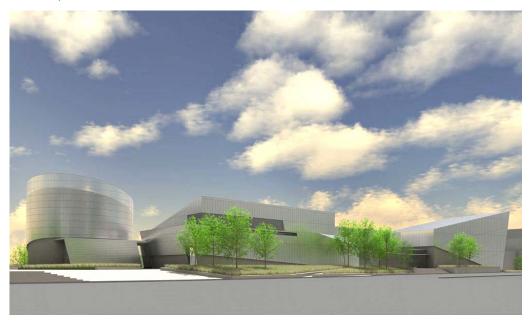
## Peoria Riverfront Museum

Peoria, Illinois



Lakeview's CEO, Jim Richerson is effort the to build leading interdisciplinary museum involving theme galleries, theaters, discovery centers and other programmatic zones that will be full of open-ended and changing experiences.

Caterpillar Inc. has committed \$11 million of the \$65 million campaign to build the Peoria Riverfront Museum (PRM) in downtown Peoria. PRM's new 80,800 SF facility will be built on a three-acre portion of the new downtown Museum Square where it will be joined by Caterpillar's Worldwide Visitor Center.

Client: Peoria Riverfront Museum Capital Budget: \$65 million

Architect: Zimmer Gunsul Frasca Architects

Open: 2010

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



Vaudeville Days, a lively period in Peoria's history, will be explored during a feature scenario at PRM. This storyboard, by Design+Communication as part of White Oak's Exhibit Master Plan, shows one of the many scenarios that will play in "The Street," a Delta gallery built for change.

