

EXCEPTIONAL URBAN LIVING







CONTENTS

CHAPTER 1		CHAPTER 4	
THE DEVELOPER	04	A THOUGHTFULLY CRAFTED COMMUNITY	30
CHAPTER 2		CHAPTER 5	
INTRODUCTION TO SERENIA DISTRICT	17	ARCHITECTURE & INTERIOR DESIGN	40
CHAPTER 3		CHAPTER 6	
PRIME LOCATION	23	ELEVATED RESORT LIFESTYLE	49

CHAPTER 1

THE DEVELOPER





A WORLD CLASS PROPERTY DEVELOPER



Delivering timeless projects and growing wealth in the region since 2002, Palma Development has established itself as a pioneering real estate developer with a portfolio valued at AED 16 billion.

With 15 landmark projects spanning over 8 million square feet, Palma continues to redefine premium living in Dubai's most iconic locations, including Palm Jumeirah and Dubai Marina. Known for award-winning designs, timely project delivery, and strong investment potential, Palma remains committed to creating extraordinary homes for extraordinary people.







Infinity Cayan Tower





SHAPING EXCELLENCE WITH BANIAN



Banian, a name synonymous with innovation and excellence, proudly partners with us in shaping this remarkable project. From its origins in retail and distribution, Banian grew into a global multi-sector platform specializing in real estate investment, financial management, and asset development.

Together, we're setting new standards in creating landmark developments that redefine excellence.





SERENIA, OUR PREMIUM HOMEGROWN BRAND





Serenia curates exceptional communities in the city's most coveted destinations.

Gracefully positioned along prime waterfront locations, Serenia unveils a distinguished collection of ultra-exclusive residences, where world-class amenities blend seamlessly with breathtaking panoramic views of The Palm and the iconic Dubai skyline.





DUBAI'S MOST EXCLUSIVE BEACHFRONT RESIDENCES



Located on Palm Jumeirah, Serenia Residences is the first residential project on the island's most coveted crescent.

The project offers a redefined beachfront living, where we crafted our own definition of premium living, setting new benchmarks of excellence and world-class standards.





DUBAI'S ULTIMATE BEACHFRONT RESIDENCES



Serenia Living elevates the concept of exclusive residence at Palm Jumeirah.

Located adjacent to Atlantis The Palm, this premium beachfront development is on the first plot of the west crescent and comprises of 226 apartments, penthouses and sky mansions with breathtaking panoramic views.

CHAPTER 2

INTRODUCTION TO SERENIA DISTRICT





A MASTERPIECE OF SERENITY AND MODERNITY

Welcome to Serenia District—a lakeside haven where urban sophistication meets the quiet poetry of nature. Here, modern vibrancy flows effortlessly into serene landscapes, offering an idyllic retreat in the heart of Dubai's vibrant pulse.

More than a residence, Serenia District is a sanctuary— a place where every moment invites calm, every detail whispers elegance, and life unfolds in perfect harmony. Designed to foster a seamless connection between people, nature, and the spaces they inhabit, Serenia District redefines contemporary living with grace and purpose.

For those who seek a life that balances tranquility with boundless opportunity, Serenia District offers an unparalleled experience. At its core are 6 principles that breathe life into its vision, elevating it into a world-class community defined by balance and harmony.

CHAPTER 2: INTRODUCTION TO SERENIA DISTRICT



Discover Exceptional Urban Living



URBAN ELEGANCE, NATURAL TRANQUILITY

Imagine a place where the energy of the city fades into the gentle embrace of nature—a place designed not just to live, but to thrive. Welcome to Serenia District, a lakeside sanctuary that redefines the meaning of home in the heart of Dubai.

Here, every moment is a quiet celebration of balance. Modern architecture flows into tranquil landscapes, creating spaces that feel both contemporary and timeless. Thoughtfully designed to nurture connection—with nature, with community, and within yourself—Serenia District is more than a destination; it's a way of life.

Rooted in six guiding principles, this extraordinary community is built for those who seek more than luxury. It's for those who seek purpose, harmony, and a place where opportunity and serenity meet. Serenia District invites you to write your next chapter here, in a setting that inspires every day.

