



HOW TO MAKE THE NEXT

## INSTAGRAMMABLE SPACE

"Architects and designers need to understand how designs can encourage guests to share their surroundings, and thereby boost the venue's profile and business" - Vale Architects' Instagram Design Guide



Find the right location within your business - look for a wall or corner that can be transformed!



DIY or outsource the creations of your selfie station, using themes that are relevant to your business.



Generate buzz using word of mouth, custom #hashtags, fun promotions, and press outreach.



Encourage visitors to snap shots, then find social media success with your Insta-worthy space!



### Option #1: Statement Piece

This custom-made Oak tree uses the brand's signature orange color to wow guests at Sushisamba in London City

### Option #2: Unique Background

The gorgeous faux flower walls at CATCH Restaurant - Aria Resort & Casino in Las Vegas photographs beautifully from every angle



### Option #3: Luxurious Landscape

Restoration Hardware's 3 Arts Cafe in Chicago has many scenic features, including fabricated Mediterranean Olive Trees

**Option #4: Interactive Elements**  
L'Occitane en Provence's flagship New York location offers a multi-sensory experience that makes for memorable and engaging selfies



# HOW – AND WHY – TO MAKE THE NEXT MOST INSTAGRAMMABLE PLACE



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A major goal for many brands is to become the next “most Instagrammable place”.

Have you ever wondered how to make your brand Instagram-worthy? Or why? Creating selfie spots in your space is one of the best ways to attract new clientele, improve your social media presence, and become a must-stop destination.

**“Architects should make Instagram-friendly elements a central part of their designs** for hotels, bars and restaurants to boost their chances of success, according to a new report.

**Vale Architects**, an Australian studio, says that the **image-sharing platform now plays a key role in the success of hospitality projects.**

Architects and designers need to understand how designs can encourage guests to share their surroundings, and thereby **boost the venue’s profile and business**, the report argues.”

“Clients are now asking for projects to have strong **Instagram** appeal, according to architect **Farshid Moussavi.**”

