SERENIA DISTRICT

AT JUMEIRAH ISLANDS

EXCEPTIONAL URBAN LIVING

PALMA™

DEVELOPMENT

SERENIADISTRICT.COM

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CHAPTER 1

THE DEVELOPER

Since 2002

A WORLD CLASS PROPERTY DEVELOPER

PALMA™

DEVELOPMENT

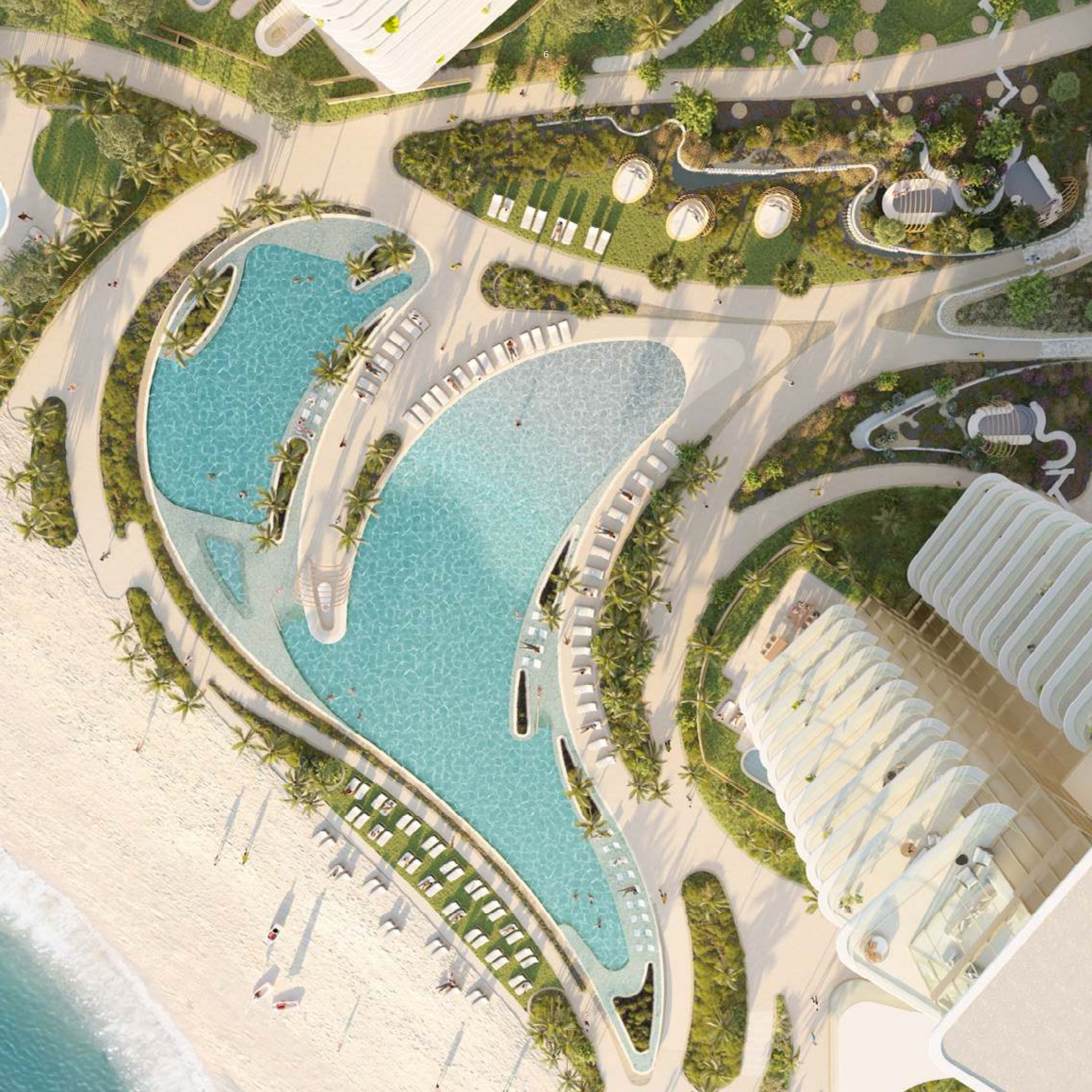
Delivering timeless projects and growing wealth in the region since 2002, Palma Development has established itself as a pioneering real estate developer with a portfolio valued at AED 16 billion.

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.

Silverene Towers



Infinity Cayan Tower



SHAPING EXCELLENCE WITH BANIAN

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

PALMA™ DEVELOPMENT

BANIAN

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

SERENIA RESIDENCES THE PALM

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

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.

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 3

PRIME LOCATION

An Oasis Of Calm Amidst
The City’s Vibrant Energy.

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.

Seamless Accessibility

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.



