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COLORADO

Plug In and Play

At San Francisco's techy hot spot, the stylish Hotel Zetta

By Ellie Baldini

★ | Work hard, play hard — it's the mantra of any metropolitan hub. At Hotel Zetta, in San Francisco's fashionable South of Market (SoMa) district, the city's savvy professionals and like-minded visitors flock for top-notch business perks and after-hours fun.

With companies like Google and Facebook headquartered in nearby Silicon Valley, many of the tech world's best and brightest call San Francisco home. And in-the-know urbanites gather at this boutique hotel hot spot for drinks or designing, meetings or mingling, and everything in between.

"Hotel Zetta speaks very particularly to San Francisco's tech audience, which has a different definition of luxury hospitality," says Greg Bell, director of sales and marketing for Hotel Zetta.

Take any of the hotel's 116 sleek rooms and suites. In place of the usual standard-issue armoire, you'll find oversize butcher-block desks, perfectly suited for collaborating over, say, an espresso and a brand-new app's interface.

And forget traditional TVs and Wi-Fi access: These rooms come with Internet-ready Samsung smart TVs and G-link docking stations. Comfort is also a priority. Think sumptuous pillow-top beds, hand-stitched antique rugs, and Neil George bath products.

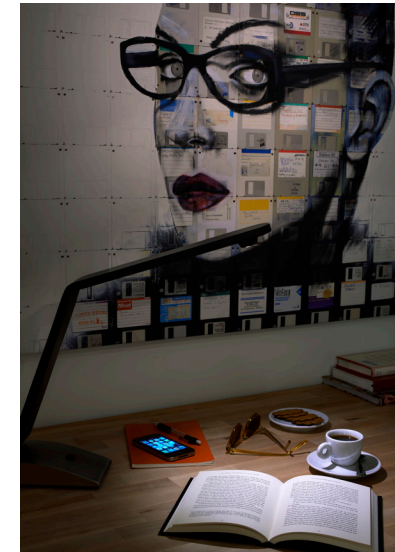
The property's public spaces are equally user-friendly. With flat-screen



TVs on both floors of the lounge, Mac computer stations, and free Wi-Fi throughout, every area of the hotel engages tech-savvy guests.

"We've created productive yet playful spaces to feel like an extension of the Twitter, Facebook, and Google offices where many of Hotel Zetta's guests work," Bell says. "We have a lobby filled with recycled art, and a second-floor playroom with a pool table, shuffleboard, video games, and board games."

PHOTOS BY CHRISTIAN HORAN (3) AND LAURI LEVENFELD



Clockwise from left: entrance to Hotel Zetta; the productive yet playful hotel lobby; inspired art above a butcher-block desk in a guest room; the Cavalier



For dining with tech and games to boot, stop at S&R Lounge. Short for "Salvage and Rescue" and following the tradition of a Manhattan hangout, the bar is perfect for mingling, plugging in, and grabbing drinks on the ground floor. Or pop up to the second floor, where sofas, televisions, video games, and even a giant Plinko wall provide the perfect respite from work.

In the bustling SoMa district, restaurants, bars, galleries, and nightclubs abound, drawing the trendiest Bay Area professionals looking to blow off some after-hours steam. And at the center of the city's most energetic corridor, tech stars gather at Hotel Zetta to work and play in a space as dynamic as they are. ★

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