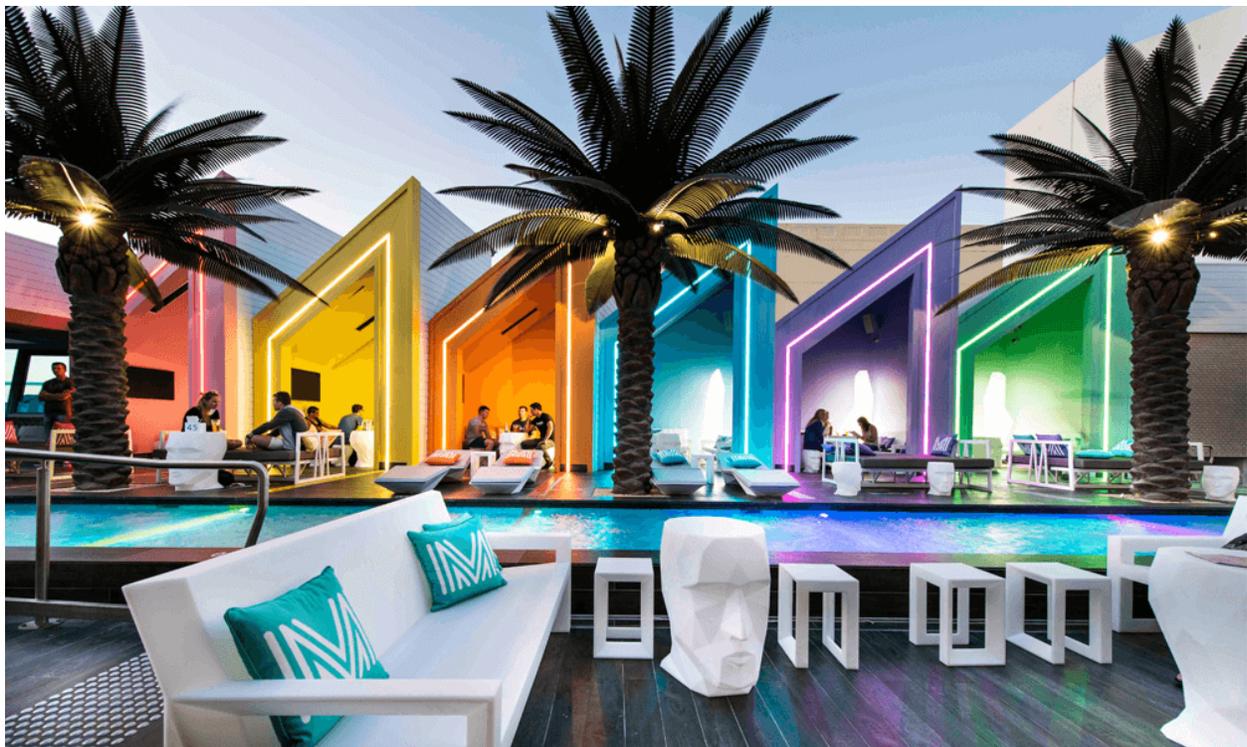


**“Clients are demanding Instagrammability”**

Moussavi said that creating Instagrammable moments “is now part of architectural briefs” and said clients had asked her studio to consider the platform when designing projects.

Valentine agreed, saying **hospitality clients were increasingly demanding designs that encourage sharing on Instagram.**

“An Instagram wall is now the standard request by every client we’ve spoken to,” said Valentine, who has worked on hotel projects across Asia and the Middle East. “They want a wall people can take pictures in front of.”



The question remains, though: how can I make my shop Instagrammable? International TreeScapes and PlantWorks have helped create many Instagram-friendly features that offer tremendous benefits to our clients.

If you’re seeking to establish yourself as the most Instagrammable place in your city, attract influencers to a fresh selfie spot, or land on a list of top photo ops, we can help.

Read our step by step guide, and then contact us for help transforming your space into the ultimate background for social media.

Becoming one of the most Instagrammable places is just five steps away!

## **Step One: Select the Physical Location**

There are a lot of ways to become Instagram-worthy, but the most important factor is a physical location that people can visit. The past decade has been defined by e-commerce and delivery services outperforming brick and mortar shops.

This has been a challenge for any business that relies on foot traffic, but Instagram is helping to reverse this trend! Becoming an Instagrammable place immediately adds another dimension to your brand and can jumpstart new revenue.

## **Step Two: Create the Space**

This is an obvious step, but it's also the most important. You can only achieve Instagram-worthy status if you have created areas and attractions with visual appeal.

Need inspiration? Here are some of our best ideas for transforming your hotel, restaurant, or retail shop into a social media showstopper.

## **INSTAGRAM WORTHY OPTION: STATEMENT PIECE**

A dramatic statement piece compels guests to pose, snap, and share pictures online. Having one defining feature will make it easy for people to remember and find your location.

It creates an instant connection between your brand name and social media stardom!

If you can successfully implement one aesthetically inspiring statement piece, local influencers and reviewers will flock to your space.



## EXAMPLE: THE SUSHISAMBA TREE

International TreeScapes was called upon to create a centerpiece for SUSHISAMBA's London location, and we delivered a towering fabricated oak tree that "grows" from within a circular bar area. SUSHISAMBA's signature orange color was used for the trunk and foliage, making this a one-of-a-kind iconic feature.

TheHandbook.com published a list of most Instagrammable restaurants, and the **SUSHISAMBA tree** is the favorite backdrop for selfies and group shots:

"You probably feel like you've been to SushiSamba even if you never have. The second venue on the list of **most Instagrammed places in London**, SushiSamba serves sushi and cocktails \*almost\* as photogenic as the view – well, London from the 38th floor is pretty spectacular."

“The open terrace-bar, with a magical lit-up tree perched in the middle of the circular bar that **has you reaching for your camera phone**, and the cool buzzy atmosphere, is also not to be missed...”

