

Livingetc

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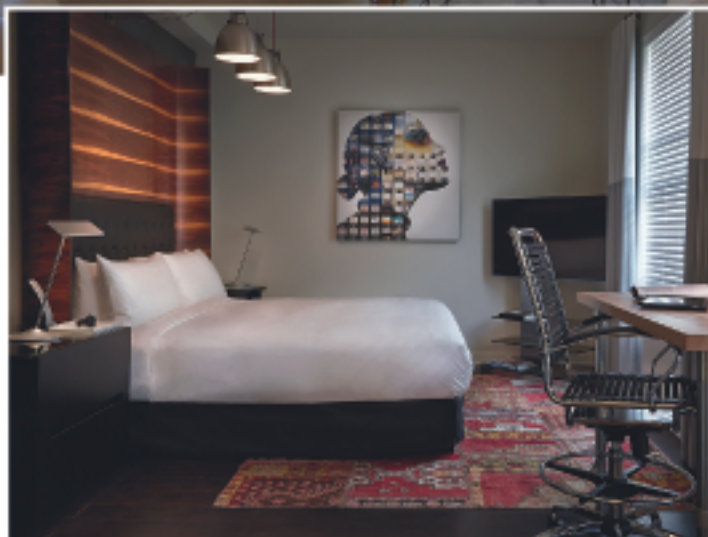
SIMPLE STYLE IDEAS,
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Holiday

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Traveletc



ABOVE The lobby bar: make mine a Big Red please – sloe gin, sweet and dry vermouth and orange and aromatic bitters. LEFT An antique rug keeps things soft underfoot in the Zetta Suite. BELOW Step through the door and let the fun begin.

HOTEL ZETTA *San Francisco*

The lowdown A sleek boutique hotel with a playful Californian side. *Best for* Chic geeks who just wanna have fun. Perennially hip San Fran is the perfect jumping-off point for a wild road trip, but when you book into Hotel Zetta, you're already entering a free-play zone. The place is big on reusing and recycling, but in a witty way. In the lobby, Brian Mock's dog sculpture is built from dead computer parts, while old photo negs make a modern mosaic. The fun continues in the vast playroom, where **Livingetc** couldn't resist the old-school Atari and Nintendo games. In the suites, techie touches like a web-enabled flat-screen TV, steely surfaces and black leather are offset by patchwork Persian rugs, adding a homespun element. After a scoot around the city's sights (Hotel Zetta is tucked conveniently between Union Square and SoMa), all-American adventures await. Over the Golden Gate Bridge lie the redwoods, to the south is Route 101 to Big Sur, while Yosemite is four hours away. Get your motor running... *Book it* Double rooms from £184 (viceroyhotelgroup.com/zetta).

