, which was inspired by her own mental health journey, and has played a pivotal role in supporting research and organizations dedicated to addressing behavioral health issues. She is a founding board member of Vail Health Behavioral Health (formerly Eagle Valley Behavioral Health) and serves on the board of the Vail Health Foundation. She is spearheading the development of The Precourt Healing Center, a state-of-the-art in-patient hospital in Edwards, Colorado, dedicated to addressing behavioral health issues, which opens in May 2025.

Precourt holds a BA from Stanford University and a Master’s in Real Estate Finance and Construction Management from the Franklin L. Burns School at the University of Denver.

About Andrew Jensdotter, Director of Exhibitions

Andrew Jensdotter serves as Cookie Factory’s Director of Exhibitions and brings an artist-centric approach to the program and engagement with exhibiting artists.

Jensdotter is a painter and multimedia artist known for his large-scale works that critique contemporary American culture and the post-industrial consumer landscape. Using found materials and color, his art—which draws inspiration from Jasper Johns and the Pop Art

movement—accumulates and strips down layers to uncover core human truths and reckon with his past lived experience as part of the Mormon Church.

Jensdotter gained recognition with his large-scale “carved paintings” created through a meticulous process of layering painted images sourced from Google searches. Each image is painted over more than 100 times, then carved away to reveal fragments of the layers below, resulting in raw abstract color-fields that subtly unveil a unique style of representation.

Based in Denver, Colorado, and Taos, New Mexico, Jensdotter earned his MFA in Painting and Drawing from the University of Colorado, Boulder, in 2014, and received a visiting artist fellowship at Anderson Ranch in Snowmass, Colorado, in February 2020. His work has been exhibited internationally, including at Untitled Art in Miami, Jackson Hole Fine Art Fair, PULSE Miami, and Zona Maco with Galeria Hilario Galguera. In 2019, Andrew had a solo show at the Museum of Contemporary Art Denver titled *Flak*. He also has mounted three solo exhibitions with K Contemporary in Denver. His work is featured in prominent collections across the United States and internationally, including the Denver Art Museum.

About Jérôme Sans, Artistic Director

Jérôme Sans serves as Cookie Factory’s Artistic Director, launching and overseeing the bi-annual exhibition programming.

Sans is a world-renowned curator, art critic, artistic director, and director of institutions, known internationally for his pioneering and transversal approach to new models of cultural institutions and exhibitions. Sans was the co-founder and co-director of the acclaimed Palais de Tokyo in Paris from 1999 to 2006. At the BALTIC Centre for Contemporary Art in Newcastle (UK), one of Europe’s leading contemporary art centers, he built a diversified local and international program while reconnecting the institution with the British and global art scene between 2006 and 2008. From 2008 to 2012, he was the director of the ground-breaking Ullens Center for Contemporary Art in Beijing (UCCA), establishing it as the first private contemporary art foundation in China and the model for many private Chinese museum projects.

In addition to his own publications, Sans was creative director and editor-in-chief of the French cultural magazine L’Officiel Art. He has curated numerous major exhibitions and biennials around the world, including the Taipei Biennial (2000), the Lyon Biennial (2005), and Noor Riyadh Festival (2023); major monographic exhibitions such as Li Qing at the Prada Rong Zhai Foundation in Shanghai (2019), and Erwin Wurm at the Museum of Contemporary Art in Belgrade (2022); as well as public installations including on the Place Vendôme in Paris with Alicja Kwade (2022), and more recently with Bernar Venet (2023). Since 2022, he has also been overseeing the development of Lago/Algo, located in the heart of the Chapultepec Forest in Mexico City, where he presented group shows entitled ‘Shake Your Body’ (2022), ‘Desert Flood,’ ‘Historia’ (2023), and ‘Heat’ (2024).

About Sam Falls

Sam Falls works intimately with the core precepts of photography – namely time, representation, and exposure – to create works that both bridge the gap between various artistic mediums and the divide between the artist, object, and viewer. Working symbiotically with nature and the elements, Falls' artworks are engrained with a sense of place indexical to the unique environment of their creation while imbued with a universal sense of mortality. With a reverence toward art history, Falls empathetically blurs the lines between artistic genres and practices, from modern dance and minimalist painting to conceptual photography and land art, boiling it down to the fundamentals of nature and the transience of life that art best addresses.

Sam Falls was raised in Vermont and lives and works in New York's Hudson Valley. He received his BA from Reed College in 2007 and his MFA from ICP-Bard in 2010. He has had exhibitions at Museum Frieder Burda, Baden-Baden (2024); the Museum of Contemporary Art Cleveland (2023); the Hammer Museum, Los Angeles (2018); Museum of Modern and Contemporary Art Trento and Rovereto, Italy (2018); The Kitchen, New York (2015); Ballroom Marfa, Texas (2015); Pomona College Museum of Art (2014); Public Art Fund, New York (2014); and LAXART, Los Angeles (2013); among others. His work has been included in group exhibitions at the Aspen Art Museum, Colorado (2018); Le Consortium, Dijon (2017); Columbus Museum of Art, Ohio (2017); Mead Gallery, University of Warwick, England (2016); Fruitmarket Gallery, Edinburgh, Scotland (2015); Hammer Museum, Los Angeles (2015); Menil Collection, Houston (2015); Museo MADRE, Naples (2014); and the International Center of Photography, New York (2013); among others.

About Cookie Factory

Cookie Factory is a hub and creative incubator for contemporary art inspired by the cultural landscape and entrepreneurial ethos in Denver, Colorado. Offering a dynamic model for patronage and engagement with the arts, Cookie Factory features bi-annual site-specific exhibitions and introduces new artistic voices to the local arts community. Cookie Factory revitalizes a 1940's fortune cookie factory into a space designed for gathering, reflection, and creative inspiration, and is free and open to the public.

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