

In this candy-coloured wonderland visitors can immerse themselves in a pool of rainbow sprinkles, climb atop a unicorn and play on swings in colour-popping rooms, as well as enjoying sweet treats along the way.

In its short lifetime the Museum of Ice Cream has extended its exhibitions multiple times, with tickets selling out in as little as 18 minutes.

The [#museumoficecream](#) hashtag has been used over 181,000 times on Instagram, not including the hashtags specific to the individual sites.

For Christmas they are celebrating with a winter wonderland featuring a sparkling pink forest, gingerbread house and a unicorn disco.