

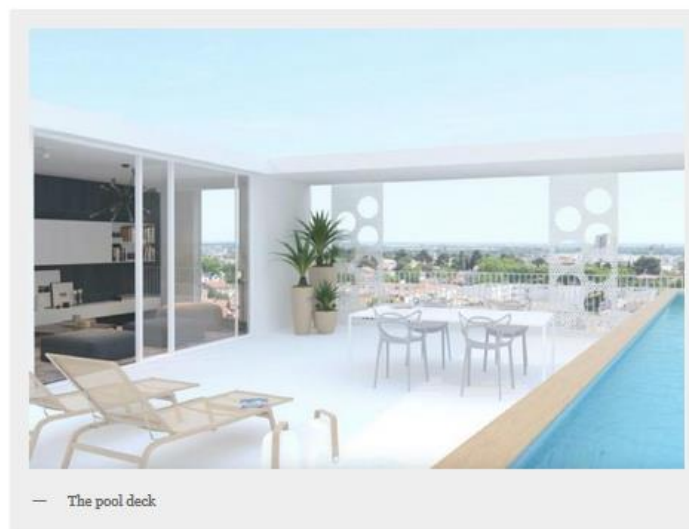
## The 'Jewel' of Montpellier to open in 2018

The Belaroïa, 'Jewel' of Montpellier will open in 2018 with two hotels, a brasserie and 12 luxury apartments.



The 10 storey development in the New Saint-Roch district is designed by Manuelle Gautrand Architecture and constructed by SERM, Montpellier Méditerranée Métropole (3M) equipment company.

The first level of the building will have two hotels; the 4-star Golden Tulip hotel with 100 rooms decorated by French designer Philippe Avanzi and the 3-star Campanile hotel with 70 rooms, a brasserie and business center.



A total of 12 apartments will be located on the 7th to 10th floors including rooftop villas with solarium terraces over 120m², swimming pool and private underground parking.

Gautrand said 'the Belaröia is an exceptional adventure', enabling the architect to develop a new identity for the neighborhood by imagining 'a real urban living room'.



The design is 'rich in textures and graphics', with a baroque-like appearance, reminiscent of the historical buildings around the site.

The exterior is made up of white metallic facings that catch the light and reflect sunshine rays over the floors, giving an effect of transparency and lightness.

Linkcity, and Valroch (a project company made up of Valotel and Caisse des Dépôts) launched the construction project of the multi-functional property complex.

The main hotel investor is Valotel.



The New Saint-Roch district covers 15 hectares; including the transformation (extension and modernization) of Saint-Roch station into a multi-modal exchange center, 1,700 housing units, a 13,000 m² park, 50,000m² of commercial and service activities and a public car park with 1,500 spaces.