CHAPTER 2: INTRODUCTION TO SERENIA DISTRICT



CHAPTER 3

PRIME LOCATION

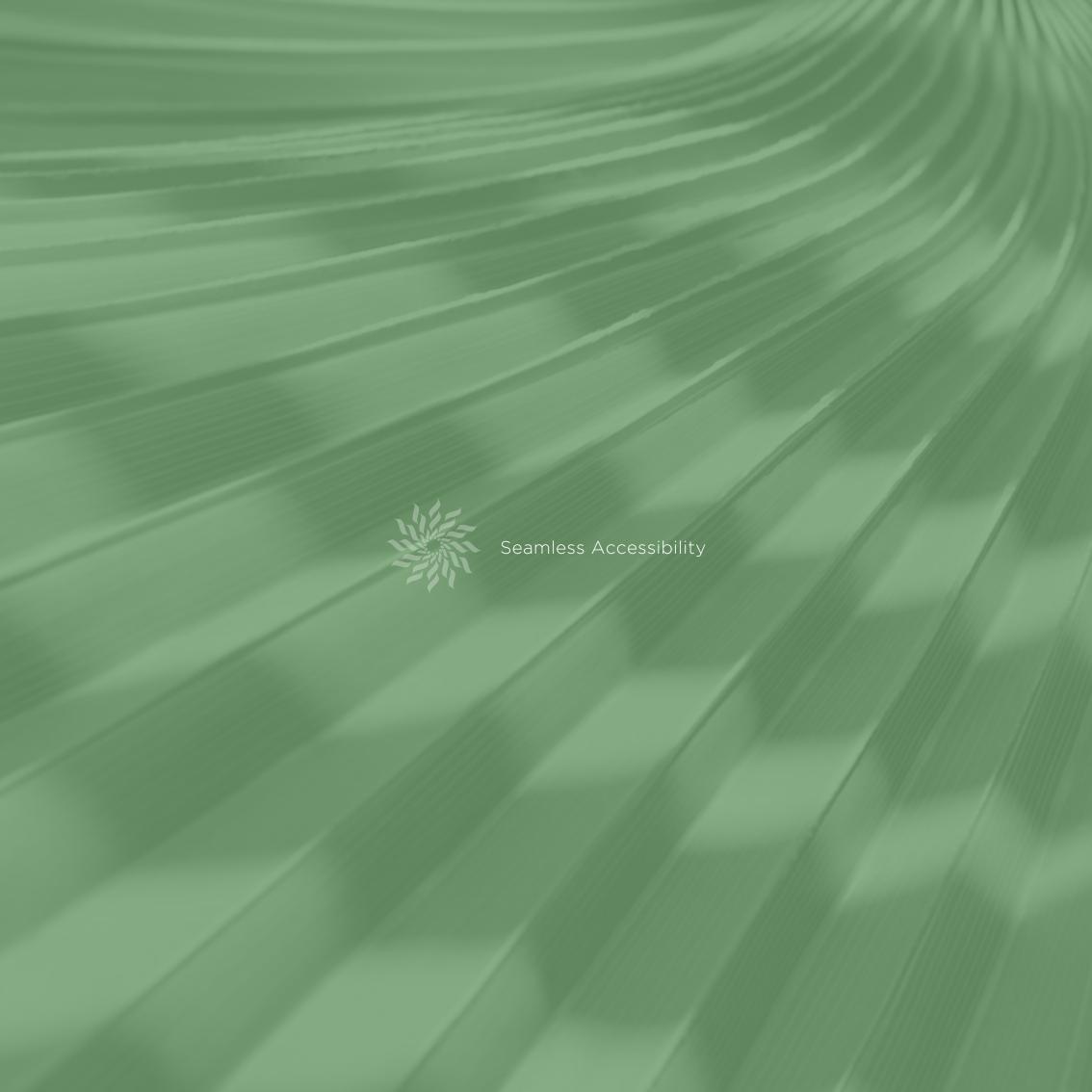




A LAKESIDE SANCTUARY IN THE HEART OF DUBAI

Nestled within Jumeirah Islands, Serenia District offers residents an oasis of calm amidst the city's vibrant energy. This idyllic location is strategically positioned, offering seamless access to key destinations. Within 10 to 30 minutes, residents can reach Dubai International Airport, pristine beaches, world-class malls, and cultural landmarks.

