



WeCutFoam Fabricating Exhibits and Decor for Museum of Ice Cream, San Francisco

WeCutFoam has collaborated with the newly opened Museum of Ice Cream in San Francisco to create and fabricate exhibits and decor for their "Candy Land" Room.

SAN FRANCISCO, CA, September 29, 2017 **/24-7PressRelease/** -- WeCutFoam, custom exhibits and Decor Company in Sunnyvale, CA has collaborated with the newly opened Museum of Ice Cream to create themed playground exhibit structures for their "Candy Land" Room.

The room exhibit, created in the spirit of Candy Land children game, comprised of foam structures covered with turf and large fiberglass candies. WeCutFoam was given a sketch file by the museum designers, which from that they have created a CAD file, to be able to cut and machine the foam pieces.

Over a hundred different foam structures sections were created using five different CNC router machines, for a total of about 300 machining hours. The foam sections were hand sanded then sprayed with Polyurea coating. The coating used was hard, yet elastic so that the visitors will be able to step on the structure, thus creating an interactive exhibit room.

WeCutFoam staff delivered the foam sections and assembled them at the museum room itself, so that all pieces will fit to create the final desired shapes. The museum fabricators then placed turf fake pink grass on the structures, and then placed fiberglass figures and toys on the turf. The end result is a Candy Land themed room, where visitors can walk on, play and take pictures aside the props.

WeCutFoam owner mentioned that it was a great challenge but he was thrilled to be a part of something so innovative. "We were given a short amount of time to fabricate, but we've pulled through as the museum had to open mid September". He continued to say that this was a fun project to make, as there was lots of creativity involved and "who doesn't love Candy Land and childhood games, especially when they are life size"...

The room decoration that WeCutFoam fabricated is one of many interactive rooms at the Museum. Others include ice cream tasting, letters magnet room, unicorn rainbow room, sprinkles "diving" pool and many more. In this place you can see, feel, touch, smell and taste the flavors. The museum designers and establishers meant to create a place where ideas and dreams are transformed into real life experiences to facilitate imagination and bring people together.

WeCutFoam is no stranger to the museum exhibit world. The company has fabricated Whispering Dishes Exhibit on Market street in SF, BAMScape Exhibit for Berkeley Art Museum, created displays for Petersen Automotive Museum and for SFMOMA, exhibit parts for San Jose Repertory Theater and many more.

WeCutFoam is one of the leading foam cutting services company in the Bay Area, serving the entire U.S. for over sixteen years. The company creates custom props, signs, logo, dimensional letters, displays, exhibits and much more. WeCutFoam is also known for its artistic department, providing carving, sanding, coating and painting services to create full-rounded projects. To learn more about the company, please visit their website at <http://www.wecutfoam.com> You can also contact them by phone at (408) 454-6163 or by email at sales@wecutfoam.com

WeCutFoam was founded in Silicon Valley, CA in 2001. The company specializes in customized cutting shapes out of almost any type of foam, while using its own line of CNC foam cutters and routers. WeCutFoam creates props for movie sets and theaters, dimensional signs, letters, logos, architectural shapes, museum exhibits, trade shoes displays, prototypes, parade floats and more. The company makes full-scale 3D shapes like race cars, planes and props, up to 20' long and more, providing coating and painting as well.

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