

# I SCREAM, YOU SCREAM...

Listen up, sweet teeth: The Museum of Ice Cream makes its Windy City debut on the Mag Mile this summer.

BY CHLOE KONRAD

**T**he experiential Museum of Ice Cream has made a major splash around the world from New York City to Singapore—and this summer, MOIC expands its reach with the opening of a fourth outpost located here in Chicago.

Upon entering the vibrantly colorful 13,500-square-foot space, guests are transported into a whimsical wonderland that channels the splendor of sunny summer days best spent with a cold sweet treat in hand. “The history of architecture, art and revolutionary commerce [on the Mag Mile] over the past 100 years makes this a perfect setting for the next iteration of Museum of Ice Cream,” says co-founder and co-CEO Maryellis Bunn. Adds her counterpart, Midwest-born Manish Vora, “It’s a dream come true to be building Museum of Ice Cream in a place that birthed my love of ice cream, my passion for design and my obsession with urban exceptionalism.”

Chicagoans will feel at home inside the MOIC thanks to a few locally inspired attractions: the Sprink-L, inspired by our famed L trains; a massive dessert-themed putt-putt course with an eye-popping pink Chicago dog ice cream treat; and a 3,500-square-foot speakeasy. A single ticket rewards guests with four ice cream treats; a trip through 14 dessert-inspired installations such as the sprinkle pool, a water game room and five Chicago-exclusive spaces (there’s a whole room dedicated to the Bean); and an Ice Cream Lab, where visitors can experiment with new flavors.

Bunn notes that this MOIC location allows families to enjoy the museum throughout the day and adults to revel at night—and rediscover the inner kid in them. “In a city bursting with entertainment, art, community and one of the most innovative culinary landscapes in the world,” Vora says, “MOIC is thrilled to bring a bit more magic, joy and all things unexpected to Chicago.” *Opens July 16, The Shops at Tribune Tower, 435 N. Michigan Ave., [museumoficecream.com](http://museumoficecream.com)*



PHOTO BY NICOLE FRANZEN

FROM TOP: PHOTOS BY MARIA SVARTOVA, AMANDA ADAM



From top: NYC's Museum of Ice Cream; a scene from the MOIC in Austin. Opposite page: Chicago's MOIC will exude the same playful vibe as the NYC location, shown here.