

## Museum of Ice Cream Finds a Permanent Home at Miami Worldcenter

Following a successful pop-up run a few years ago on South Beach  
by Olee Fowler



The Museum of Ice Cream, famous for its pastel, Instagram-friendly exhibits, has opened a permanent location at Miami Worldcenter. Following a successful 2018 pop-up, the popular attraction returns to the Magic City with a 14,000-square-foot space spread over two floors. It offers a variety of interactive experiences celebrating all things sweet.

Highlights of this new permanent outpost include the “Cream Liner,” a retro 1960s-inspired airplane, the “Grand Hall of Freezers,” where hidden ‘surprises’ await behind doors, a banana jungle, and carnival

games. Keeping with the immersive theme, the museum partnered with International Flavors and Fragrances to offer a multisensory tasting inspired by tropical flavors found in Miami. The location also debuts new ice cream from local favorite Azucar Ice Cream and coconut-based soft serve from Cosmic Bliss.

The space also features its famous sprinkle pool, modeled after Miami’s own Versace Mansion. This pool has been controversial in the past—originally filled with tiny plastic sprinkles, it was deemed an environmental hazard during the museum’s 2018 South Beach pop-up. According to reps, the museum has since addressed the issue by replacing the sprinkles with larger, biodegradable, antimicrobial versions.

And the controversies don’t end there. A 2019 Forbes article alleged abusive working conditions, claims the museum denied. In 2020, the Museum of Ice Cream sparked backlash during the Black Lives Matter protests when co-founder Maryellis Bunn unveiled a pink memorial listing Black victims of police violence, including a misspelling of Ahmaud Arbery’s name. Bunn apologized, and the mural was later repainted.