



## Events

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### Opening of the Pullman Dubai Deira City Centre: art at the party!

*"Whether they come for business, leisure or both, our goal is to offer our customers a stimulating, cosmopolitan experience with a mass of dash. In 2013, starting in Paris, London and Brussels, Pullman will be building up a collection of contemporary art good enough to go in a museum and exploring an essential aspect of our era: the re-emergence of cultural identities in a modern world marked by cosmopolitanism and multi-ethnicity".*

It was at the official opening of the **Pullman Dubai Deira City Centre** on 27 February 2013 that Xavier Louyot, Pullman Global Marketing Director, kicked off the **Pullman Artnights**, "signature events" that will become the guiding thread of every opening and renovation in the brand's flagship hotels and resorts. The goal? To allow guests to live moments rooted in each destination and in the Pullman identity in a year – 2013 – that is a particularly strategic one.

Having just unveiled its high ambitions for its luxury-high end segment at the ITB Berlin, the brand is continuing to expand in the main tourist hubs of the planet and intends to shine the spotlight on a new approach to top-end hospitality where performance and pleasure are absolutely not incompatible.

Two adjectives that go very well with the brand-new Pullman Dubai Deira City Centre, cheek by jowl with one of the city's largest malls and enjoying a fantastic view of the Emirate's capital.

#### **A benchmark hotel**

The hotel proposes the best of the brand's signature services: Welcomer greeting, Pullman beds, free Wi-Fi access throughout the hotel, Connectivity Lounge, Co-Meeting concept for organizing professional events, Nespresso® services, Vinoteca wine list by Pullman, Pullman Fit & Spa Lounge, etc., and has 317 rooms offering a high level of comfort and all the high-tech equipment you need for work and relaxation.

The Pullman Dubai Deira City Centre therefore meets the expectations of an international business and leisure clientele by offering them a lifestyle where business and relaxation merge seamlessly.

An example its bar and three restaurants combining international and regional cuisine: the Cafe, a lobby lounge bar open 24/24; the cosmopolitan Medley restaurant; the Fabrique, a New-York-style bar for relaxing after work or watching a match; and Azure, the terrace bar on the hotel roof, the ideal place for relaxing, drinking a cocktail and looking out over the Dubai skyline. For their greater wellbeing, guests can also take advantage of the SOMA Spa and its treatments that use French herb-based products. The Fitness center, of course, has all the latest equipment.

Note also that the hotel has given over one full floor - 909 sq. m. – to organization of all kinds of professional events, a space that boasts nine meeting rooms.

A select new address **and a curtain raiser for a whole series of forthcoming openings**, as Christophe Landais – COO Accor Middle East, explains. *"We are determined to reinforce our position in the upscale segment in the region and we want the Pullman Dubai Deira City Centre to become the benchmark for all business and leisure travelers. We currently operate four Pullman hotels in the Middle East and two new addresses will very soon be added to the list: the Pullman Dubai Jumeirah Lake Tower (354 rooms) which is due to open this year and the Pullman Doha (468 rooms) scheduled for 2015".*



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