



SERENIA
RESIDENCES
THE PALM

The Vision That Is SERENIA

“ TO DEVELOP
DUBAIS MOST
EXCLUSIVE
BEACHFRONT
RESIDENCES ”

SERENIA [se-ren-ya] n.

A noun derived from the Latin Serenus, meaning calmness and tranquillity.

SERENIA promises an unrivalled lifestyle, inviting residents into a world of architectural excellence, contemporary interiors, an array of outdoor facilities and bespoke services.

The SERENIA identity is a fusion of natural elements - a vivid reflection of the environment in which it is situated.

At first glance, we see the sun. As we look closer, we notice drops of water becoming waves as they radiate outwards.

Together, they symbolise SERENIA your home in Dubai, promising serenity, zen and fine living.





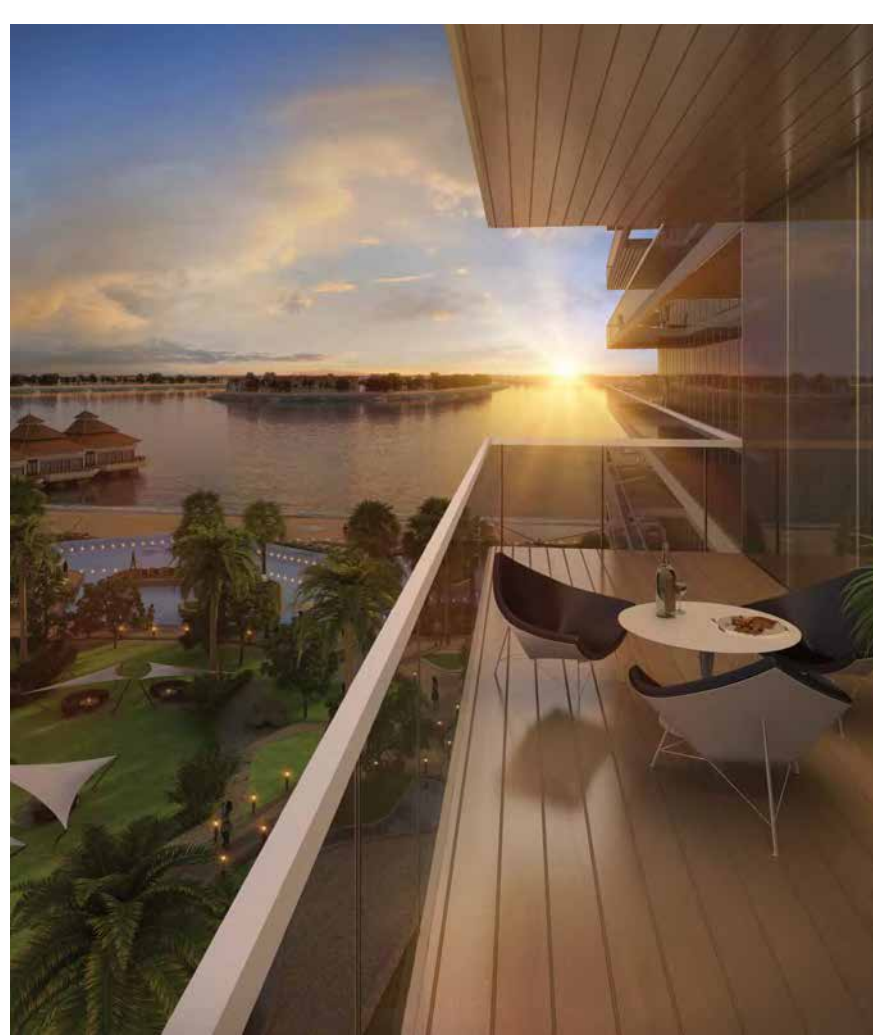
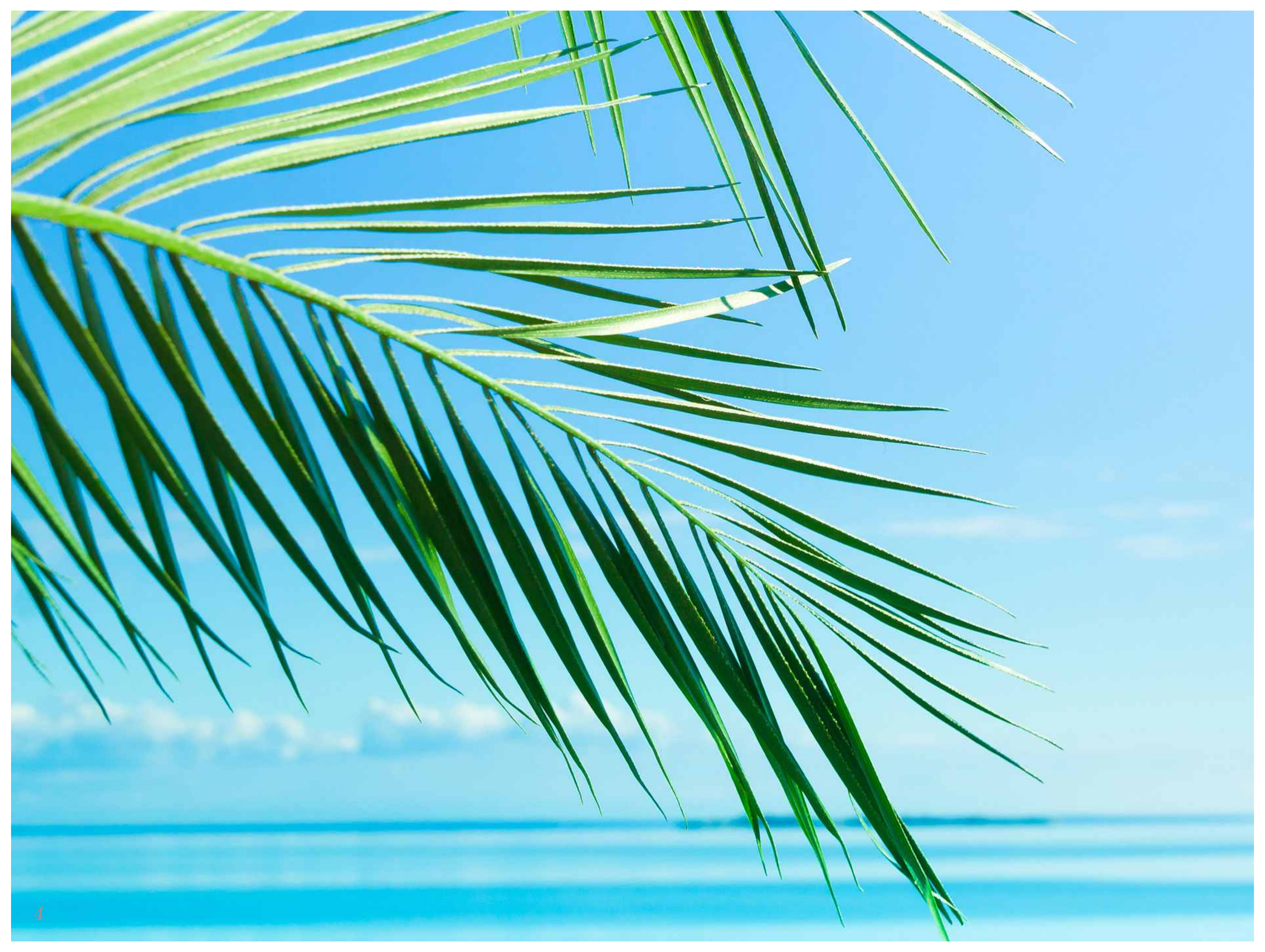


