

HOTEL zetta

SAN FRANCISCO

Address: 55 5th Street, San Francisco, CA 94103 – South of Market (SoMa)

Phone: (415) 543-8555

Website: <http://www.hotelzetta.com>

Capacity: 116 guestrooms; 2,760 square feet of private event space; 8 floors

Owner: Pebblebrook Hotel Trust

Management: Viceroy Hotel Group

General Manager: Michel Notten

Director of Sales and Marketing: Michael Gonsalves

Profile: Located at the iconic convergence of San Francisco's Union Square, SoMa and Financial Districts, Hotel Zetta is perfectly situated to experience the best of San Francisco's fashion, arts, technology and music scene. The property combines neo-classic architecture while effortlessly fusing ease and sophistication with state-of-the-art amenities. Hotel Zetta is ideally located for connecting authentically with San Francisco's leading-edge cultural and business communities. Amenities include 116 guestrooms, including a variety of Superior, Deluxe and Premier Studio Rooms, 2,760 square feet of meeting and event space, and the ultimate Playroom.

Hours: Check In: 3 p.m. Check Out: 12 p.m.

Rates: Starting at \$279

History: Originally built in 1913, the building has recently undergone a dramatic, \$12 million dollar transformation. Formerly known as Hotel Milano, the hotel reopened as Hotel Zetta in late February 2013—celebrating the 100th year of the building's existence.

Location: The hotel is located on the borders of San Francisco's SoMa, Mid-Market and Financial Districts just a few blocks from San Francisco's Moscone Center, the shopping and world-class restaurants surrounding Union Square, Powell Street BART station, and the famous cable-car turnaround.

Guestrooms: Hotel Zetta's 116 ultramodern guestrooms, which range from 250-800 square feet, are among the most fresh of San Francisco offerings. The sleek, contemporary design combined with natural elements is meant to exude the feeling of being in an urban loft and comfort cocoon. The desks are created from kitchen butcher blocks, and inspired by the idea of travelers who prefer to stand while working on the go.

Guests will feel right at home, as every guestroom is connected with the latest technology, allowing music, movies, and more to be wirelessly displayed from any tablet or smartphone right to the guestroom flat screen TVs via the Obsess docking station by G Link. In addition, Samsung Smart TVs come with complimentary Internet browsing capabilities, library of apps and an HD channel lineup. Refreshment centers and Illy espresso machines come standard. Large, brightly lit bathrooms provides ample counter space and a walk-in shower with mosaic tiling and a glass door, plus a terry bathrobe for guest use and Neil George bath and body products.

- **Superior Rooms:** 250 sq. ft. of space with one king bed, complete with a pillow-top mattress covered in imported linens and a down comforter. Amenities include: Wireless Internet access, a docking station with Bluetooth and streaming capabilities, JAMBOX by Jawbone, a 46" Samsung smart TV with internet browsing capabilities, and HD channel lineup.
- **Deluxe Rooms:** 300 sq. ft. of space with one king bed, two queen beds or two double beds each complete with a pillow-top mattress covered in imported linens and a down comforter. Amenities include: Wireless Internet access, a docking station with Bluetooth and streaming capabilities, JAMBOX by Jawbone, a 46" Samsung smart TV with internet browsing capabilities, and HD channel lineup.
- **Premier Studio Rooms:** 360 sq. ft. of space with one king bed or two queen beds, complete with a pillow-top mattress covered in imported linens and a down comforter. Amenities include: Wireless Internet access, a docking station with Bluetooth and streaming capabilities, JAMBOX by Jawbone, vintage record player with new and classic vinyl, a 46" smart TV with internet browsing capabilities, and HD channel lineup.
- **Zetta Suite:** 800 sq. ft., the one-bedroom Zetta Suite is the most spacious rooms at the property, featuring one king bed complete with a pillow-top mattress covered in imported linens and a down comforter. Each suite also features dining table and wet bar. A generously sized desk is provided for business or personal use, with data port connections and Internet access, a docking station with Bluetooth and streaming capabilities and a 46" smart TV with internet browsing capabilities, JAMBOX by Jawbone, vintage record player with new and classic vinyl, WiiU, Atari gaming console, and HD channel lineup. The spacious, brightly lit bathroom provides ample counter space and a walk-in shower with mosaic tiling and a glass door, plus a terry bathrobe for guest use and Neil George bath and body products.

