



For Immediate Release:

Peekaboo Gallery's Debut Exhibition Yields New York Museum Purchase

Pasadena, California – May 25, 2018 – Peekaboo Gallery, Pop Culture's newest gallery specializing in unique collections presented in limited time exhibitions for sale and located in Old Pasadena, announced the purchase of the rare never-



produced Wonder Woman Pinball machine Atari art was purchased by The Strong Museum of Play in Rochester, New York. Assistant Vice President of the International Center for the History of Electronic Games, Jeremy K. Saucier, PhD, and Vice President of Collections, Chris Bensch, contacted Peekaboo Gallery Director, Matt Kennedy, to acquire the historic piece for The Strong's permanent collection.

The grand opening of Peekaboo Gallery's debut exhibition is this Saturday, May 26th at 3 PM when Pasadena Mayor Terry Tornek will declare Peekaboo Day in Pasadena as the Wilson Street Middle School's Drum Corps delivers an energetic performance in Mills Alley. The inaugural exhibition, ***25¢ a Play: The Art of the Videcade*** brings together original museum-quality arcade video games and pinball machines with original production and concept art for Atari, Nintendo, and Taito games from the 1970s and 80s. A series of personal appearances and events connected to the Grand Opening includes book signings and print releases with *The Art of Atari* author, Tim Lapetino, contemporary pop artist, Ian Young, and original Atari Artists, Warren Chang, Evelyn Seto, and James Kelly.

The Strong Museum of Play is home to the International Center for the History of Electronic Games, National Toy Hall of Fame, World Video Game Hall of Fame, Brian Sutton-Smith Library and Archives of Play, The Woodbury School, and *American Journal of Play*. Each explores play and the way in which it encourages learning, creativity, and discovery and illuminates cultural history.

Peekaboo Gallery is an experiential exhibition space that showcases purchasable pop culture totems in a fine art environment. For more information go to www.peekaboogallery.com

PRESS CONTACT

Caroline Galloway

440-591-3807

caroline@m2mpr.com