Table Of Contents

LOCATION	5
BEACHFRONT RESIDENCES	11
AMENITIES	23
CONCIERGE SERVICES	33
CREDENTIALS	37
THE SERENIA PROMISE	42
CONTACT DETAILS	44







Location

A
WONDER
Located
On The
8th
WONDER
Of The
WORLD

- ✿ SERENIA is a selection of gated residences, located on a unique beachfront plot of The Palm Jumeirah's exclusive crescent (named by Expedia and ArchDaily as a Must See Architectural Wonder).
- ✿ Every home promises a spectacular panoramic view over The Palm Jumeirah, showcasing Dubai's iconic Burj Al Arab, Atlantis and Dubai Marina.

- ✿ Nestled between the luxurious Waldorf Astoria and the Anantara Dubai; SERENIA residents will be spoiled for choice by the fine dining restaurants and world-class spas.

- ✿ The Boardwalk, The Pointe and Nakheel Mall, with their lively retail, hospitality and entertainment options, are just a stroll away from SERENIA.

Coordinates: 25°7'57"N 55°9'5"E

Nakheel Mall

📍 🚗
8.2 km 11 min

*Waldorf Astoria Dubai
Palm Jumeirah*

📍 🚗
0.45 km 0 min

W
WALDORF
ASTORIA


SERENIA
RESIDENCES
THE PALM

*Anantara Dubai
The Palm Resort & Spa*

📍 🚗
0.45 km 0 min


Anantara
DUBAI - THE PALM
RESORT & SPA

The Boardwalk

📍 🚗
0.3 km 0 min

The Pointe

📍 🚗
5 km 6 min

*Atlantis, The Palm &
Aquaventure Waterpark*

📍 🚗
4.5 km 4 min

ATLANTIS
THE PALM, DUBAI



Waldorf Astoria Dubai Palm Jumeirah

TIMELESS LUXURY

Coordinates: 25°8'4"N 55°9'1"E  0.45 km  0 min



Anantara Dubai The Palm Resort & Spa

ARAB HOSPITALITY MEETS ASIAN SPLENDOUR

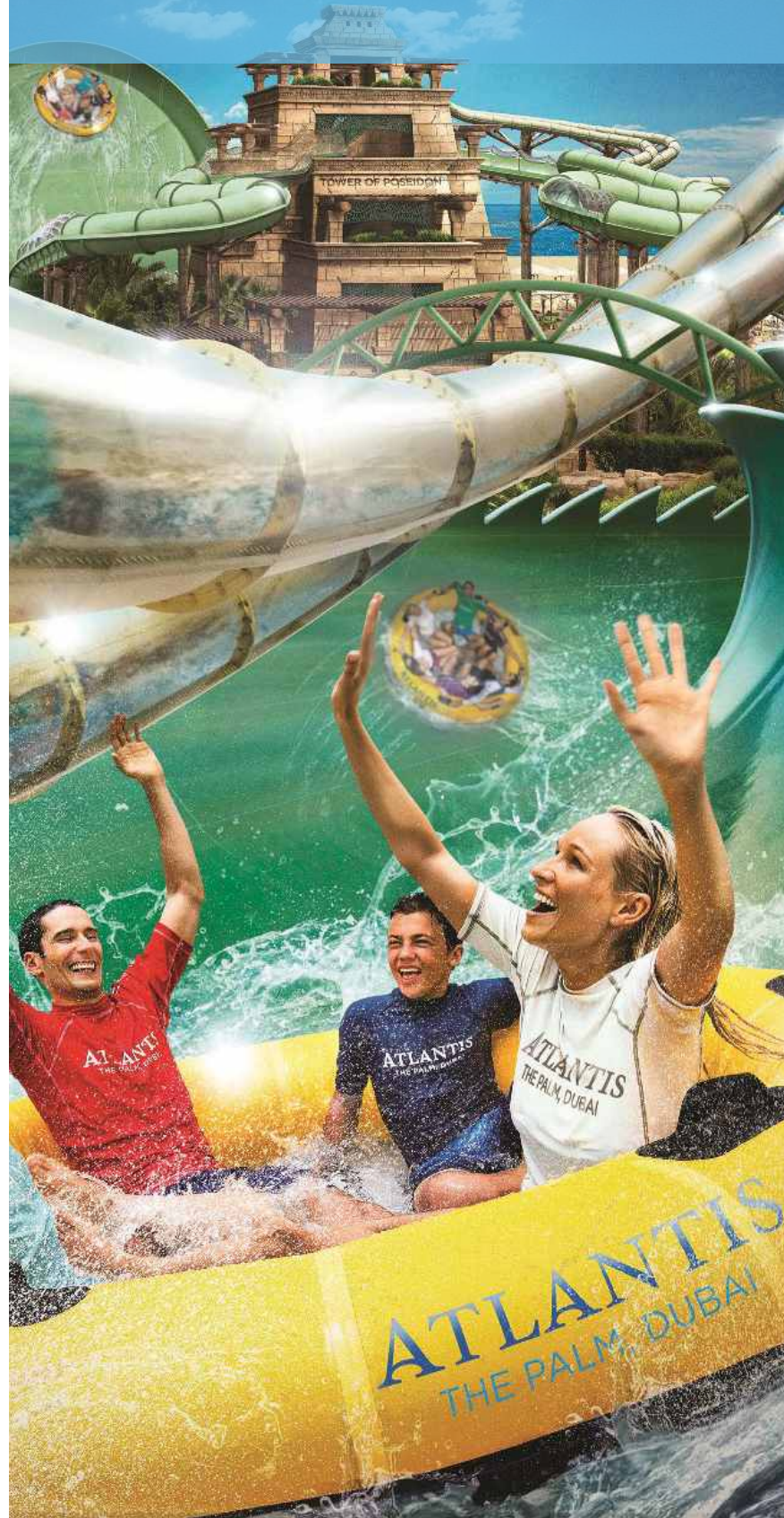
Coordinates: 25°7'46"N 55°9'8"E  0.45 km  0 min



