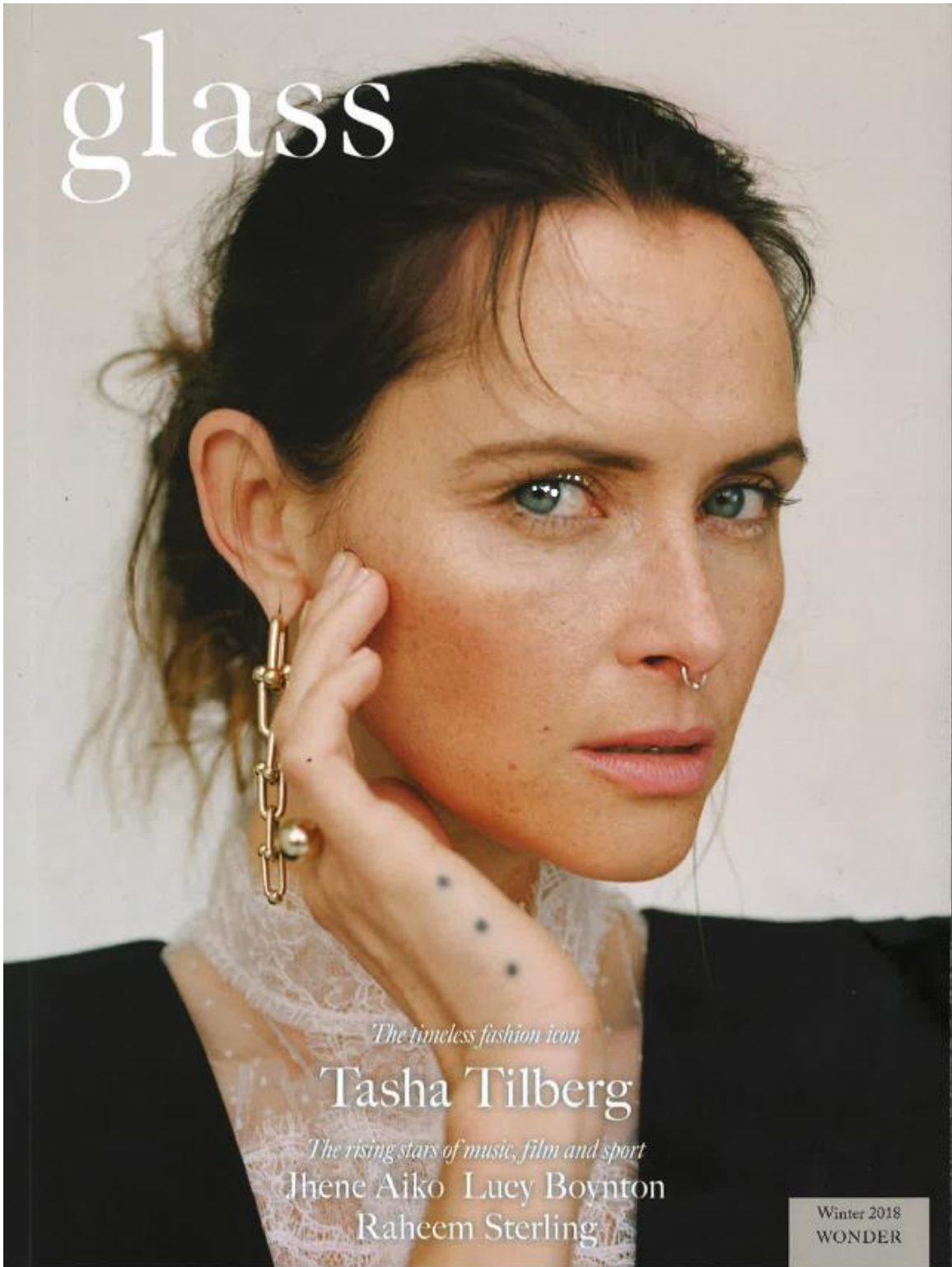


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Winter 2018  
WONDER

San Francisco, California

## HOTEL ZEPPELIN

*Rock 'n' roll chic*

A stone's throw away from Union Square, in the heart of the theatre district, the freshly renovated Hotel Zeppelin echoes the countercultural traditions inherent in San Francisco, translating these traditions into a flamboyant rock 'n' roll interior bringing back the 1970s.

Don't be fooled by the minimalistic historic exterior as this is merely a façade for the eclectic interior design that sets this hotel apart. With a resin-red front desk, a two-metre naked sculpture made out of cutlery, psychedelic posters, minimalism wasn't the main objective. Yet elegance wasn't lost as sleek lounge chairs and glass chandeliers give the hotel its chic edge.

Rooms range from 200 sq ft queen- and king-sized doubles to 1,800 sq ft suites complete with their own deck offering an exceptional view of the city next to the cosy fireplace, a welcome essential for the chilly San Franciscan evenings.

The rooms continue the rock 'n' roll vibe, but in a more muted manner, working with subdued greyscale hues and the occasional piece of furniture offering a pop of colour. Chiming in on the counterculture, the rooms are a paradox in themselves, as you will find a retro vinyl player placed on a nightstand fitted with USB ports.

Where the hotel really stands out is in the design of the public spaces. The lobby doubles up as all-day bar/lounge that hones in on its history as a basement speakeasy. The brick wall, with an imposing gothic stone fireplace and a massive overhead cage lined to the brim with bottles of gin, serves as the ideal backdrop for an intimate night of sipping on cocktails and live entertainment. Make sure to look up, as Allen Ginsberg's famous poem *Howl* is lit up on the ceiling.

Yet the basement, named the Den, is the absolute gem of the establishment. Fun first was definitely the main objective when it came to the refurbishment, with a peace sign made of license plates setting the playful mood. Expect mini basketball hoops, a skeeball machine, billiards and even a photo booth, all the essentials for a fun-filled day topping it off with a picture to remember the experience.

The Zeppelin brings the city's varied characteristics under the same roof and serves as a perfect yet slightly alternative home base for the city at bay.

*By Lupe Baeyens*