Downtown Dubai

Business Bay

Dubai International Airport

Burj Al Arab

The Palm Jumeirah

Mall of the Emirates

Dubai Marina

Emirates Hills

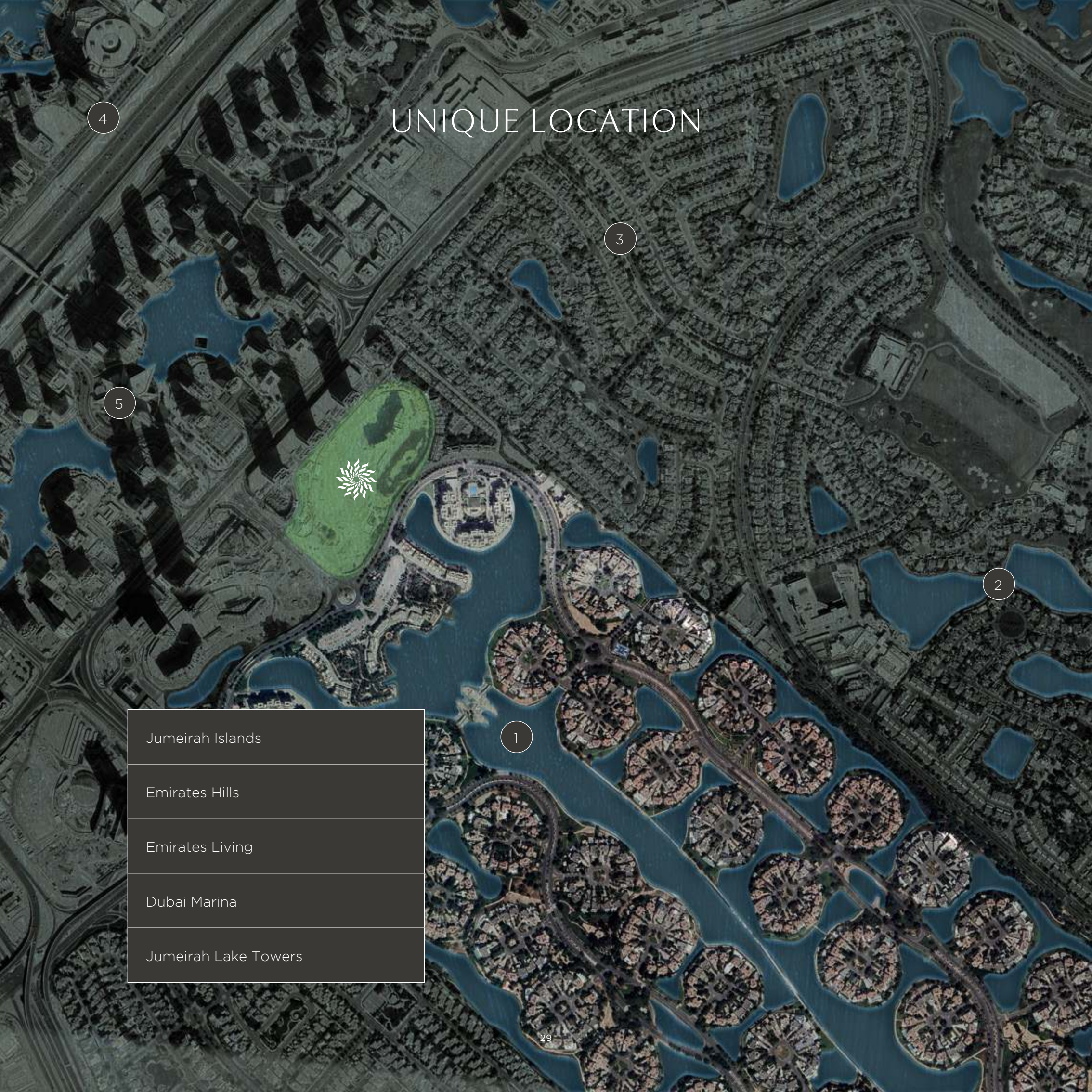
Jumeirah Islands

The Palm Jebel Ali

10 MIN

20 MIN

UNIQUE LOCATION



- Jumeirah Islands
- Emirates Hills
- Emirates Living
- Dubai Marina
- Jumeirah Lake Towers

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.



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.



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 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.



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.





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.


SERENIA
RESIDEN

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.


2
3
5
1
4
6

Serenia
Signature
Clubhouse

1.

Health
& Social

2.

Sports &
Recreation

3.

Family
Oasis

4.

Nature
Discovery

5.

Wellness
Retreat

6.

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.

Key Offerings:

- 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.

Key Offerings:

- 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.

Key Offerings:

- 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.

Key Offerings:

- 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.

Key Offerings:

- 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.

Key Offerings:

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







EXCEPTIONAL URBAN LIVING

DRN - 1068

Project No. 3408

Permit No. 0731323013

TAN - 0012004307008

Escrow Bank - Sharjah Islamic Bank

SERENIADISTRICT.COM

PALMA™

DEVELOPMENT

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