The Evening Standard UK says you should go to SUSHISAMBA “for that giant orange tree that looks like it’s from Game of Thrones”.

“The patterned floors, mismatched furniture, and individually hung lightbulbs give it an eclectic ambience, and the **roof terrace’s tree sculpture is perfect for a photo op.**”

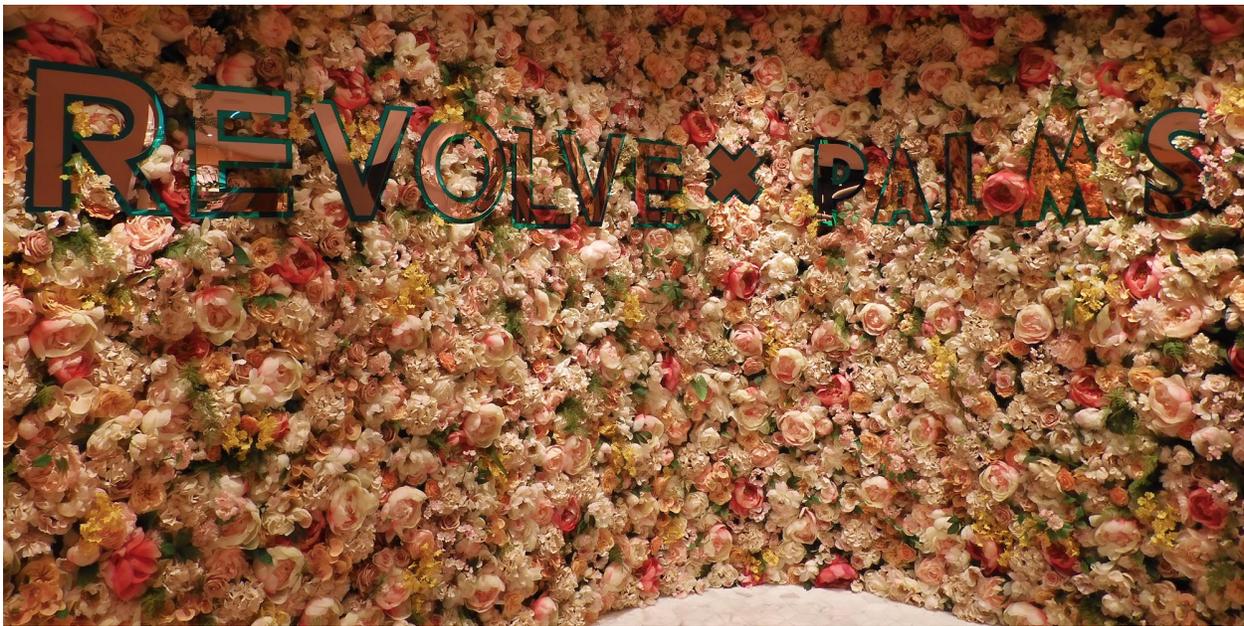
- [\*\*15 of the Most Instagrammable Restaurants in Europe\*\*](#)
- [\*\*The 12 most Instagrammable restaurants in the world\*\*](#)
- [\*\*The most Instagrammable restaurants in London\*\*](#)
- [\*\*Like, Like, Like! 15 Most Instagrammable Bars in London\*\*](#)
- [\*\*The 18 Most Instagrammable Festive Restaurants\*\*](#)

## **INSTAGRAM WORTHY OPTION: UNIQUE BACKGROUND**

It’s not always possible to create a statement piece for your business. Not everyone has the space or budget for a gigantic branded tree to sprout from the middle of the room! An easier and more affordable solution can be to create one distinct background feature. A unique wall or collage tempts visitors on sight and takes up a minimal amount of space.

Green walls and flower walls allow you to utilize your brand’s colors, logo, and name within the artwork. This is a big advantage, because guests won’t always remember to tag your business in their Instagram pictures. When distinctive elements are visible in the shot, you get brand recognition without any extra work.