Aquaventure Waterpark

SPLASH INTO FUN

Coordinates: 25°7'50"N 55°7'0"E  4.5 km  4 min



Atlantis, The Palm

A RESORT LIKE NO OTHER

Coordinates: 25°7'50"N 55°7'0"E  4.5 km  4 min



The Pointe

WATERFRONT DINING AND ENTERTAINMENT

Coordinates: 25°7'57"N 55°9'5"E  5 km  6 min



Nakheel Mall

UNRIVALLED SHOPPING & LEISURE ON THE PALM JUMEIRAH

Coordinates: 25°6'50"N 55°8'19"E  8.2 km  11 min



Mall of the Emirates

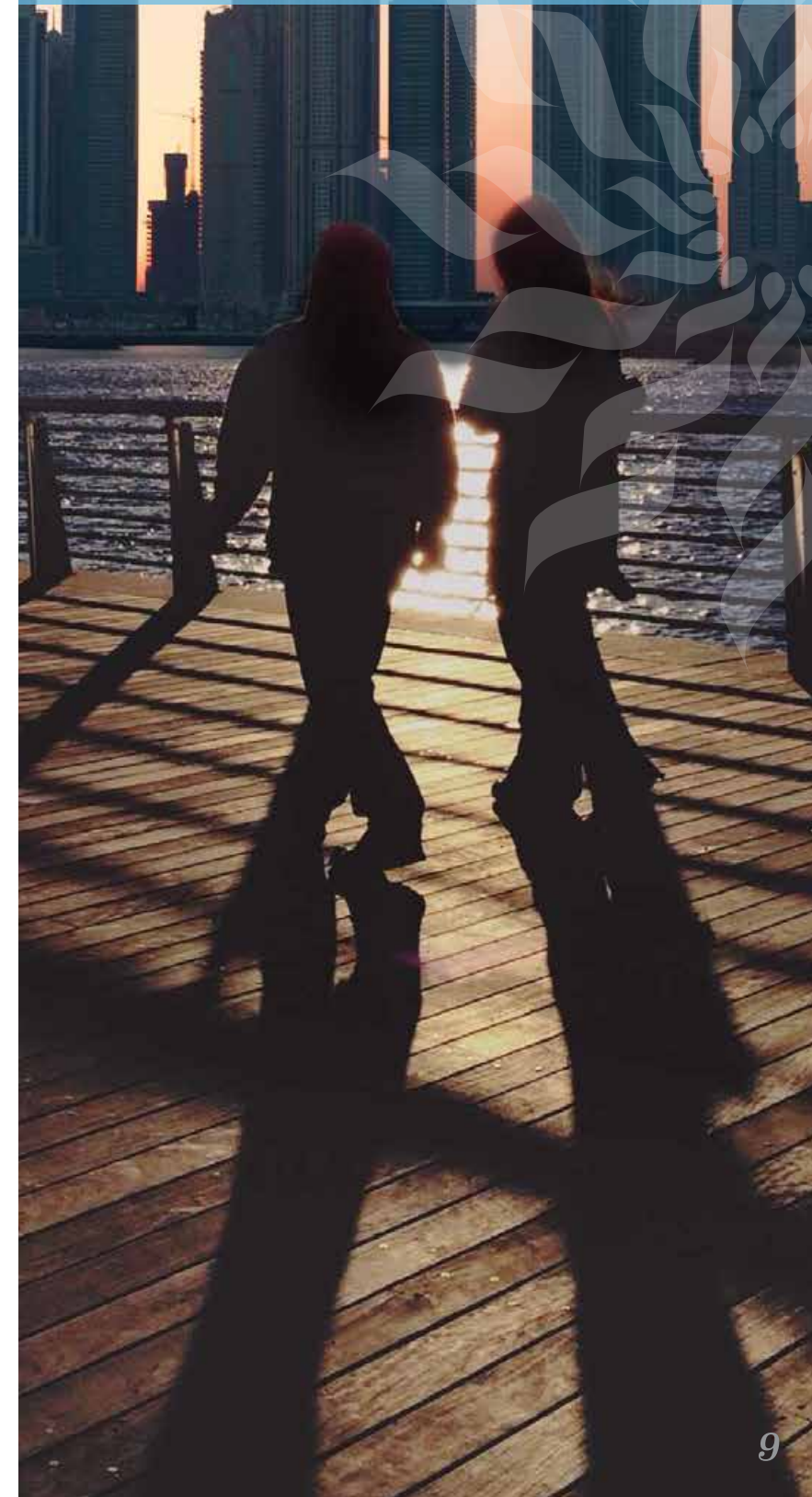
SHOPPING IS JUST THE BEGINNING

Coordinates: 25°7'6"N 55°12'3"E  18.4 km  24 min

The Boardwalk

LEISURE BY THE SEASIDE

Coordinates: 25°8'3.2"N 55°9'8.5"E  0.3 km  0 min







*Beachfront
Residences*

*The Only Way
To Truly Experience*

BEACHFRONT LIVING

SERENIA offers a pure connection to nature and relaxed bliss with its sophisticated architecture. Floor to ceiling glass blurs the boundaries between outdoors and indoors, providing panoramic views stretching across The Palm Jumeirah towards the Atlantis, Burj Al Arab, the Dubai Marina skyline and the captivating blue sea.

Tranquil, sun-drenched terraces elegantly sit within a dramatic setting of contemporary styled interiors, with no compromise on luxury.

SERENIA ensures that your world becomes beachfront living at its finest. A home filled with serenity, meticulously selected finishes and round-the-clock concierge services that ensure every comfort imaginable.

When you enter SERENIA, you will enter **Dubai's Most Exclusive Beachfront Residences.**



Panoramic Palm Beach Views

Residences in the East and West Wings will take in panoramic views across The Palm Jumeirah, the white sandy beaches, landmark hotels like the Atlantis and the magical skyline of Dubai Marina.

Panoramic Sea Views

Residences in the North Wing will enjoy panoramic views of the calm blue sea, the iconic Burj Al Arab, Madinat Jumeirah and Burj Khalifa.



*Signature Architecture,
Contemporary Interiors*

SERENIA's simple, refined yet contemporary architecture blends extraordinary vistas through cantilevered glass and wrap-around balconies.

All residences are enhanced by floor to ceiling windows, whilst luxurious finishes mirror a beachfront lifestyle with muted tones and contemporary styling.

*Inspired Beachfront Living In
Its Most Serene Form*



SERENIA Will Leave You Spoilt For Choice

The Penthouse **COLLECTION**

The SERENIA Penthouse Wing will be home to a privileged few.

