

## Museum of Ice Cream



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Architect: ARCHITECTUREFIRM

Location: New York, New York

Program: Interactive Museum

Completed: 2019

Size: 25,000 SF

The Museum of Ice Cream is an imaginative, multi-sensory, interactive “experium” devoted to the enjoyment of ice cream. The 25,000 SF New York City flagship features 13 installations over 3 floors, including a rainbow sprinkle pool, adults-only sprinkle jacuzzi, Milkshake Lounge, Banana Room, spiral slide, and pink subway car. The ice cream sensation has welcomed over 1.5 million visitors since its inaugural pop-up in 2016. Joining the New York City Soho location are MOICs in Los Angeles and San Francisco.

In addition to designing all building systems for the NYC flagship, Altieri has supported the Museum by assisting in real estate site selection and developing the MEPF template to be used for all other locations. Design scope included the challenges of integrating MEPF systems with a diverse range of interactive exhibitions and the design of HVAC systems that react to maintaining temperature and ventilation for highly variable occupancy and internal loads. For the New York City flagship location, both design and construction schedule were fast-tracked and fast-paced to meet the pre-holiday opening.

*\* 2018 Webby Award - Best Overall Social Presence*