The Revolve retail shop at Palms Casino Resort and CATCH restaurant at Aria Resort & Casino are two recent projects that have both become hot Las Vegas social media spots. They quickly inspired their own hashtags – search [\*\*#revolvexpalms\*\*](#) or [\*\*#catcharia\*\*](#) to see them in action online.



## EXAMPLE: REVOLVE X PALMS CASINO RESORT

Revolve X Palms, and specifically the **Revolve flower wall**, was designed to be Instagrammable from the very beginning:

**“Revolve has set its sights on Sin City.** The online retailer, known for attracting influencers, launched its first long-term pop-up store at the Palms in May. The 1,000-square-foot space is located right off the casino floor and features a curated assortment of product, from beauty to apparel, including shoes from brands such as Raye, LPA and House of Harlow 1960 x Revolve.

“Every direction you turn, you’ll be presented with **IG-worthy photo moments** and new arrivals from our highly coveted portfolio of brands,” said co-founder Michael Mente. “Our customer is highly social. She loves to dress up, have fun and live her best life. What better setting than Las Vegas?”

“Since we opened the store, **people from Vegas and from out of town have been making trips to visit and shop at the store,**” she said. “We’ve programmed the space with meet and greets with some of Revolve’s biggest influencers, and the concept has resonated with guests.”

“The store itself is **visually stunning with an entire wall made of flowers**. That in itself was worth the stop.”

Revolve’s partnership with the Palms goes beyond their pop-up shop, though. They’ve also installed two extravagant hotel suites that were specifically created to look great on the *‘gram*. The designers gave these tips for creating an Instagrammable space:

“So, what *exactly* is an Instagram-worthy room? Well, according to Andrea and Ashley, there are three rules to follow if you want your room to be ready for pictures. First, there should be some drama involved, like a **statement piece**—hello, bold banana-leaf wallpaper.

Then, the designers say there should be **texture** to create a strong visual statement. Think parquet wood flooring with brass accents. Lastly, and perhaps the most obvious, is **good lighting**.”

- **How Revolve Plans to Create Instagram-Worthy Moments Inside Its Las Vegas Pop-Up**
- **The Monthly Edit // July**
- **This Hotel Room Was Designed to Look Good on Instagram**





## EXAMPLE: CATCH AT ARIA RESORT & CASINO

**CATCH at Aria** has multiple Instagrammable locations, from the first step of the entrance all the way to the bar and seating areas. These photo opportunities are now one of the most marketable, press-worthy features of the restaurant!

“Catch brings a new celebrity vibe to Las Vegas, served with **Instagram-worthy decor.**”

“Before enjoying the delicious flavors of Asian-influenced sushi, seafood and steak, strike your fiercest pose in front of **the wall of flowers that was obviously made for selfies.** Open until 11:30, feel free to come for dinner, **slay your Instagram-worthy pose** and stay late!”

“Catch is vibrant, photogenic and full of energy. It’s one of the hottest restaurants in town right now and the best place to bring a large group...**Selfies for social media are a must.**”

“CATCH is **one of Vegas’s most Instagrammable new hot spots**. The distinctive olive tree is actually a fabricated Mediterranean Olive Tree, adorned with glowing bulbs and flanked on either side by over-sized birdcage booths.

It’s no surprise that this restaurant has now become one of the **top places to take a selfie in the city...**”



- **Do Nothing in Moderation in America’s Most Instagrammable City**
- **A First Look Inside the Instantly Instagram-Worthy Catch**
- **Las Vegas Instagram hot spots turning ‘likes’ into cash**
- **The Most Instagrammable Spots in Las Vegas**
- **Where to Eat & Drink in Vegas Right Now**
- **Las Vegas Dining: CATCH Restaurant at Aria**

