



## MUSEUM OF ICE CREAM OPENS PERMANENT LOCATION IN MIAMI

*Following Successful Pop-Ups in 2017 and 2022, Museum of Ice Cream will Debut at Miami Worldcenter in Downtown Miami with Original Activations and Installations*

**MIAMI, FLORIDA— June 12, 2023** - Get ready to satisfy your sweet tooth, as [Museum of Ice Cream](#) (MOIC), an inclusive and interactive environment dedicated to all things ice cream, is excited to announce plans for a permanent Miami location, opening in early 2024. Known for its whimsical exhibits that energize the senses, MOIC will return to the Magic City at the new [Miami Worldcenter](#) development in the heart of Downtown Miami, located steps from Miami's Kaseya Center, home of the Miami Heat.

In 2017, MOIC appeared in Miami Beach as a limited-time pop-up that was scheduled to last only two months, but created such high demand that it was extended several times, lasting a total of six months. In November 2022, it returned for one weekend as an ice cream paradise pop-up pool party at the adults-only boutique property, Hotel Greystone.

MOIC's new 14,000+-square-foot permanent location at Miami Worldcenter will be designed by the MOIC in-house team, along with the use of AI technology, bringing the same sense of child-like joy and wonderment experienced at MOIC's previous highly successful pop-ups.

The multi-platform, immersive experience will span two floors transporting guests into a world of surprise and delight, fostering human connection through the shared love of ice cream. It will feature 10 unique, interactive installations inspired by the energy and vibrancy of Miami, including the Cream Liner, a luxury airliner experience inspired by the 60s and 70s; Mary-E's Diner, a retro-futurism inspired hub and gathering place for ice cream-themed drinks and food; and The Hall of Freezers, an exploratory space filled with dozens of mysterious refrigerator doors that are sure to peak curiosity; and of course, MOIC's iconic sprinkle pool. A feast for all the senses, guests will enjoy unlimited sweet treats from five stations during a 60-90-minute journey, led by talented #TeamMOIC performers.

"We're thrilled to have a permanent home for Museum of Ice Cream in Miami," said Museum of Ice Cream Co-Founder and CEO, Maryellis Bunn. "Miami is a vibrant city known for its culture, love of fun, and artistic creativity. We're excited to join the city's growing Downtown, surrounded by popular destinations like the Wynwood Arts District, the Design District, and the Brickell Financial District. It is such a natural fit for us as we continue to grow and expand, and we can't wait to share our playful and interactive exhibits with the local community and visitors from around the world."

Miami Worldcenter is a new \$6 billion mixed-use destination in Downtown Miami. The 27-acre development spans ten city blocks with a diverse mix of residential, commercial, and hospitality uses complemented by an array of retail, restaurant, and entertainment options.

“Such a fun and unique concept like Museum of Ice Cream will without a doubt be a treat for Downtown Miami locals and visitors alike,” said Nitin Motwani, Managing Partner of Miami Worldcenter Associates. “The Museum will not only enhance the city’s status as a global arts and culture destination but will also be a wonderful complement to Miami Worldcenter’s various entertainment options. We are thrilled to become the home of Museum of Ice Cream’s first permanent Miami location.”

“Museum of Ice Cream has set a new standard for creative experiences at a time when people are drawn to places where they can find innovative and memorable activities,” said Shaul Kuba, Co-Founder and Principal, CIM Group, partner in Miami Worldcenter and leader of CIM’s leasing platform. “Through our work with Museum of Ice Cream at other locations, we have seen first-hand the allure of the Museum and its contagious positive energy.”

Slated to open in early 2024, MOIC will debut at Miami Worldcenter at 851 NE 1st Avenue (Unit #134) along the development’s pedestrian promenade between 1st and 2nd Avenues.

More information will be released in the coming months, as well as details on advance reservations. Guests can join the waitlist by signing up for alerts at [www.museumoficecream.com/miami-waitlist](http://www.museumoficecream.com/miami-waitlist) and follow @[museumoficecream](https://www.instagram.com/museumoficecream) for updates and announcements.

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Rendering of Museum of Ice Cream Miami available [HERE](#).

### **ABOUT MUSEUM OF ICE CREAM**

Museum of Ice Cream, founded by Figure8, is a global lifestyle brand recognized around the world for designing award winning, multi-sensory experiential developments. MOIC has welcomed millions of visitors to its fully immersive, interactive spaces that create connection through the universal power of ice cream. With locations in Austin, Chicago, New York City, and Singapore, Museum of Ice Cream remains a pioneer in the experience-first industry, continuing to develop unique concepts that provoke wonder and creativity. Each inclusive and interactive environment is designed to inspire imagination and play, helping to rediscover the kid in us all.

### **ABOUT FIGURE8**

Figure8 is an experience-first development company that takes the unimaginable and turns it into the tangible. Putting human connection at the forefront, the company creates experiums - places outside of distraction, away from expectation and beyond inhibition.

## **ABOUT MIAMI WORLDCENTER**

Miami Worldcenter is a new \$6 billion mixed-use destination in the heart of Downtown Miami. As one of the largest private urban real estate developments underway in the United States, the project occupies 27 acres spanning ten city blocks and offers world-class retail, hospitality, commercial and residential uses. Several phases of the project have already been completed and occupied, including three residential towers, a significant portion of the retail component, and a newly opened citizenM hotel, which debuted in early 2023.

Miami Worldcenter Associates serves as the master developer for the overall mixed-use development, led by Principal Art Falcone and Managing Partner Nitin Motwani, in partnership with CIM Group, a community-focused real estate and infrastructure owner, operator, lender and developer. Together they have assembled a best-in-class development team that is currently transforming the urban core of Miami into one of the country's largest mixed-use destinations. Learn more at [www.miamiworldcenter.com](http://www.miamiworldcenter.com).