

Peoria Riverfront Museum

Peoria, Illinois



Illustration by Zimmer Gunsul Frasca Architects

Lakeview's CEO, Jim Richerson, is leading the effort to build the Peoria Riverfront Museum (PRM) in downtown Peoria. An interdisciplinary museum involving theme galleries, theaters, discovery centers and other programmatic zones that will be full of open-ended and changing experiences, PRM's new 90,000 SF facility will be built on a three-acre portion of the new downtown Museum Square where it will be joined by Caterpillar's international visitor center.

This storyboard (right), by Design+Communication shows one of the many scenarios that will play in "The Street," a Delta gallery built for change.



Illustration by Design+Communication

White Oak's Role: *Community Needs Assessment, Visitor Research, Strategic Master Plan, Room Book, Exhibit Master Plan and Executive Production*

Client: Peoria Riverfront Museum

Capital Budget: \$77 million

Architect: PSA Dewberry with
Zimmer Gunsul Frasca Architects

Open: October, 2012



Illustration by Zimmer Gunsul Frasca Architects