The Suite also includes a sofa that opens into a queen sleeper, and can be connected to a Deluxe Guestroom to create a two-bedroom suite.

Meeting Space: In a world where time is of the essence, and one size clearly does not fit all, Hotel Zetta will be leading the revolution in private meeting space with its unparalleled flexibility for booking. Available on an hourly basis, meeting spaces will be the perfect spot for a creative session or top-level business meeting. With the completion of the renovation, the property features more than 2,760 square feet of private event space, including three meeting rooms and a pre-function reception area.

Design: Conceived by world renowned and award winning Seattle-based hospitality interior design firm Dawson Design Associates, Inc., the hotel incorporates eclectic and sustainable architecture, technological and recycled elements, and upscale ultramodern chic furnishings.

- **Eyeglass Chandelier:** Dawson Design worked with LA based custom lighting manufacturer Lusive to create their unique eyeglass chandelier for the lobby entry area. At 8'-0" overall height and made of 600 pairs of recycled glasses and 80 percent recycled steel this is truly a one-of a kind piece. [SEE PDF CUSTOM CHANDELIER]
- **Patchwork Rug Process:** Alarwool's work on the recycled and repurposed rugs for Hotel Zetta is truly a unique story. Patchwork rugs are made from old recycled hand-knotted rugs from Pakistan, Turkey and India, some of them with over 40-60 years of history. Every piece is unique and all materials that are used on each rug is made from natural materials; wool, cotton and jute. When handcrafting a patchwork rug, designs from the same category are used maintaining a homogeneous appearance throughout the rug. The rugs for Hotel Zetta started their journey when they are collected from resident homes in small villages and cities. Once the rugs are collected, they are washed thoroughly and dried in the field in the natural sun at which they are then ready to use to make the patchwork rugs. The rugs for this pattern used similar color scheme and was carefully chosen by the designers according to the design directions given by Dawson Design and full antique traditional rugs were selected accordingly. The rugs were then cut into different size patches and arranged on the floor for the correct rug size and appearance then it was reviewed and approved. Once the pattern is approved the patches are sewn together. The whole process gives new life to the old rugs. [SEE STORY ONLINE [HERE](#)]
- **Corridor & Meeting Room Photographs:** The corridor and meeting room art, displayed in the Hotel Zetta as full-scale wall murals, are a curated collection of photographs from across the world. What these images share is a common subject matter – that of discarded objects that are being collected for the purpose of re-use and recycling. The

abandoned objects are a sign both of the past they share as objects of commerce, and also a common future as carefully sorted raw materials that will be recycled into a wide variety of new consumer goods. The images speak to Hotel Zetta's shared responsibility and commitment to the environment's future as they continue to find new ways to re-use, re-purpose and recycle the remnants of our consumer culture. Each level of Hotel Zetta has a different piece of artwork on the walls in the hallways that are from various photographers sourced through Grand Image.

