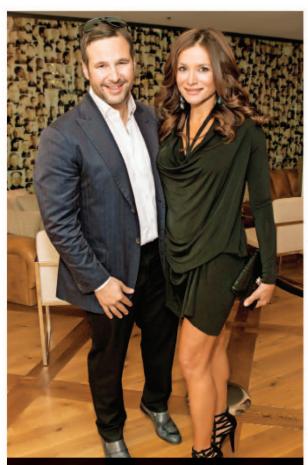


HIGH-DESIGN HOTEL

THE PARTY Hotel Zetta, San Fran's newest hot-spot hotel by Dawson Design Associates, celebrated its grand opening—although the building itself just had its 100th anniversary this year.

THE PLAYERS Ben Ainslie, Ron Conway, Jonathan Kauffman, Sonya Molodetskaya, Anna Weinberg THE SCENE Guests were treated to a live art installation and DJs Viceroy and Goldroom. Delectable bites and libations by Zetta's signature S&R lounge were in demand, while patrons drove Ignite GT race car simulators and explored the hotel's unique Playroom, featuring classic and contemporary games.

–Stephanie Rae Talmadge



James Nicholas and Claudia Castillo Ross





Jeff and Leslie Bergholt check out the hotel's unique design details such as this chandelier made up of pieces of another broken chandelier.







Maria Barrios and Kattya Breitenbach have fun with some of the