



RICE VILLAGE

Press Kit & *Media Assets*

ABOUT RICE VILLAGE

A bustling, historic haven tucked between the oak-lined avenues of the city's finest residences, its medical district, and the leafy reaches of Rice University, Rice Village has remained an iconic Houston locale since 1938. What was once a small collection of barber and deli shops, mom-and-pops, and quirky variety stores has transformed into more than 300,000 SF of premier retail space with over 60 merchants. While the Village is still home to many of its original retailers, it has also added upscale eateries, design boutiques, and trusted brands into its folds such as CB2, Tecovas, Warby Parker, and Van Leeuwen.

With its compelling newcomers, calendar of community events, and lush greenscaping, the Village has begun to bloom into Houston's premier shopping destination and walkable garden district.

LOCATION

Kirby and University Boulevard
Houston, TX 77005

Bounded by Kirby Drive, University Boulevard, Morningside Drive, Rice Boulevard, and Times Boulevard, Rice Village invites all to meander down its shaded sidewalks.

PROXIMITY

Centered in the heart of our country's fourth most populous city, Houston's Rice Village remains an ever-greening, ever-growing location for restaurants and retailers alike. From this vibrant destination, visitors can take a short walk to Rice University and the Texas Medical Center—or a quick drive to the prestigious Downtown, Museum District, Montrose, Southampton, and West University neighborhoods.

CURRENT SITE ACTIVATIONS

Rice Village Farmers Market: Occurring on the first and third Sundays of each month from 9am–1pm, the open-air market invites neighbors, families, and friends to stroll through the Village and discover everything from sustainably sourced produce and chef-made plates to fresh morning coffee and made-to-order margaritas.

CURRENT TENANTS

Rice Village currently boasts 41 retail stores and 20 dining options, with recent additions including Sprinkles Cupcakes, SkinSpirit, Duck Camp, and Christina Greene Jewelry.

BRAND

Our brand line, “It takes a village to shape a village” reflects our collective commitment to one another as well as our retail and restaurant partners. Together, we’re growing greener, more connected, and more cohesive as a village, better interwoven into the cultural and historic fabric of our neighborhood, and better able to serve our community.

The renewal of Rice Village is our shared opportunity to shape both a landmark and a legacy for all of Houston. A place where we can grow into our potential while growing closer to each other. A place for business to bloom and neighbors to dwell, for relationships to blossom and all life to thrive.

OWNERSHIP

Under the leadership of Rice Management Company, the Village is investing in significant improvements that will embrace one of this area’s most defining attributes—its trees. These pockets of plants, oaks, and ivy that envelop our city with an enviable green year-round will shade and span over 889,000 SF of walkable, lush restaurant and retail space.

MANAGEMENT TEAM

Aj Jennings

Senior General Manager

ajjennings@rice-village.com

Courtney Ray

Marketing Director

cray@rice-village.com

PRESS CONTACTS

Integrate Agency

jzehentner@integrateagency.com

(713) 225-0880

→ For more information, visit rice-village.com.

PHOTOGRAPHY & ASSOCIATED CAPTIONS



Badolina Bakery

[Download](#) 

Shaded outdoor seating makes Badolina Bakery's pastries even sweeter.



Badolina Outdoor Seating

[Download](#) 

Located in Rice Village, Badolina Bakery remains the go-to spot for Israeli desserts and pastries.



CB2 Interior

[Download](#) 

At Rice Village's CB2, modern home furnishings evoke elegance.



CB2 Night

[Download](#) 

CB2 lights up Rice Village on the corner of University and Kelvin.

PHOTOGRAPHY & ASSOCIATED CAPTIONS



CB2 Storefront

Download 

Popular furniture retailer CB2 is located at the corner of University and Kelvin in Rice Village.



Rice Village Greenery

Download 

Located in West University, Rice Village continues to grow greener.



Rice Village Live Music

Download 

Stroll through Rice Village for live, open-air music.



Rice Village Outdoors

Download 

Find a variety of family-friendly events, eateries, and shops at Rice Village.

PHOTOGRAPHY & ASSOCIATED CAPTIONS



Rice Village Parking Garage

Download 

Discover vibrant murals in many of Rice Village's parking garages.



Rice Village Pets

Download 

At Rice Village, four-legged family members are always welcome.



Sixty Vines Exterior

Download 

Rice Village remains the home of Sixty Vines's singular Houston location.



Sixty Vines Walkway

Download 

The eateries at Rice Village boast ample outdoor seating and invite guests to dine al fresco.

PHOTOGRAPHY & ASSOCIATED CAPTIONS



Starbucks Exterior

Download 

Beloved eateries are close by at Rice Village.



Tecovas Exterior

Download 

Rice Village is home to Tecovas's first store in Houston.



Van Leeuwen Storefront

Download 

In 2020, New York-based Van Leeuwen opened its first scoop shop in Texas at Rice Village.



West Elm Exterior

Download 

Located along University Drive in Rice Village, West Elm offers Houstonians modern furniture solutions.