

Global Vision

NUMBER 1 - SPRING 2014

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14

THE INTERNATIONAL MAGAZINE FOR BUSINESS EXECUTIVES

\$ 6.00 £ 3.50 € 4.00



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FASHION WEEK ■ LONDON - PARIS WITH **EUROSTAR**
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DINING, ENTERTAINMENT, GOLF, F-35 LIGHTNING II,
WORLD FILM FESTIVALS GUIDE AND CHARITY ■



Z is for Zetta

San Francisco's latest addition to its vibrant Hotel scene

BY JEFFREY BRADFORD

Located close to the epicenter of San Francisco's Union Square, SoMa and the Financial District the Hotel Zetta is among the best locations to come and experience the best of San Francisco's fashion, arts, technology and music scene. The recently opened property, part of the Viceroy group of hotels combines neo-classic architecture while effortlessly fusing ease and sophistication with state-of-the-art amenities.

From a business or cultural perspective the Hotel Zetta is ideally located for connecting effortlessly and meaningfully with these communities. Hotel amenities include some 116 guestrooms, including a variety of Junior and Premier Studio Rooms, approximately 2,760 square feet of meeting and event space, plus the ultimate Game Lounge – accessible from the lobby.

The Game Lounge serves as the hotel's physical social network and connection between the lobby and Mezzanine. Evoking the feel of a sophisticated family room, the Game Lounge features a pool table, shuffle board and video games. The wall paneling is made of antique doors that were sandblasted and stained. A classic, London red telephone booth features the option to order "room" service from the restaurant, as well to make a Skype call in style.

Formerly known as Hotel Milano, the building housing the hotel Zetta was originally constructed in 1913 and has recently undergone an extensive renovation and remodeling exercise. The hotel re-opened as the Hotel Zetta in late February 2013 — just in time to celebrate the centenary of the building's existence.

The location of the hotel enables access to a variety of entertainment options within a short walk or cab ride. This location 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.

Hotel Zetta's newly restyled 116 guestrooms, which range in



ZETTA-DOUBLE

ZETTA-ULTIMATE GAMES LOUNGE

size from 250-750 square feet, are among the most modern 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. In addition every guest room is connected with the latest technology, allowing music, movies, and more to be wirelessly displayed from any tablet or smartphone right to the guest room flat screen TVs. In addition, every television is equipped with complimentary Internet browsing capabilities plus an HD channel lineup. The Large, brightly lit bathroom provides ample counter space to spread out your travel toiletries and there is also a walk-in shower and Neil George bath and body products.

The principal dining experience at the Hotel Zetta is The Cavalier, an upscale British brasserie - 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 feels like that favorite restaurant and bar where you want to eat every meal, and stop by any time of day. Breakfast/Brunch at the weekend is excellent, though note to Chef: A British breakfast requires HP Sauce! The 135-seat restaurant is divided into four unique intimate spaces designed by Ken Fulk - the Blue Bar, Main Dining Room, Wine Stables and the Rail Car. The Cavalier's unabashed dinner menu celebrates British classics like fish and chips and meat pies, though reimaged with a contemporary twist to improve upon them to make them incredibly seasonal and luxe.



ZETTA LOBBY-BAR

For more information please visit;

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