

CASE STUDY

TENANT: MUSEUM OF ICE CREAM

LOCATION: SOHO, NYC



ABOUT

The Museum of Ice Cream (MOIC) features multi-sensory installations and exhibits, all centered around an ice cream theme. It kicked off the pop-up museum trend after its 2016 debut in New York City. To date, the MOIC has attracted over 1.5 million visitors across its pop-ups in Los Angeles, New York City, Miami, and San Francisco. The new permanent location in NYC includes 25,000 square feet, boasting the company's largest sprinkle pool, a three-story slide, a New York-inspired "Celestial Subway," and a retail shop and cafe. The brand has a strong social media presence, encouraging guests to pose for Instagram selfies at each exhibit. The price for entry has more than doubled since its inception, from \$18 to \$39 per admission.

EXPERIENCE CREATION

- ✓ Customization (Food/Beverage)
- ✓ Entertainment
- ✓ Memorabilia
- ✓ Mixed Program