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First Restaurant 'Instagram Table' In U.S. Opens



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This \$10,000 custom "Instagram table" at Boston Chops Downtown Crossing was designed specifically for diners to take social media photos. ANDY RYAN

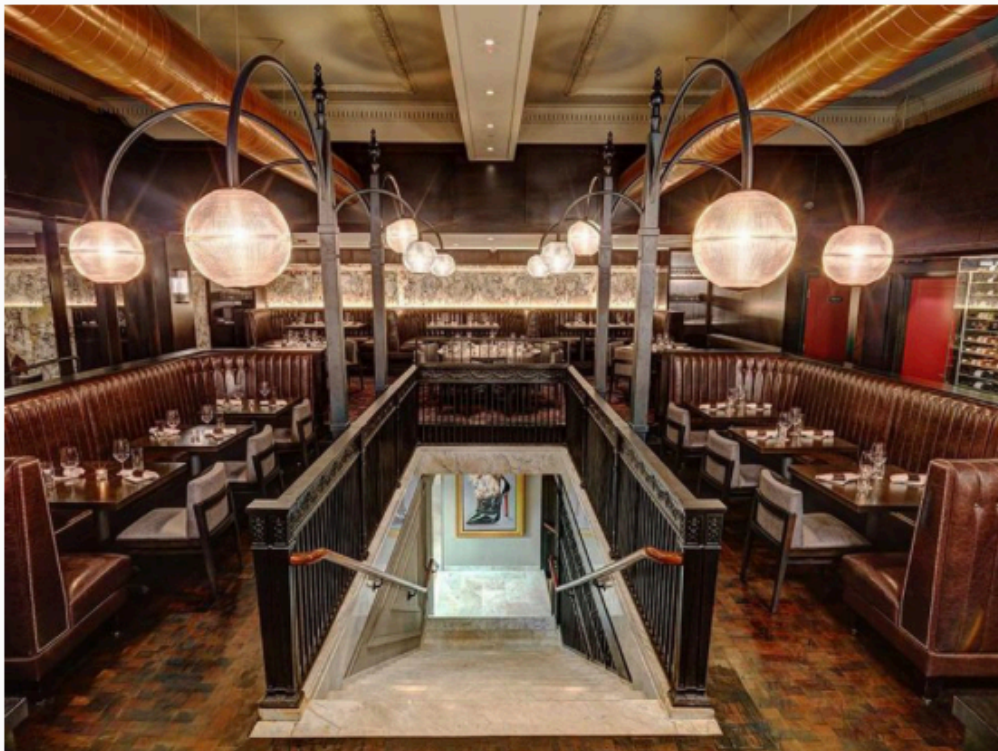
Do you have an appetite for Social Media?

In a city known for its dearth of high-end red meat options, you might think the arrival of a new luxury steakhouse would be big news. But at the just opened downtown location of Boston Chops, the real star may well turn out to be the \$10,000 custom furniture the owners are calling “the first and only Instagram table in the country.”

Created and built exclusively for the restaurant, the table boasts customizable features including moveable arm lights, adjustable light intensities and adjustable color temperature settings. To make sure they got it right, owners Chris Coombs and Brian Piccini met with social media “influencers,” (though to be honest, most of the ones I’ve met traveling don’t influence anyone), architects and photographers to create a space where anyone wanting to post food photos on social media will get the perfect picture every time. The table is available for reservation by request, and there are also “Instagrammable moments” throughout the establishment that include design components, art, signs, and backgrounds for photos that have all been made for social media.

“Social media is a big part of the dining scene today and we didn’t have to think about it when we opened Boston Chops South End five years ago,” said Coombs (via release). “Now, it is imperative that photos of restaurant interior and food are beautiful when they are posted online by influencers. It is a great marketing tool for people to see our food, décor and cocktails and hopefully entice them to check it out for themselves.”

The just opened [Boston Chops Downtown Crossing](#) is a sequel to the original [Boston Chops](#), which opened in the city’s South End in 2013. The original has received plenty of local acclaim and a loyal following. There are fewer standout steakhouses in Boston than almost any city its size, and Boston Chops was *Food & Wine* magazine’s “Best New Steakhouse” in 2014, has consistently made “Best of Boston” lists, and earned a *Wine Spectator* Award of Excellence.



Diners who don't care about social media will still be impressed with the elaborate restoration of a 19th century bank into the new Boston Chops Downtown location. BOSTON CHOPS

The new location sits inside the former 1890 Old Colony Trust Bank at 52 Temple Place, spanning two floors and seeking to meld “a luxe, grandiose feel while maintaining a sexy, urban edge.” Design components include vaulted ceilings, floor-to-ceiling marble walls, extensive millwork, wrought iron streetlamps, tufted velvet and leather seating, and a mix of hardwood and marble floors with original mosaic tile throughout. There are three separate bars, a lounge area occupying the former bank vault that also connects to a wine room, and three private dining rooms.

The menu is packed with steakhouse classics including a 20 oz. Chateaubriand, 18 oz. Prime bone-in ribeye, and extensive seafood raw bar, alongside some less common and more creative offerings such as oxtail croquettes, pork belly mac and cheese, and a “poutine-style” twice baked loaded potato. Unlike some high-end urban steakhouses, there is also a lunch menu, and I expect it will do very well with the large and nearby business lunch audience, influencers or no.

If you are considering dining at the new Boston Chops and are curious about the food, just keep your eye on your smartphone, as there should be no shortage of pictures of the dishes for you to check out.