

ARTS

# 24 Hours In: Hotel Zeppelin, San Francisco

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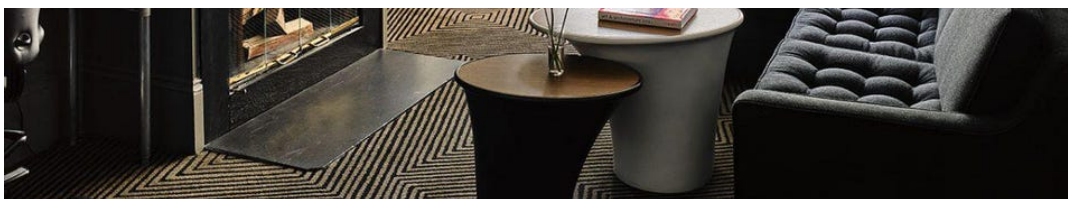
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Got it!

While the rest of the country is happy in summer, San Francisco is sticking to misery, stubbornly abstaining from sun and happiness with its torturous mix of rain, pre-winter temperatures, and gale-force winds. Visiting San Francisco in summer is a near pointless exercise.

Some of the city's hospitality providers are more aware of this fact than others. See, a hotel in this weather-challenged city has to take into account sometimes, guests may *prefer* to hang out in the hotel itself rather than face whatever godawful fate awaits them outside the door. And so, a hotel must provide not just sustenance but entertainment as well, in tasteful, well-designed surrounds that make one's incarceration as appealing as possible.





Hotel Zeppelin suite. HOTEL ZEPPELIN

**Hotel Zeppelin** knows what's up. Opened in 2016 by Viceroy Hotel Group (of Hotel Zetta fame), the hotel is located in the former Prescott Hotel building near Union Square. The design is inspired by the city's counterculture, which translates to a distinct, punky vibe in everything from the in-room furnishings to the wallpaper. There are 196 rooms, including 20 suites. But where the hotel really shines is in the design of its public spaces and amenities.

First, there's a welcome cocktail for everyone checking in. Next, the lobby area doubles as a comfortable guest lounge and bar that pays tribute to the cafes of the beatnik era. There's a (working) fireplace, plush lounges, and a communal dining table. There's also live entertainment in this space on Friday evenings, from 6-9pm: usually a singer-songwriter act, performing right by the fireplace.



The Mantel Bar, in the lobby. HOTEL ZEPPELIN

Now, onto the really fun stuff. Downstairs, the hotel has constructed a positively enormous games room called The Den. There's a massive pool table, a large selection of games, a (free) skeeball machine, big TVs which you can tune to any channel, and various colorful lounges. One could happily spend a whole morning or afternoon sipping cocktails, playing pool and watching Shaqtin' a Fool.



The Den: pool, games, and more. HOTEL ZEPPELIN

When you're starting to feel hungry, head upstairs to [The Rambler](#). Conceived by Hat Trick Hospitality, executive chef Banks White has created an intimate Californian-inspired menu with fresh, seasonal ingredients. The restaurant spreads over two, distinct spaces: an entry-level, street-facing dining room with a casual, airy vibe, and a second, subterranean dining room with plush banquettes, white tablecloths, and a second bar. Small plates range from house-made chorizo and ahi tuna tartare to roasted butternut squash soup and mussels. For mains, try the braised beef short ribs with summer vegetables or the seared duck breast. There's also an extensive wine list and even more extensive (and imaginative) cocktail menu to keep you going.





The Rambler. HOTEL ZEPPELIN

The restaurant also does a full brunch and lunch — try "The Rambler": two eggs, two buttermilk pancakes, crispy potatoes, and your choice of bacon, chorizo or pork belly. Indulgent, but then again, why not? The restaurant also has a hefty happy hour menu on offer (if you're not too busy in the games room), including a marvelous oysters-and-prosecco-deal: half a dozen oysters and a glass of prosecco for just \$20.

After dinner, there's probably time for one more cocktail from the upstairs bar and one more game of pool (ok, two more games) before retiring for the evening.

A quick check out the window confirms it's been time well spent: it's still miserable out.



**Laura Parker**

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