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**HOTELS**

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Introduction by Nancy Novogrod



Brian Mock's sculpture made from tools and car parts inside S&R Lounge.



A king room at Hotel Zetta.  
Right: The Plinko wall in the lobby.



SAN FRANCISCO

# Hotel Zetta

For decades, San Francisco's Mid-Market neighborhood has been, to put it gently, a bit rough around the edges, a cross section of panhandlers and hustlers. But an influx of big-name restaurants and high-tech companies including Twitter and Foursquare have given the area new cachet. The latest addition? Viceroy Hotel Group's Hotel Zetta, a stylish business property catering to visiting movers and shakers. The interiors perfectly balance the contemporary (curved wooden walls above the beds) with the retro (artwork made of old floppy disks; chandeliers crafted from repurposed eyeglasses) and include up-to-the-minute amenities, such as Samsung Bluetooth-enabled smart TV's that allow you to stream content from mobile devices. There's also a slick cocktail lounge and a game room—shuffleboard, anyone?—and guests frequently settle the bar tab with a good-natured game of Plinko.

55 Fifth St.; 855/212-4187; hotelzetta.com. \$\$