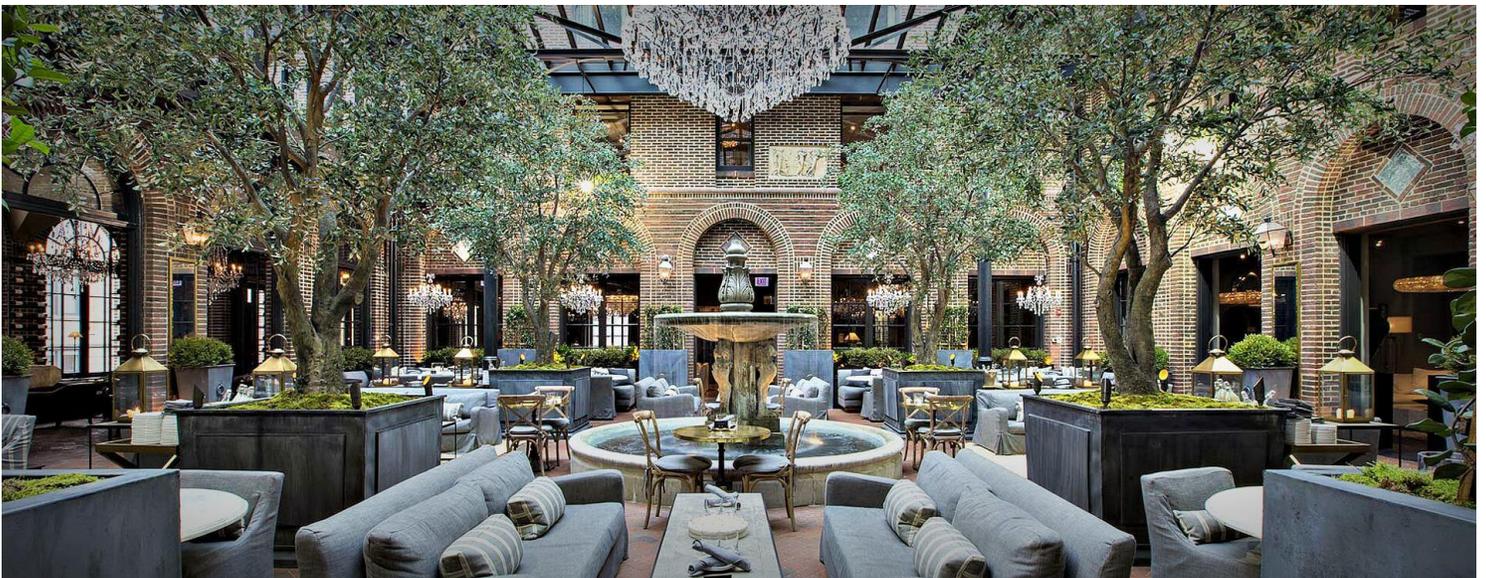
## INSTAGRAM WORTHY OPTION: LUXURIOUS LANDSCAPE

Many places think they can only become Instagrammable if they have one distinct feature, like those described above. That's certainly a winning strategy, but it's not the only way. Other establishments plan their entire area to appeal to your inner photographer.

Designers create spaces that can be shot from any angle, with multiple points of interest.

It can mean the difference between an Instagram post and an entire Instagram Story. This can be accomplished by mixing and matching architectural elements, biophilic design, open areas, symmetrical focal points, and luxurious details.

There's another trend that correlates with the demand for Instagram-friendly spaces: proposal locales! If your business has the right ambiance and features, people might flock to it as the perfect photogenic spot to pop the question.



EXAMPLE: RESTORATION HARDWARE 3 ARTS CLUB CAFÉ

“A ceiling of windows provides great natural light, while the gorgeous chandelier, grandiose fountain and tree-filled atrium offer a **luxurious environment for your photo ops** (over a bottle of prosecco, of course).”

“It may be the most beautiful restaurant in Chicago. A soothing fountain is encircled by majestic trees that reach as high as the glass ceiling, all under a chandelier worthy of a royal palace. If you’ve never been here, chances are you’ve still seen the sunlit atrium of 3 Arts Club Café.

**A quick search on Instagram will return a dozen or more photos** all taken from the exact same angle, at the entrance of the Grand Courtyard, where the symmetry of the dining area is best highlighted.”

