

# Putnam Museum of History and Natural Science

Davenport, Iowa



In 1999, White Oak, again with Mark Peterson, conducted a *Theater Feasibility Study* for an IMAX® 3D Theater, which would serve the Quad Cities region, located along this stretch of the Mississippi River in Iowa. Because other giant screen theaters nearby were also in the planning process, careful market appraisal was paramount to be certain of which area residents could be specifically targeted and relied upon to attend the proposed theater.

Because a local architect lacking giant screen theater design experience was to be used, the Museum asked Mark Peterson to conduct a series of design workshops with select staff members and the architect's representative.

The theater in early 2002 and is performing well.