CHAPTER 3: PRIME LOCATION



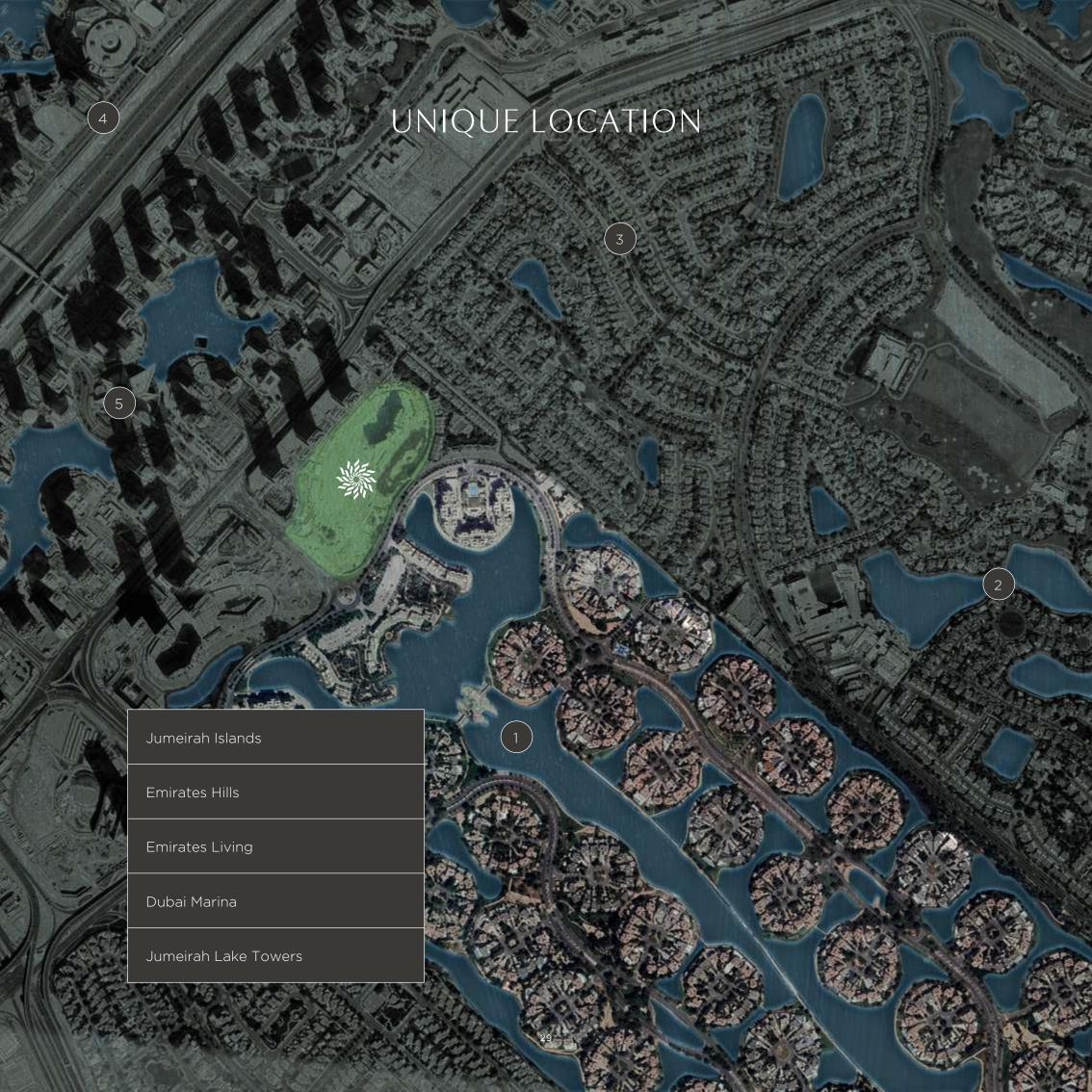


UNIQUE LOCATION

Jumeirah Islands itself is a masterpiece of community living, with its lakes, lush landscaping, and scenic walkways providing a harmonious backdrop to daily life. Serenia District enhances this natural beauty with thoughtfully designed spaces that prioritize connection and tranquility.

