

# THE LOBBYISTS

*Hotels are reinventing their lobbies, turning them into stylish spaces that draw in not just their guests but locals, too. Leading the charge is San Francisco's Hotel Zetta. Here are four things we love about it.*

**1. THE GAMES**  
Don't expect to be greeted by a quiet, docile lobby. Hotel Zetta has turned its entrance into a playground for adults, with a soccer-ball wall by its bar, and a pool table and shuffleboard on its loft-like mezzanine level. And to keep the road warriors happy, there's free wi-fi and a repurposed red London phone booth to make Skype calls.

**3. DECOR**  
Decked out with armless sofas, bright-coloured ottomans and amoeba-shaped stainless-steel tables, the space is the epitome of casual cool — just the kind of place you would like to loosen your tie after that all-important meeting.

**2. THE BAR**  
The hotel's S&R Lounge (short for 'salvage and rescue') has taken recycling to a whole new level, turning, for instance, old spectacles into a chandelier and scrap metal into a dog sculpture, and using 264 bottles of wine to build the bar's feature wall.

**4. FOOD & DRINKS**  
Kiwi native Anna Weinberg and chef Jennifer Puccio are behind the culinary goings-on here. Enjoy a platter of wild mushrooms and baked brie, followed by the bacon and dijonaise S&R burger. Then, wash it all down with a lager from the local Californian Anchor Brewing Company.



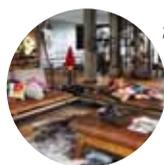
## STYLE & SUBSTANCE *Three more charmers raising the profile of the humble entryway.*



### **Pentahotel, Hong Kong**

The hotel's lobby combines a lounge, reception, noodle bar and even a deli counter for a quick bite on the run.

There are MacBook plugs for digital nomads and Wii consoles for video-game enthusiasts. [www.pentahotels.com](http://www.pentahotels.com).



### **25 Hours, Hamburg**

Littered with designer couches, faux-fur rugs, colourful cushions and coffee-table books, this looks more like your best gay

friend's living room than a lobby. And there's an on-site library, too. [www.25hours-hotels.com](http://www.25hours-hotels.com).



### **Crown Towers, Melbourne**

Live jazz performances, decadent cocktails and afternoon tea — complete with whisky-marinated salmon croissant — are

just some of the things you can enjoy at Crown Towers's lobby. [www.crownmelbourne.com.au](http://www.crownmelbourne.com.au).

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