



PEEKABOO GALLERY

Relics from a more civilized age...

In the heart of historic, Old Town Pasadena, California, a new window to discover the past has opened...

Peekaboo Gallery is a fresh concept in the curation, exhibition and sale of exceptional antiques and collectible memorabilia. Through innovative, experiential presentations, *Peekaboo Gallery* will offer its visitors an unabashed celebration of that most fantastic, turbulent and innovative period in history known as the Twentieth Century.

40 Mills Place, the home of *Peekaboo Gallery*, is itself a case-study definition of the word "history." This classic brick building erected in 1886, was central to one of Southern California's first commercial districts.

Peekaboo Gallery is the creation of Jordan Reichel. A thirty-year veteran producer/director in the animation industry, Jordan is also a rabid gatherer of everything vintage pop-culture.

Peekaboo's mission is to offer the veteran and novice, hunters and browsers, a museum-style, theatrical experience where the showcased subject matter alternates on a regular basis. Every two months, the featured collection of vintage memorabilia on offer changes as does its dramatic, experiential presentation.

Peekaboo Gallery's innovative format is also designed with the seller in mind. The many tightly directed sale events are an incredible opportunity for top collectors and dealers in their given fields to consign items without the fear of low reserves or shoddy representation. If you have anything from an exceptional one-of-a-kind item or a finely curated lifetime collection, and are looking for an easy way to maximize your return—

Peekaboo Gallery is your solution. For estates featuring fine antiques and collectibles, *Peekaboo Gallery* offers highly customized representation for profitable liquidation. The appropriate methods of identification and marketing of estate antique assets is a concern for many estate planners, heirs, and trusts. When representing an estate, *Peekaboo* works in consultation with beneficiaries and their counsel to maximize not only their inheritance, but also to ensure the legacy of their loved ones' lifelong passions.

Peekaboo's premier exhibition opens May 18, 2018. Called, **25¢ A Play: The Art of the Videcade**, the ambitious show recreates the ultimate vision of a 1982 mall-arcade experience. Top-shelf period video arcade games and legendary solid-state pinball machines from the era will be featured. Also, for the first time in a public gathering, rare original production artwork from the home and commercial products of Atari as well as other famed gaming manufacturers shall be on display. Atari 2600 & 5200 cartridge box paintings, rare arcade conceptual sketches and finished promotional artwork will all be available for sale. For both the casual collector and the vintage game fanatic, this groundbreaking presentation will be one for the ages!

Each year, four-to-five exhibitions will be staged and offer *Peekaboo Gallery* visitors a fresh cycle of exhibitions all year long. Visitors to the Gallery can also enjoy an afternoon or evening of retail shopping, fine dining, and convenient free parking within steps of our doors.

So, we are happy to announce the opening of *Peekaboo Gallery* this Spring at our new home in Old Town Pasadena. We welcome browsers of all ages to discover our pop-culture emporium and experience that old adage that "something old can be something new!"

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