CHAPTER 3: PRIME LOCATION

International Airport Downtown Dubai The Palm Jumeirah Mall of the Emirates Dubai Marina Emirates Hills Jumeirah Islands 10 MIN The Palm Jebel Ali



CHAPTER 4

A THOUGHTFULLY CRAFTED COMMUNITY

A Masterfully Curated Lifestyle Destination



CULTIVATING CONNECTION IN EVERY DETAIL

Spanning 600,000 sq. ft., Serenia District is a meticulously planned community designed to enrich the lives of its residents. The district comprises six elegantly designed residential towers, podium townhouses, and six lifestyle zones that promote wellness, social connection, and recreation.

This self-sustained community offers everything from lush green spaces and tranquil water features to exclusive social hubs and wellness amenities. Each element of the master plan has been carefully integrated to create an environment where residents can thrive—reflecting the principle of Cultivating Community through intentional, harmonious design.

CHAPTER 4: A THOUGHTFULLY CRAFTED COMMUNITY





A SANCTUARY BY THE WATER

Wake up to breathtaking views of Serenity Lake, a tranquil oasis that harmonizes natural beauty with a sense of calm. This picturesque retreat serves as the heart of the community, offering a peaceful escape from the energy of the city.

Whether enjoying a quiet morning coffee or a leisurely evening stroll, the gentle reflections on the water create an atmosphere of pure serenity, elevating everyday living.

CHAPTER 4: A THOUGHTFULLY CRAFTED COMMUNITY





WHAT MAKES IT UNIQUE



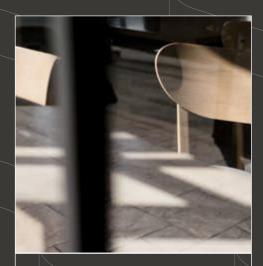
A Haven of Tranquility



A Community of Belonging



A Symphony of Timeless Elegance



Serenity in Every Detail



The Heart of Inspired Living



A Resort Lifestyle







WHERE TRANQUILITY MEETS ELEGANCE

Spacious 1, 2, and 3-bedroom apartments with panoramic views of Jumeirah Islands and Dubai's skyline. These residences are designed for those who seek modern elegance and the comforts of home.

Living areas are designed to flow seamlessly into outdoor spaces, enhancing the connection to nature. Bedrooms offer a peaceful retreat with upscale en-suite bathrooms and ample storage.

CHAPTER 4: A THOUGHTFULLY CRAFTED COMMUNITY

CHAPTER 5

ARCHITECTURE & INTERIOR DESIGN

入れ子 IREKO

A Seamless Connection Between Indoor and Outdoor Environments.



TIMELESS DESIGN INSPIRED BY JAPANESE DESIGN PRINCIPLES

Serenia District's architecture draws inspiration from Japanese design principles, embracing clean lines, open spaces, and a seamless connection between indoor and outdoor environments. Rooted in the Ireko design philosophy, the structures radiate tranquility, emphasizing simplicity, symmetry, and thoughtful use of space. Natural materials and soft, ambient lighting further enhance the calm and harmonious atmosphere, creating a sanctuary where form meets function.

CHAPTER 5: ARCHITECTURE & INTERIOR DESIGN





A HARMONY OF FORM AND FUNCTION

The vision of Palma Development for Serenia District is brought to life by Nikken Sekkei, the world's third-largest architectural firm, renowned for their groundbreaking projects like One Za'abeel, home to the world's longest cantilever building.

Guided by one of Serenia's six principles—Timeless Design and Architecture—this collaboration delivers an enduring blend of beauty and functionality, ensuring the structures are not just elegant, but a celebration of innovative design that enriches every moment.

CHAPTER 5: ARCHITECTURE & INTERIOR DESIGN







SOPHISTICATED STARLIGHT FAÇADE LIGHTING

At night, the buildings come to life with sophisticated starlight façade lighting, a design rooted in natural elemental forces. This seamless integration of subtle lighting evokes a sense of serenity, whether under the sun or the stars. Every detail has been carefully considered to craft a timeless architectural identity that is both visually stunning and emotionally evocative.