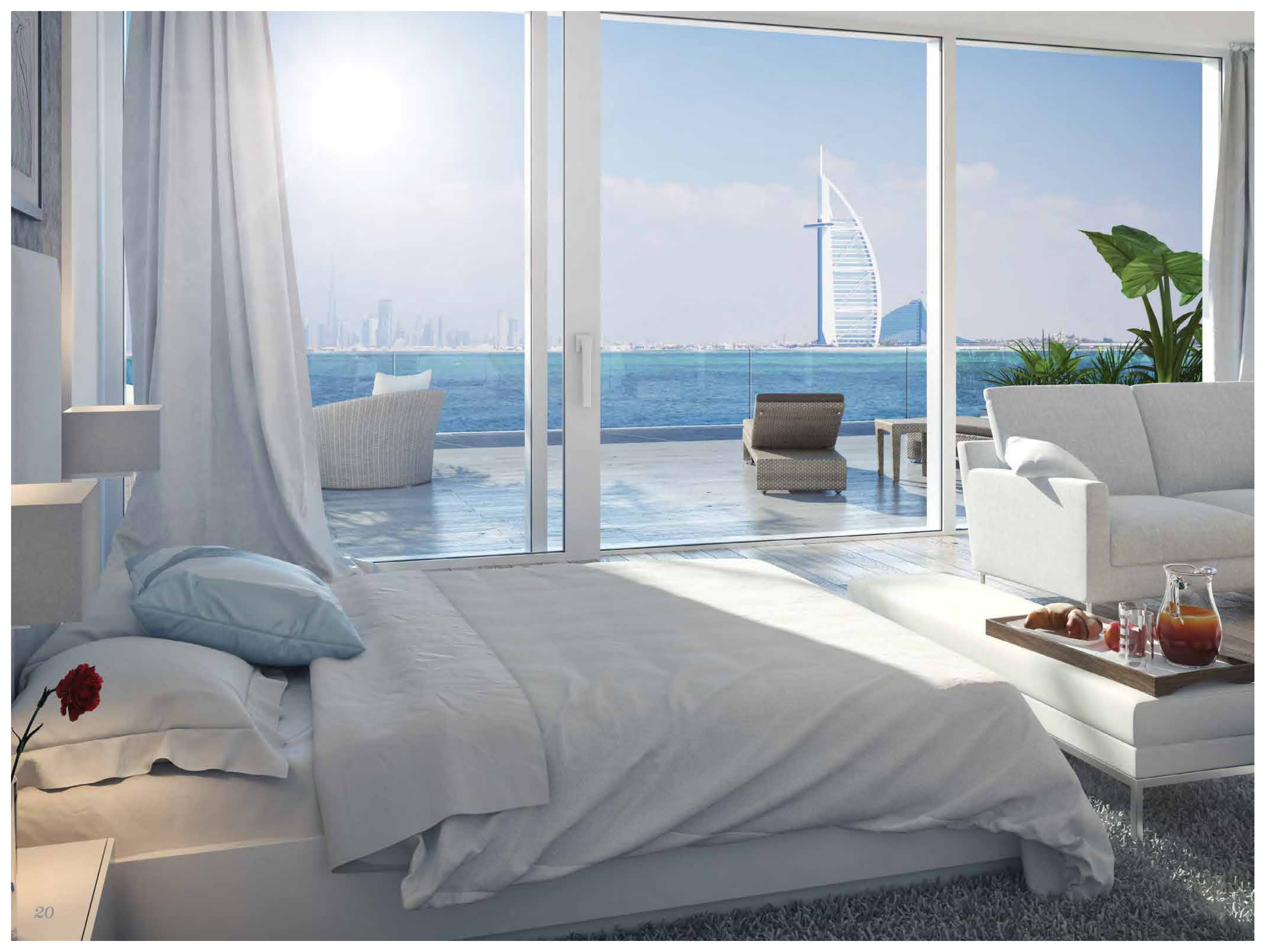
✦ PRESIDENTIAL PENTHOUSES

Choose from a selection of three exclusive Presidential Penthouses, with private rooftop gardens. Occupying the entire top floor of each of the three buildings, each Presidential Penthouse will offer a 360-degree panoramic view of Dubai Marina, The Palm Jumeirah and Burj Al Arab.

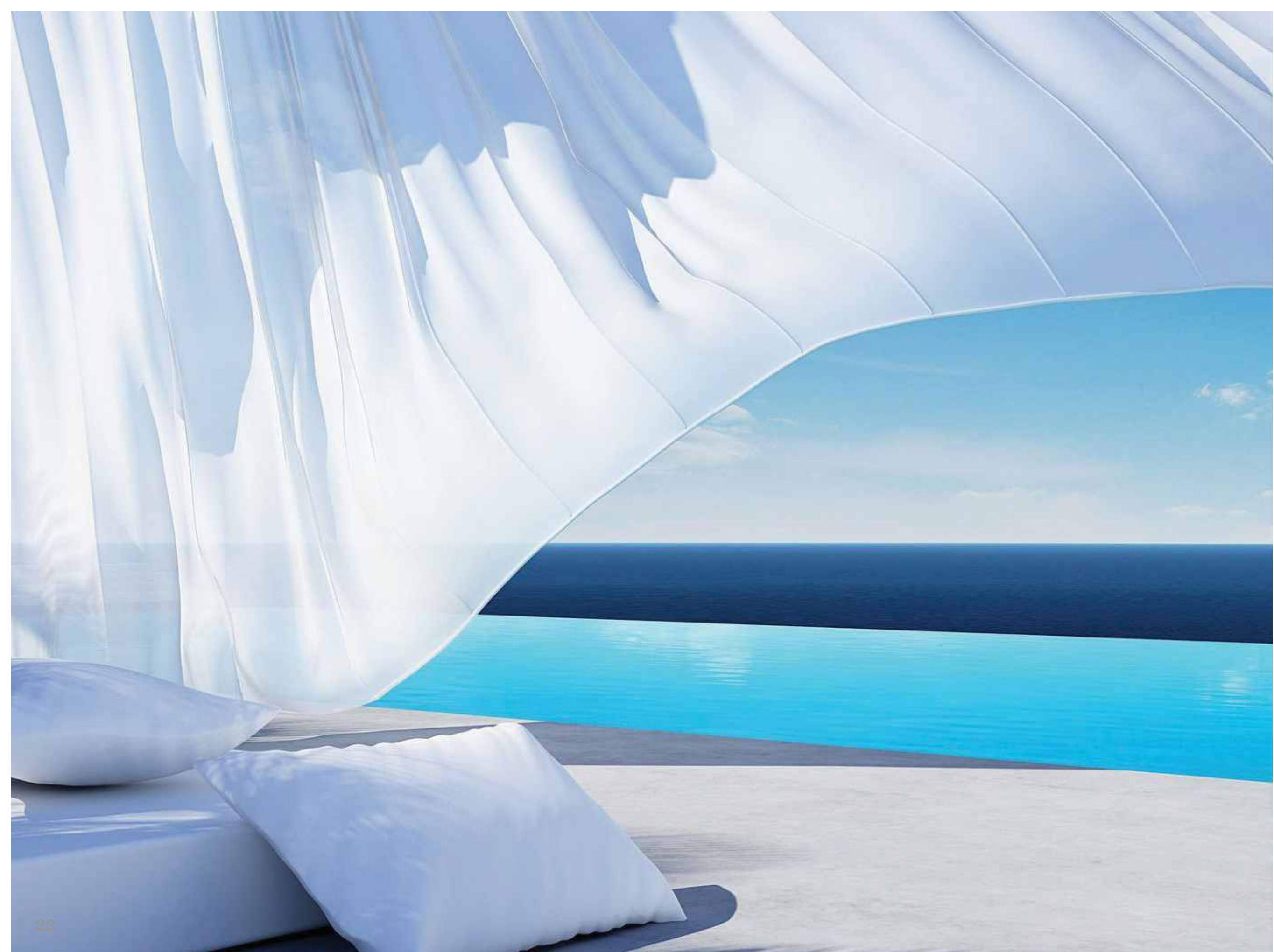
✦ BEACHFRONT PENTHOUSES

The exclusive Beachfront Penthouse Wing allows you to choose from two types of residences, with each unit enjoying panoramic views overlooking the beach, The Palm Jumeirah, the Atlantis and the skyline of Dubai Marina. All penthouses have been created following a contemporary approach to design. There are also dedicated private lifts and lift lobbies for the Beachfront Penthouse Wing.





