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## Where To Stay In San Francisco Now: The New, Playful Hotel Zetta

Since this is San Francisco and the tech laden neighborhood SoMa (South of Market) at that, you expect to see twenty something tech entrepreneurs talking startups in the lobby. What you don't expect is to see them doing hand to hand combat in a giant game of Plinko attached to the lobby wall, standing on the mezzanine above it and ping pong balls bouncing between spikes and down to numbered holes below. But this hotel the [Viceroy Hotel Group's, Zetta](#),

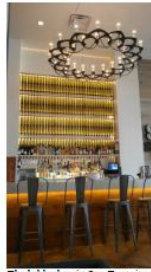
which opened in February, is actively pushing this playful sense, providing a full scale playroom for guests with video consoles, shuffleboard, a comparatively old fashioned pool table and other assorted games. This playroom is hired out as a meeting room for brainstorming sessions; two others, including a more conventional 20 seat board room, are next door.

As befits its buzzy, youthful feel, raffish design is emphasized here with an undertone of salvage chic. As the building itself was recycled—a \$13 million redo of the former Hotel Milano—recycling is everywhere: chandeliers composed of castoff eyeglasses, wall hangings composed of the paint drenched stirrers from paint samples, portraits made of old floppy disks, a special nod to the internet startups nearby. One of the creepiest examples of repurposing is in the lobby, a mural composed of mug shots from the most violent former denizens of Alcatraz.

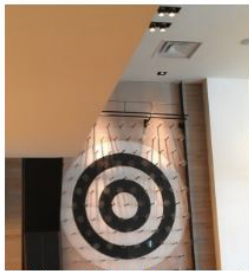
The 116 rooms are, as expected, sleek—polished wood floors accented with antique rugs, white pillow topped beds with butcher block desks the height of drafting tables—and high tech: you can stream any mobile device to your 46 inch Samsung Smart TV. The restaurant, [The Cavalier](#), from the trio behind two other popular restaurants in town [Marlowe](#) and [Park Tavern](#), is an English clubhouse that draws crowds nightly for dishes such as ribeye with bone marrow gravy and, perhaps for homesick Brits, duck duck Scotch eggs.

What the hotel doesn't have is a spa so while I was there, I went over to the [Mandarin Oriental's](#) new spa for a two hour signature

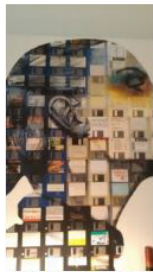
treatment in which I was analyzed, soothed and massaged with a custom blend of oils and great delicacy, finesse and ritual. It was so relaxing that when I returned to the Zetta, I barely noticed the boisterous game of Plinko as I glided through the lobby.



The lobby bar in San Francisco's Hotel Zetta



The Plinko game in the Zetta lobby that is so popular with guests



A portrait composed of recycled old floppy disks that is part of the art in the Hotel Zetta rooms