CHAPTER 5: ARCHITECTURE & INTERIOR DESIGN



CHAPTER 6

ELEVATED RESORT LIFESTYLE

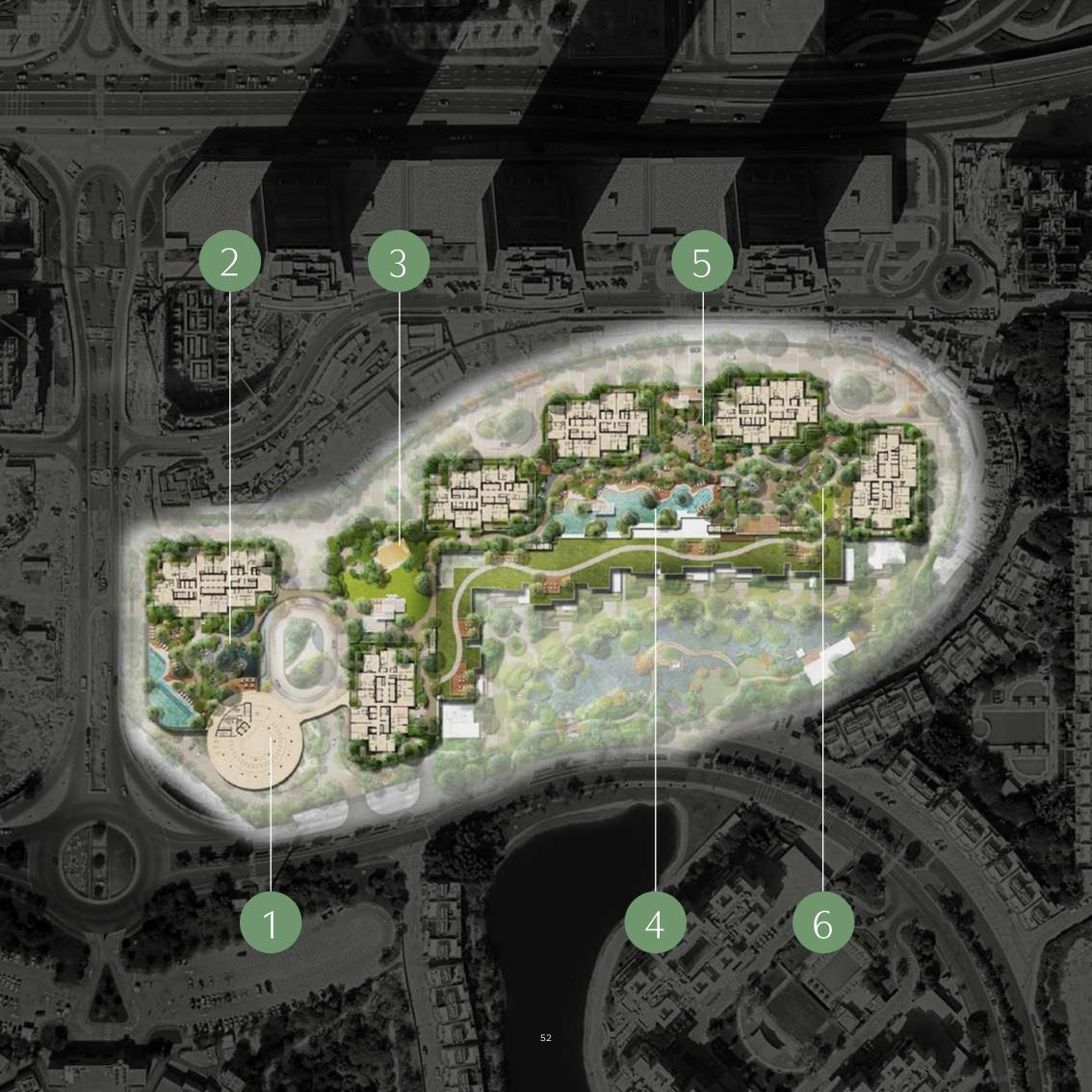
A Harmonious Blend of Balance, Community, and Wellness



A LIFESTYLE OF BALANCE AND WELLNESS

Serenia District offers an array of lifestyle zones, each designed to complement different aspects of modern living. These zones embody Serenia District's commitment to fostering balance, community, and wellness.