*Everything You Touch
Will Say SERENITY*

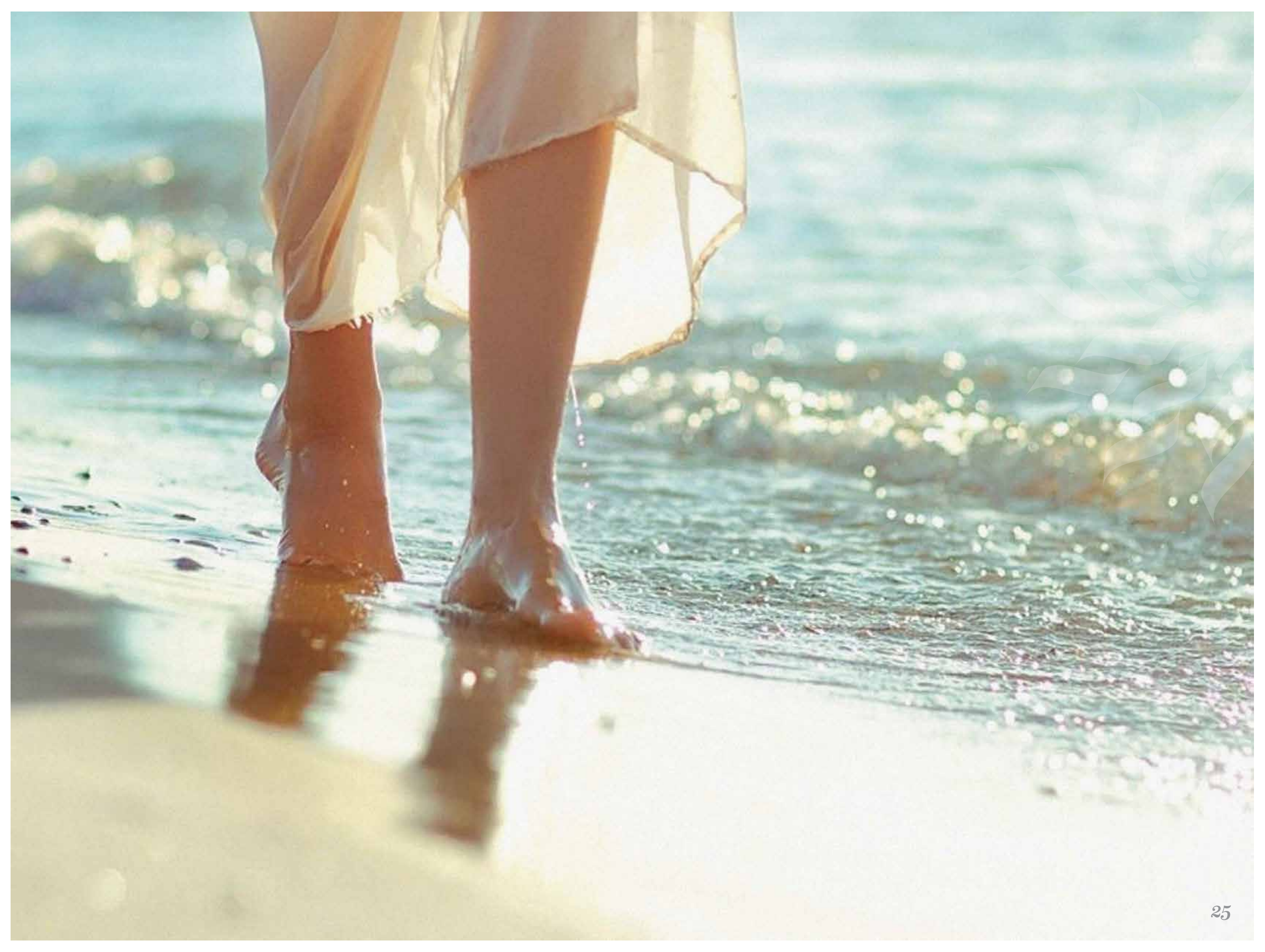




Amenities



Soft Sand And The Warm Blue Sea At Your Feet





*Children's Pool
& Play Area*

A wide-angle photograph of an outdoor infinity pool. The pool's surface is a vibrant blue, reflecting the sky and surrounding palm trees. The pool deck is paved with light-colored, irregularly shaped stones. In the distance, a person is swimming in the pool. The background shows a clear blue sky with scattered white clouds and a distant building with a prominent tower. The overall scene is bright and serene.

*Outdoor Infinity Pool
& Lap Pool*

The SERENIA Balance

COMBINING RELAXATION
WITH SPORT

Leisure Areas, Barbeques & Fire Pits

Beautiful gardens surrounded by water features throughout SERENIA offer an exclusive beachfront lifestyle to make every day an exceptional experience. To accentuate this lifestyle, we have designed barbeque areas & fire pits along the beach to be enjoyed by SERENIA residents.



