

# VICEROY

HOTELS & RESORTS

FOR IMMEDIATE RELEASE:

## **Viceroy Hotels & Resorts Opens Hotel Emblem San Francisco, A Bold Hotel Inspired by the Spirit of the Beat Generation**

### **Dynamic Boutique Property Promises Uncensored Stays with Creative Amenities Such as a Book Butler, Meditation Hour and Jazz Nights**

SAN FRANCISCO (January 23, 2019) – [Viceroy Hotels & Resorts](#) has put a fearless, provocative spin on the modern hotel experience with the opening of [Hotel Emblem](#). The boutique property, located in San Francisco where Nob Hill meets Union Square, is inspired by the Beat Generation – San Francisco’s most celebrated literary and cultural movement of the 20th century that inspired millions to live boldly and uncensored. Hotel Emblem entices travelers to leave the status quo behind with eclectic guestrooms, stimulating events, rich cultural and wellness experiences, and the authentic hospitality that Viceroy guests are accustomed to.

Hotel Emblem is owned by DiamondRock Hospitality Company and is a member of The Viceroy Urban Retreats. Ideally located in the Theater District, in the heart of the city, the 96-room hotel is a creative stage designed to inspire guests to think freely and stand out from the crowd.

“Hotel Emblem takes cues from the biggest cultural movement in San Francisco history, and we know it will spark the city’s creative spirit,” said Bill Walshe, CEO of Viceroy Hotels & Resorts. “The hotel is a destination that celebrates and embraces the path less taken to be bold and fearless. We are incredibly excited and proud to begin hosting guests this month, empowering them to live and love the unexpected.”

#### **A Beat-style Arrival**

Upon entry, guests are enveloped in Hotel Emblem’s crisp and woody signature scent of fire, cedarwood, moss, birchwood and burning paper. A warm welcome comes from staff outfitted in custom uniforms by contemporary global fashion label AllSaints, a brand that mirrors Hotel Emblem’s ethos of independent spirit and creative attitude. Throughout the lobby, Bay Area design firm Wilson Ishihara sought to ignite a vibe of unabridged expression. A wood front desk mimics a writer’s desk, and guests checking in are greeted with a custom-crafted welcome cocktail from Obscenity Bar & Lounge. To the right, a Writer’s Alcove is nestled within a full-height book wall, offering a literary oasis in which guests can write a love letter, poem or postcard.

### **Uncensored Experiences**

Cultural programming and thoughtful amenities are seamlessly infused into the experience at Hotel Emblem. Starting in February, guests can enjoy **Meditation Hour** every Saturday in The Den, courtesy of San Francisco-based [Anchor Meditation](#). The **Book Butler** program features a cart brimming with curated Beat Generation literature from the famed local independent [City Lights Bookstore](#) and [HarperOne](#), the San Francisco-based imprint of HarperCollins, including iconic titles like *Howl and Other Poems* by Allen Ginsberg, *On The Road* by Jack Kerouac, *San Francisco Poems* by Lawrence Ferlinghetti, and *The First Third* by Neal Cassady. Guests are invited to summon the cart via room service and check out the books during their stay. In addition, guests are encouraged to raise their voice during live entertainment like poetry slams and jazz performances, programmed with local artists. A dedicated Underground Concierge can guide guests to the obscure and uncut parts of the city. Complimentary bike rentals for touring San Francisco are available, as is 24-hour room service.

### **Spirited Culinary and Engaging Design**

Opening in early February, Obscenity Bar & Lounge is a destination for spontaneous dialogue, hand-crafted cocktails and creative cuisine. Cozy vignettes, mid-century modern furniture and low glowing lights evoke drama tempered with comfort. Curved banquettes are tucked into one side of the room, behind which art represents burning books, a reference to society's attempt to censor the Beat Generation. The open bar is a focal point, featuring plush seating and a menu of enticing cocktails. Drink highlights include *Beet Generation*, containing Bols Genever gin, organic beet juice, mint, simple syrup, lime and egg whites; *The Kerouac*, with mezcal, absinthe, cardamom bitters, agave, cucumber, mint and lime; and *The Rum Diary*, featuring white rum, cynar, cinnamon bitters, agave, pineapple and lime.

Adjacent to the bar is the alluring, bohemian-style lounge, a celebration of art and literature. Abstract paintings are inspired by icons from the era, and guests will find subtle references to its anti-establishment movement. A long communal wood high-top table is accented with a cross-section design of cut-up transcripts from the 1957 trial brought upon Allen Ginsberg for his racy poem, "Howl!"

Making its new home in the Hotel Emblem lobby, [Bluestone Lane](#), also opening in early February, will be a hotspot for guests and locals alike, offering its beloved Australian-style coffee and healthy, seasonal fare. Their signature *Avocado Smash* will be a menu feature, along with Bluestone Lane's entire range of premium coffee, tea, wellness lattes and healthy grab and go eats.

### **Bold and Vibrant Interiors**

When guests retreat to their rooms, which are eclectic havens of bold color and playful patterns, they'll be inspired by poetry references that pay homage to the themes and personas of the Beats. Designed by San Francisco-based Studio Hatch, the guestrooms accentuate the architectural bones of the historic building while featuring contemporary furnishings and a boho spirit. High ceilings and expansive windows invite relaxation. With modern art and

European-inspired furniture, the feeling is residential and intimate. At each custom desk, a French bistro chair sits in front of an inspiration board that allows guests to interact with Beat references like photo booth strips and scribbled notes from celebrated writers. The bathrooms have big personality, too, with graphic tiled floors and black stone vanities complete with Natura Bisse and ROIL by Amanda George bath products. Each room offers luxurious amenities including a pillow-top bed with high thread count luxury linens, 55" HD Smart TV with streaming capabilities, bedside and desk charging ports, and a high-quality audio system with Bluetooth technology.

Hotel Emblem is located at 562 Sutter Street in San Francisco. Introductory rates start at \$199/night; to celebrate its opening, Hotel Emblem is offering a limited time package of 15% off, complimentary valet parking, and two welcome cocktails. For more information or to make a reservation, please visit: [www.hotelemblem.com](http://www.hotelemblem.com) and/or follow along @HotelEmblem #TheViceroyUrbanRetreats

### **ABOUT VICEROY HOTELS & RESORTS**

Viceroy Hotels & Resorts inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Los Cabos, Chicago, Dubai, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Algarve and Panama. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Viceroy Urban Retreats in San Francisco have an independent spirit and bold, eccentric personalities. Viceroy Hotels & Resorts is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 500 hotels around the world. For more information, visit [www.viceroyhotelsandresorts.com](http://www.viceroyhotelsandresorts.com). Follow Viceroy Hotels & Resorts at [www.facebook.com/ViceroyHotelsAndResorts/](https://www.facebook.com/ViceroyHotelsAndResorts/) and on Instagram and Twitter @viceroyhotels.

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