

Wallpaper*
City Guide

SAN FRANCISCO

PHAIDON



Hotel Zetta

Making the most of the tech boom, the Viceroy Group opened its first property in San Francisco in 2013, taking over the former Hotel Milano. Following a \$13m revamp, it's now a programmers' paradise, kitted out with a mezzanine gaming room, Jambox speakers and bluetooth TVs, as well as retro-nostalgic decor – look out for the pop-art portraits made from floppy discs. The 116 guest rooms (Premier Studio

King, above) were transformed into urban lofts by the Seattle-based Dawson Design Associates. Book a suite and you'll have access to a wet bar, Nintendo Wii U games, and vinyl to play on Crosley turntables. Downstairs, the S&R Lounge is a cool spot to hold meetings, and the gastropub-style Cavalier has a hidden members-only bar. *55 5th Street, T 543 8555, www.hotelzetta.com*