*Exclusive On-Site
Indoor & Outdoor
Facilities*

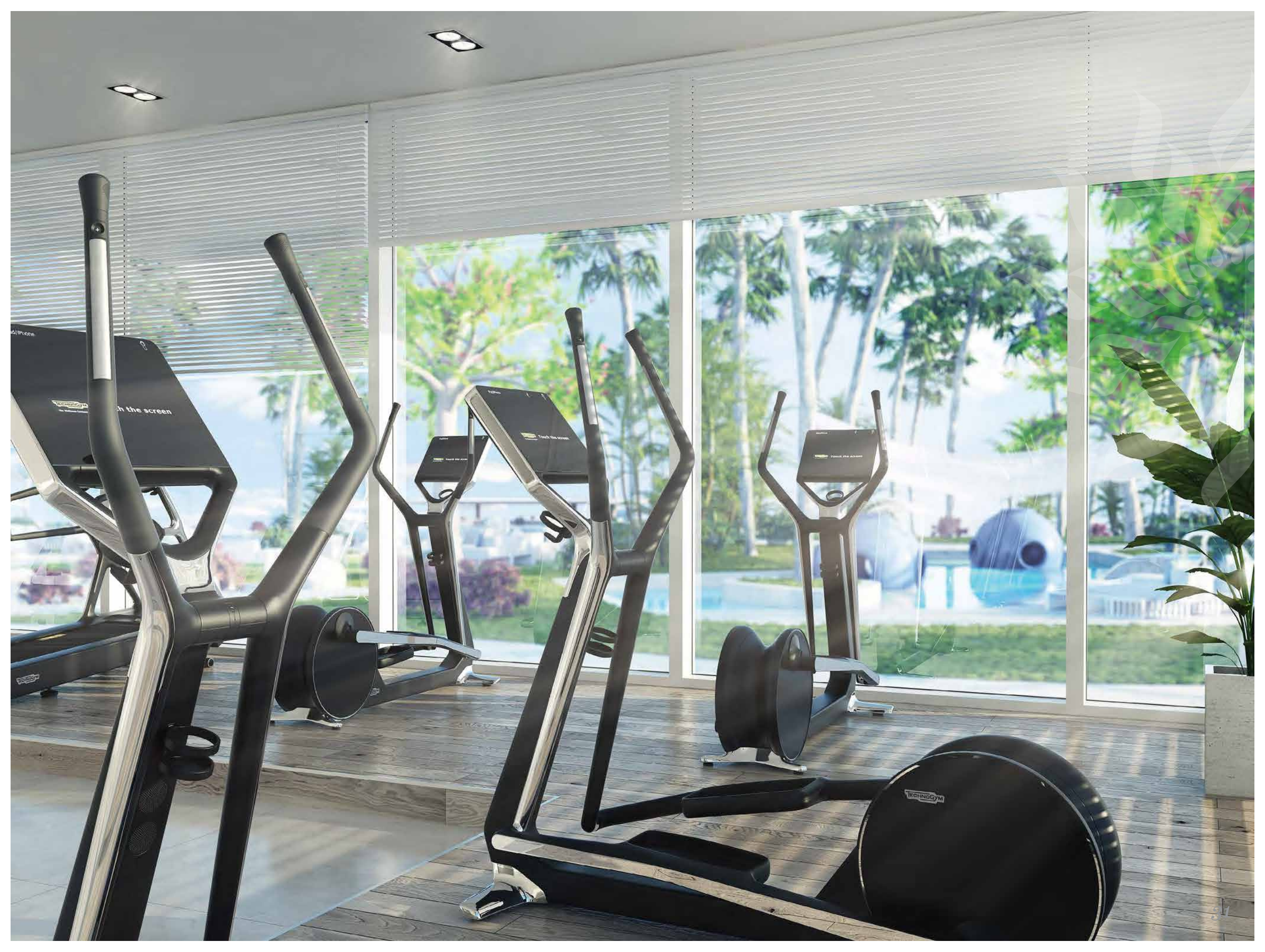
SERENIA enables a premier fitness experience with a modern all-glass gymnasium overlooking the beach and the landscaped gardens.

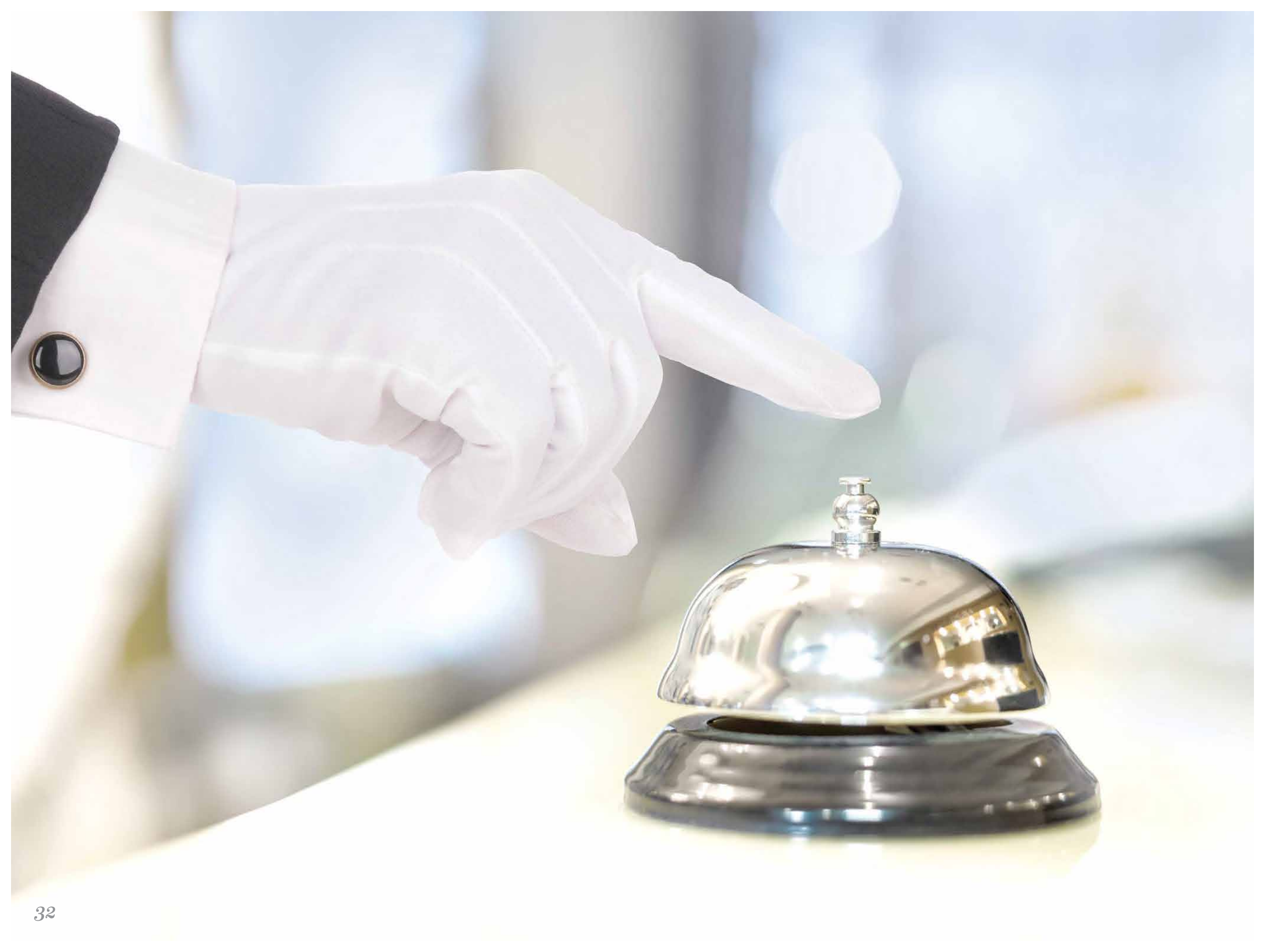
Adjacent to the gym is a dedicated leisure & games room for your entertainment.

