The Pullman West Bay Doha will open in early 2016, a five-star realized within one of the twin towers erected in the coolest area of the Qatar capital. Run by the French chain Pullman, the trendy brand of the French Accor Group, is the work of Lorenzo Bellini who took care of the Interior Architecture and Interior Design by combining “Italian Touch” and international contemporarity. With its 470 keys - 310 rooms, 63 suites and 97 apartments – it will represent a real pole of attraction for the city, thanks to the presence of a large conference centre, an important SPA & Wellness Centre, but also for the particular attention paid to the F&B that will count on the presence of four themed restaurants (Italian Restaurant, Asian Restaurant, Lebanese Coffee Shop, Vine Bar), several lounge bar and a shop of fine pastries. The access to the hotel is via two ramps leading to a wide hall - common to both towers - which develops, along with the public spaces, on the second floor of the building: the main architectural element is constituted by the sloping stone wall emphasized by the slanting light that, outlining the perimeter, forms a picturesque fountain in line with the hotel’s main entrance. At the architectural level the additional distinctive features are the suspended ceiling, which defines and virtually separates the passageway from the various functions, and two major openings that, with a significant change of materials and heights, visually mark the entrances to the food court and a convention centre of 3000 square meters, characterized by the important Ball Room of over 1300 square metres. In the hall, the interior design plays a mix of modern furnishings and reinterpretations of traditional Arabic elements, made fluid by chromatic choices focusing on the contrasts between absolute white and palette of grey and bold tonalities of fuchsia, an unusual choice by Bellini, more inclined to that warm contemporary style that we rediscover in the rooms and suites, which plays on neutral palette enlivened with color changing effects, under the sign of colour therapy.