“What do you get when Restoration Hardware converts a century-old women’s club and historic landmark into its Chicago flagship? **Perfect IG material.**”

“A gorgeous interior makes for the **perfect background to your Insta photos.**”

**“Dozens of people are popping the question inside furniture titan RH’s showrooms—or, to be more specific, within its expanding array of cafés and restaurants.**

Gary Friedman, RH’s chairman and CEO, first confirmed the trend via an earnings release, this past spring (2018), noting that “wedding proposals in the Three Arts Café have now exceeded 50 since we opened our doors in October of 2015.”

The love bug is spreading—while RH Chicago’s Three Arts Club Cafe remains the most popular locale, **proposals have also been verified at other locations, including West Palm, Nashville, Napa Valley’s Yountville, and Manhattan**—which is the most recently opened “experience,” spanning 90,000 square feet in the meatpacking district, at the site of the former Pastis bistro.”

- **[The 10 Most Instagrammable Spots in Chicago](#)**
- **[11 Chicago Spots That Will Up Your Instagram Game This Summer](#)**
- **[10 Coffee Shops in Chicago With Instagram-Worthy Interiors](#)**
- **[Date Night in Chicago: 3 Arts Club Café inside Restoration Hardware](#)**
- **[The 25 most Instagrammable places in Chicago](#)**
- **[25 Most Instagrammable Bars and Cafes in Chicago](#)**

- [Chicago's 25 Most Popular Restaurants on Instagram](#)
- [11 Unusual Bucket List Places for the Best Instagram Photos in Chicago](#)
- [The Most Instagram-Worthy Spots in Chicago You Haven't Hit](#)
- [Would You Get Engaged at a Furniture Store?](#)

EXAMPLE: VANDERPUMP COCKTAIL GARDEN



“Saveur just named [Vanderpump Cocktail Garden](#) among ‘the most Instagrammable restaurants in Las Vegas’.”

“The sumptuous night garden oasis is every bit as glamorous as its owner and her Los Angeles restaurants. From the plush velvet walls and hanging greenery to the flickering candlelight and romantic chandeliers, **Vanderpump Cocktail Garden delivers the decadence...**”



“Just like the name entails, you’ll feel like you’re in a real garden at Vanderpump Cocktail Garden. The intricate indoor patio features an **al fresco-style garden with tall olive trees and romantic lighting fixtures.**”

- **The Most Instagrammable Restaurants in Las Vegas Are a Food Lover’s Fantasy**
- **Lisa Vanderpump’s New Las Vegas Restaurant Just Scored a Major Honor**
- **6 Instagram Worthy Bars to Visit In Las Vegas**

## **INSTAGRAM WORTHY OPTION: INTERACTIVE ELEMENTS**

Your location will become interactive if you cultivate good Instagram spots, but you can do even better by providing experiential features. Many businesses already do this, and they can play off it to get more social media credibility.

Big brands are excelling at “disruptive” experiences. They’re called that because they disrupt the expected experience with odd, out of place, or exciting features that capture interest and attention.

Tiffany & Co, for example, debuted a perfume vending machine, and a jewelry personalization station. Adidas offers customers an in-store track so they can test drive new running shoes.

Converse has a full shoe customization lab, and Levi's was ahead of the game in 2005, offering electronic body measurement kiosks to help you find your perfect fit. All of these inspire guests to snap selfies and share them online!



## EXAMPLE: L'OCCITANE NEW YORK

The entire L'Occitane shop was created to be experimental and disruptive – a new way to engage shoppers who are used to buying things online. Selfie opportunities are everywhere – including the **L'Occitane Mediterranean Olive Tree by TreeScapes**.

“Recently, French chain L'Occitane debuted its first (and **very Instagrammable**) Beauty Lounge at 160 Fifth Ave. in the Flatiron District.”

“The store has a **dedicated social media area** that includes a video live feed of the company's U.S. Instagram account, according to Glossy.

