

Beat: Vips

## **SAN FRANCISCO COUNTER-CULTURE HAS A NEW HOME -- WELCOME TO HOTEL ZEPPELIN**

### **NEW REBELLIOUS HOTEL IN UNION SQUARE**

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**USPA NEWS** - In a city best known for its transformative spirit and colorful counter-culture, one hotel is looking to shake things up with its bold and decidedly unconventional approach to hospitality : Hotel Zeppelin San Francisco. Located just two blocks from San Francisco's Union Square,...

In a city best known for its transformative spirit and colorful counter-culture, one hotel is looking to shake things up with its bold and decidedly unconventional approach to hospitality : Hotel Zeppelin San Francisco. Located just two blocks from San Francisco's Union Square, and within walking distance to FiDi, Viceroy Hotel Group's newest property opened on March 4th, 2016.

A stay at Hotel Zeppelin is an invitation to discover the unexpected. Designed by Dawson Design Associates, the hotel experience was created for revolutionaries, dreamers and visionaries, guests who are rule-breakers with a little spark of mischief, who aren't satisfied with what is, but yearn for what could be.

The experience begins with a street level café, bar and lounge offering guests noshes and libations from some of the city's best artisans. Unexpected design accents, including spontaneous black light exposed poetry, expand upon the hotel's playfully psychedelic heartbeat and pay tribute to the bookstores and cafés of the beatnik era.

Downstairs, the 1,300 sq/ft game room entitled Peace, offers a playful retreat from reality complemented by an energetic and edgy homage to superheroes. Guests can unwind with games of skeeball, shuffleboard, an oversized electronic Bingo board synced with a dynamic sound system, a quick-shot basketball wall, and communal areas for both events and group meetings.

The 196 rooms and suites are fashionably appointed with eclectic furnishings and out-of-sight amenities, including vintage inspired record players in select rooms.

Set in an historic San Francisco building steps from renowned Union Square, Hotel Zeppelin San Francisco celebrates the city's progressive mindset and transforms it into a living story with a revolutionary attitude.

Source : Viceroy Hotel Group

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)