- **Guest Bathrooms:** These have a custom bookshelf image that was conceptualized by DDA and Grand Image working together to find a group of eclectic book titles that speak to the story of the hotel and of the San Francisco traveler. Titles range from tongue-in-cheek bathroom humor books to titles having to do with SF tech culture, i.e. "goodnight iPad" and the Steve Jobs biography. Other titles touch on environmentalism and green movements, beat-generation literature, and San Francisco history and tourism. The idea was to create a tromp-l'oeil bookcase that would resonate with the hotel's guests and tell a story about the literary, historical and intellectual aspects of the local area.
- **Men's and Women's Restroom Art:** This was done by artist John French, Cindy Farrugia, GIArtlab. The photographic art pieces for the mens' and womens' restrooms were created by French and Farrugia which are male and female models that have a metal chain mail projected onto their naked bodies to create a layer of mesh over their skin. The industrial material contrasts with the organic curves of the human body to create a sense that these two larger-than-life beings are half-man, half-machine. [SEE PDF – GRAND IMAGE GRAPHICS].
- **Guest Room Art:** The artist is Nick Gentry. He made the original piece out of piecing together old floppy disks. The original was photographed as a high resolution image and printed as a giclee on canvas for the guestrooms.

S&R Lounge:

S&R (Salvage & Rescue) Lounge is conceived by Anna Weinberg and Jennifer Puccio (owners of Park Tavern and Marlowe restaurants) and is a modern tech-sexy lobby bar that is the ideal social hub for the emerging mid-market tech community. The S&R Lounge embraces all things salvaged and rescued. Chef Puccio will serve classic American party food favorites such as Pigs in a Blanket, French Onion Dip and Popcorn. The cocktail program will "rescue" busy tech-titans and include signature libations including the Bubble, the 404 and the Angel.

The Cavalier:

The Cavalier represents the third restaurant in just over three years from Executive Chef/ Partner Jennifer Puccio and Managing Partners Anna Weinberg and James Nicholas. Building on the successes of Marlowe and Park Tavern, The Cavalier aims to be an instant classic- that favorite

restaurant and bar where you want to eat every meal, and stop by at any time of day. The 135-seat restaurant is divided into four unique, intimate spaces, designed by Ken Fulk, the ultimate mix master of high style and downtown cool.

The Playroom: The Playroom serves as the property's physical social network and connection between the lobby and Mezzanine. Evoking the feel of a sophisticated family room, the Playroom features a pool table, shuffle board and video games. Video games will include the latest video game consoles and hottest games to classic retro video game consoles and games. The wall paneling is made of antique doors that were sandblasted and stained. A classic, London red telephone booth will feature the options to order "room" service from the restaurant, as well as video chat in style. The Playroom is 1,500 square feet.

Lobby: The lobby encourages guests and locals alike to feel welcome comfortable to lounge as long as they'd like. Recycled and reused materials are integrated into the design and art throughout the entire property, including the front desk, which was crafted out of reclaimed wood from a lumberyard. Design contrasts include interactive wall art that was inspired by the classic game "Plinko," a chandelier made of old sunglass lenses, uniquely revitalized sculptures, and a beautiful new lobby bar as well.

Service: Behind the amenities and beyond design details lies Viceroy Hotel Group's signature service philosophy. Guest needs are innovatively anticipated and met with an intuitive approach that incorporates both privacy and tangible advantages. Each request is uniquely accommodated with warmth and discretion. Options for personalization are plentiful, with availability of streamlining specific requests for future visits in ease. With a mission to overlook no detail or desire, the entire Viceroy Hotel Group staff is focused on delivering a seamless experience—for each guest and every request.

Green Initiatives: Hotel Zetta will have a program in place called Second Nature, a standard program at all Viceroy hotels. The green initiatives will include a recycling and compost program, energy and water conservation program. They will strive to become Green Key certified.

Parking: Valet parking only

Additional Services: Front Desk
Concierge
Lobby bar
State-of-the-art wellness center with Technogym equipment, ARKE wall and TRX station
Illy espresso coffee machine
Complimentary high-speed wireless Internet access in public spaces
Signing privileges at local, full-service spa located in the adjacent Westfield Shopping Center

Fully stocked refreshment center
Turndown service upon request
Double-paned windows to ensure a quiet environment
Individually operated climate control
100% non-smoking hotel
Laundry and valet services
In-room spa services
Steps away from BART and other public transport
Pet-friendly hotel (fee applies per reservation)