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PREMIERE ISSUE FROM San Francisco

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TIM HARMON AND ROB GOLDBERG, RESORT REVOLUTIONARIES

GOLDEN GATE PARK FAVES MUSEUMS: DE YOUNG, SO HABIWARA, TEA GARDEN, THE ACADEMY OF SCIENCES, 575 HOWARD ST. (SLATED TO RETURN TO THE PARK NEXT FALL.)

Auberge Resorts' list of accolades runs longer than Lindsay Lohan's rap sheet. But who wants to rest on their laurels? The Napa-based hospitality corporation, dedicated to those young travelers beloved by Italian clothing designers and upscale vodka companies, has set up a new company, Moana Hotel & Restaurant Group, to entice them with hip hostels. Call it Empire of the Son: Tim Harmon, the 45-year-old son of Auberge's founder, Robert Harmon, is Moana's chairman, while ex-Hard Rock exec Rob Goldberg, 44, is president.

The duo has already opened Solage Calistoga and restaurants including Piatt, Paragon, and Napa's Redd. Now they have plans to develop four new resorts, from Mammoth to Cabo San Lucas, in the next four years. It's ambitious, they admit. "If you're going to achieve great things, you have to set big goals," Goldberg says.

Adds Harmon, "Travelers and diners today will not accept anything that appears to be cheap or cookie-cutter."

Tim Harmon (left) and Rob Goldberg celebrate the 15th anniversary of their restaurant Paragon, 701 2nd St.