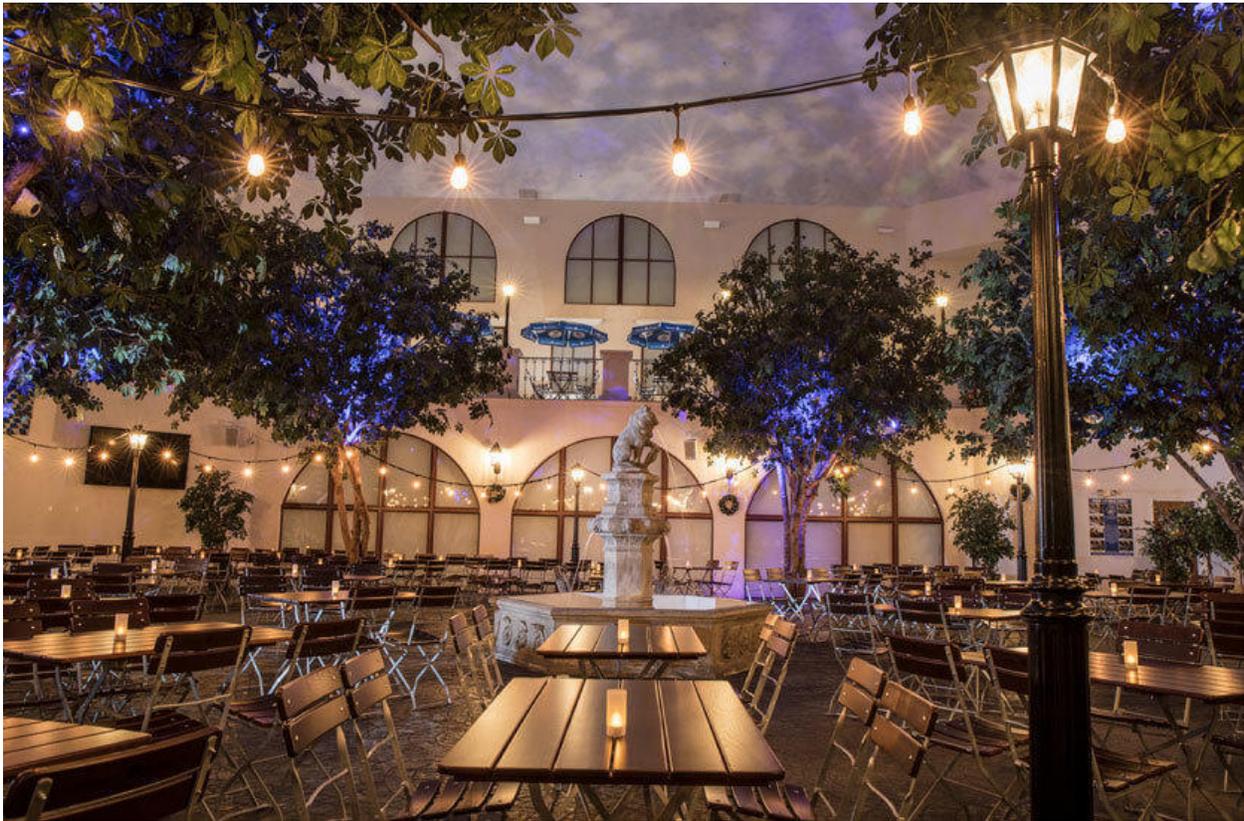
Additionally, the location leans heavily on **visual experiences**, such as a “bike through Provence” where shoppers can ride stationary bikes against a scenic French background, and a 360-degree VR-powered hot air balloon ride over France where shoppers can get a free hand massage.

“It's the perfect spot where they can take photos for Instagram, or their favorite social network.”

