

Peoria Riverfront Museum

Peoria, Illinois



Lakeview's CEO, Jim Richerson is leading the effort to build an 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.