For those looking for cardio rejuvenation, a lap pool is situated outside the gymnasium.

Should you wish to play a game of tennis or go for a run, you can do so in the luxury of your own private tennis court or custom-built running track embracing the complex.

Breathe in the fresh air and take in the amazing beachfront views in the privacy of your own residential community.







Concierge Services

Bespoke Housekeeping Services

SERENIA will offer bespoke housekeeping services to ensure your home is meticulously cared for when you are away, and prepared to your standards ready upon your return. The staff will provide exceptional services to SERENIA's residents - **The Personal Touch** .



*Gated Private Entrance
& Lobby*

A gated private entrance, a grand drop-off area, dedicated golf carts and private parking will ensure you experience a warm welcome to SERENIA.

Your privacy & security will be taken care of through 24 hour security, CCTVs and controlled access.

Palma Community Management Services

Our signature Palma Community Management team will ensure that your home will be maintained to world-class standards. Not only will you enjoy every moment you spend at SERENIA, but your investment will stay protected and grow in value over the years.

Palma Community Management's track record speaks for itself, with Silverene Towers in Dubai Marina (Palma's signature development) being one of the best maintained buildings in Dubai, recording one of the highest growths in value over the last three years.





Credentials



PALMA™
LIVE EXCEPTIONAL

Developer

Since 1998, Palma has been led by a vision to develop boutique properties in Dubai's most exclusive districts. This has seen us deliver over 4 million square feet of premium property across the Emirate with a total value of over AED 3.6 billion (USD 1 billion).

With this new signature project, we aim to eclipse our achievements to date. We are confident that **SERENIA shall be our proudest moment so far.**⁹⁹

Kareem Derbas
CEO, Palma Holding

www.palmaholding.com



SILVERENE TOWERS

BANIAN

Owner

Multifaceted and multi-award winning conglomerate, BANIAN, is celebrating 35 years of its group operations in the UAE with the SERENIA Project.

BANIAN, together with Palma Development, has brought together a world-class team of professionals to create a unique and first-of-its-kind residential resort in one of Dubai's most prestigious locations.

With its longstanding history and generations of regional experience, **BANIAN aspires to create Dubai's Most Exclusive Beachfront Residences, SERENIA Residences.**



Hassan H. Nia
CEO, BANIAN

www.banian.com





Godwin Austen Johnson
Architects

Godwin Austen Johnson, as lead architect, has brought award-winning architectural and design practices to SERENIA. His team's extensive experience has translated into some of the most recognisable projects in Dubai, namely the Dubai Creek Golf & Yacht Club, Bab Al Shams Hotel, the Arabian Court Residence & Spa at the One & Only Royal Mirage and One & Only The Palm, among many others.

Our residential projects are designed to create an environment that both relaxes and engages those who use the buildings; responding to the setting and environment **to provide designs that are driven by strong, well-considered concepts.**



Andrew Barley
Partner, GAJ



Hazel Wong

WSWA Architects

Ever since I designed the iconic Emirates Towers, I have had many opportunities to team up with Kareem in various prominent architectural projects such as the Silverene Towers. It is indeed my pleasure to be joining him again in delivering this notable signature development. Every aspect of my vision has been brought to life.

I consider each project as one of my children. SERENIA will without question be among my most special.



Hazel Wong
Executive Director,
WSW Architects



EMIRATES TOWERS

We Leave You With

THE SERENIA PROMISE

“A unique beachfront lifestyle that will add magical experiences and unforgettable memories to your life.”





800 PALMA (Toll Free)
www.sereniathepalm.com

f *sereniathepalm*

t *@sereniathepalm*

in *sereniathepalm*

ig *sereniathepalm*

PALMA HOMES REAL ESTATE DEVELOPMENT L.L.C.

Developer Reg No.: 1068 Project No.: 1641

Escrow Bank and Account No.: Emirates NBD (020 48558181 04)

Telephone: +971 4 4522202

Fax: +971 4 4534387

Silverene Towers, Tower B, Level 1, Dubai Marina

P.O.Box 33668, Dubai, UAE

Email: serenia@palmaholding.com

Website: www.palmaholding.com

Make Dubai's Most Exclusive Beachfront Residences Your Home



sereniathepalm.com