CHAPTER 6: ELEVATED RESORT LIFESTYLE





Serenia Health Sports & Signature & Social Recreation Clubhouse Wellness Family Nature Oasis Discovery Retreat



SERENIA SIGNATURE CLUBHOUSE

The Heart of the Community

At the center of Serenia District is the Serenia Signature Clubhouse—a world-class hub designed to enhance daily living with premium amenities and social spaces. It serves as a vibrant gathering point for residents.

Panoramic infinity pool				
State-of-the-art gym				
Dedicated ladies' gym				
Rooftop café				
Male & female spa				
Indoor paddle court				
Indoor basketball half-court				
Games room				
Multi-functional hall				
Retail & F&B spaces				











HEALTH & SOCIAL

A Sanctuary of Rejuvenation

The Health & Wellness Zone is designed to restore balance and peace, offering serene spaces for physical and mental well-being. This zone encourages residents to immerse themselves in calming environments.

Lap pool
Shallow pool
Pool deck
Exclusive garden
∥ BBQ area
Water feature
Seating area
Lobby entrance
Private garden
Garden path









SPORTS & RECREATION

A Retreat for Mind and Body

This zone is dedicated to movement, energy, and outdoor enjoyment. With ample spaces for sports and recreational activities, residents can engage in dynamic experiences that foster well-being and community spirit.

Bridge				
Active lawn				
1-km active path & walkway				
	Shaded structure			
MUGA (multi usage games area) court				
	BBQ area			
	Private garden			







FAMILY OASIS

Creating Moments, Together

The Family Oasis is designed to create memories, providing a safe, fun, and beautiful space for families to bond and relax. Lush greenery and playful water features make this zone a family favorite.

Walkway			
Lobby entrance			
	Pool deck		
	BBQ platform		
	Shaded structure		
	Family pool		
	Shallow pool		
	BBQ area		
	Seating area		
	Private garden		
	Outdoor shower		







NATURE DISCOVERY

A Wonderland of Exploration

The Nature Discovery Zone immerses children in an environment designed to foster curiosity, creativity, and connection with the outdoors. This zone offers interactive play areas surrounded by natural beauty.

Nature playground					
	Mechanical water play				
	Wadi water play				
Shallow water play					
Lookout pavilion					
	Lookout platform				
	Treehouse				







WELLNESS RETREAT

Immerse in Tranquility

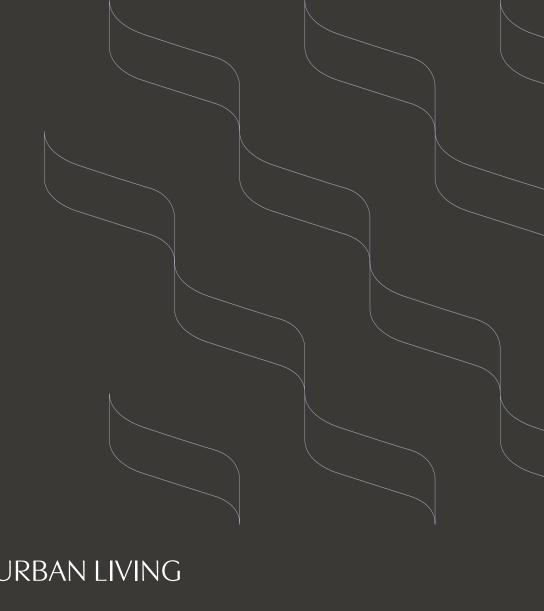
The Wellness Retreat is a space of calm and relaxation, allowing residents to slow down and enjoy moments of introspection and restoration.

Yoga deck	
Wellness lawn	
Meditation garden	
BBQ area	
Seating area	
Lookout pavilion	









EXCEPTIONAL URBAN LIVING

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Escrow Bank - Sharjah Islamic Bank

SERENIADISTRICT.COM



$P A L M A^{T}$

DEVELOPMENT

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