- **L'Occitane en Provence, 555 Fifth Avenue, is 2018 Store of the Year!**
- **L'Occitane's new NYC flagship boasts experience-rich concept**
- **L'Occitane Embraces the High-Tech Experience**
- **Makeup and beauty brands are retail's surprising success story**
- **L'Occitane Experiential NYC Concept Store Accents Social Media, Sustainability**

## Instagrammable Place Step Three: Generate Buzz

After you dream up and design your Instagrammable space, you need to capture attention and build your following. Your brand should have social media accounts, and you should be posting in-shop photos of employees, friends, and family. Encourage likes, retweets, and shares for maximum impact.



Develop a custom hashtag that will capture the experience and help you easily locate your selfie spot online. Make sure it's simple, easy to remember, and inclusive of your brand experience. If you've created a great selfie station, your guests are likely to create and share their own hashtags, giving you even more of an online presence.

Your employees, servers, retail associates, etc. all need to be trained on the best ways to interact with guests and promote your new selfie spots. They can be your best asset, and a bit of effort can easily turn a quick snapshot into a sale or social media mention. Make sure everyone knows that photography is allowed - and welcome! - in your establishment. They should promote the Instagram-worthy features and encourage guests to pause for photo ops.

Provide them with the resources needed to facilitate this goal: get a quality, easy to use digital camera, and make sure they know how to take pictures using common smart phones. Most visitors will want pictures taken on their own devices, but some may not be prepared. Having a digital camera on hand solves this problem.

Staff can also mention your custom hashtag, any poses that people like to do, or where people have been posting their pictures online. This is the perfect time for employees to

introduce the idea of leaving a review on Yelp and/or your company website. Many consumers now choose places to visit specifically for their Instagram potential, and not necessarily for the quality of their food, products, or services.

Your clients or visitors will determine if your Instagrammable place is worth seeking out. Use positive references from Yelp reviews and news articles to promote your brand via your website, social media, newsletters, and traditional print collateral. All of this creates compelling content and establishes your brand as an Instagram hot spot that influencers have to go to.

Don't limit yourself to new media opportunities, though. An interview with your local news station, a well-placed billboard, or a strategic partnership between a complementary business can be just as effective. These tend to make it online at some point, further reinforcing your branding and intrigue.

## **Step Four: Avoid Backlash**

No one wants their strategy to backfire, but it's a business risk that can't always be avoided. Regardless, you should make every effort to protect your branding from an onslaught of negative media attention.

Today's "cancel culture" means that people and companies can be effectively shunned, online and off, for mistakes made. You *do* want to go viral, but you *don't* want to go viral for being discriminatory, providing poor customer service, misrepresenting your brand, or insulting your audience. Those actions will all become associated with your social media accounts, your online reputation, and your Instagrammable space.

## **Instagrammable Place Step Five: Keep it Relevant**

Almost every business can find a way to be Instagram worthy, but your design should match your brand. A gorgeous faux flower wall, for example, is ideal for a high fashion establishment. It doesn't make any sense at all in an auto repair shop. Instead, a mechanic could use a vintage car for a selfie station that relates to their brand.

Similarly, a wall of neon beer signs is perfect at a bar but confusing at a movie theater. The theater could succeed with a mural wall featuring scenes from famous films, or a “make your own movie poster” station. Relevance is crucial for your audience to remember and enjoy your Instagram-worthy aspects.

A good policy is to periodically review your decor and make sure it still suits your brand aesthetic. If you change your brand name, logo, slogan, or colors, you should double check to make sure the old versions aren’t represented in your designated selfie spot.

Updating and refreshing your decor will keep clients interested and coming back for more. You can have one signature spot, or a variety of options that you swap out every few months. Always consider adding holiday or seasonal touches to your space; people want more Instagrammable moments for their social media during these times. Or, try using a different theme each month.

Installing a classic selfie spot, combined with regularly updated elements, is the best way to ensure your business becomes an Instagrammable place. Cultivate your following and gain incredible brand visibility online! Ready to get started? We're here to help you make your next project instantly Insta-worthy.

Contact TreeScapes & PlantWorks today for consultations, inspiration, custom designs, samples, and more!

Call 1-800-527-8884

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Visit [www.treescapes.com](http://www.treescapes.com)

