SERENIA

RESIDENCES

THE PALM

The Vision That Is SERENIA

> TO DEVELOP DUBAI'S MOST EXCLUSIVE BEACHFRONT RESIDENCES

SERENIA
[se-ren-ya] n.

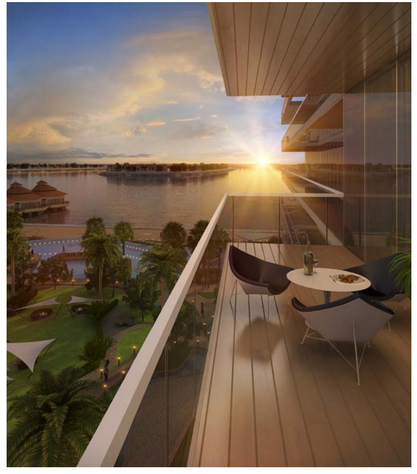
A noun derived from the Latin 'Serenus', meaning calmness and tranquillity.

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 nature's elements that bring SERENIA to life.

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

Together, they symbolize SERENIA – your home in Dubai, promising serenity, ZEN and fine living.



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Location

A WONDER *Located On The* 8th WONDER *Of The* WORLD

- SERENIA is an exclusive gated residence, located on a very unique beachfront plot on the exclusive crescent of The Palm Jumeirah (named by Expedia & ArchDaily as a 'MUST SEE ARCHITECTURAL WONDER').

- Every home promises a spectacular PANORAMIC view over the Palm Island and / or the The Gulf, showcasing Dubai's iconic projects – Burj Al Arab, Atlantis and Dubai Marina.

- NESTLED between the luxurious Waldorf Astoria and the Anantara Dubai, The Palm Jumeirah Resort & Spa, SERENIA residents will be spoilt for choice among 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

Waldorf Astoria

TIMELESS LUXURY

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

Anantara Dubai The Palm Resort & Spa

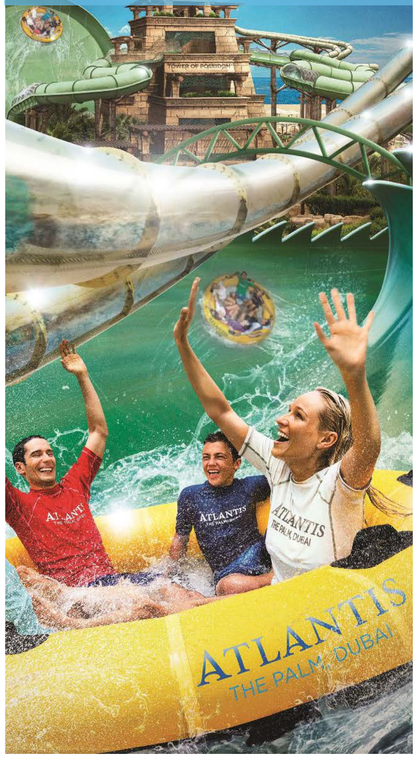
ARAB HOSPITALITY MEETS ASIAN SPLENDOUR

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

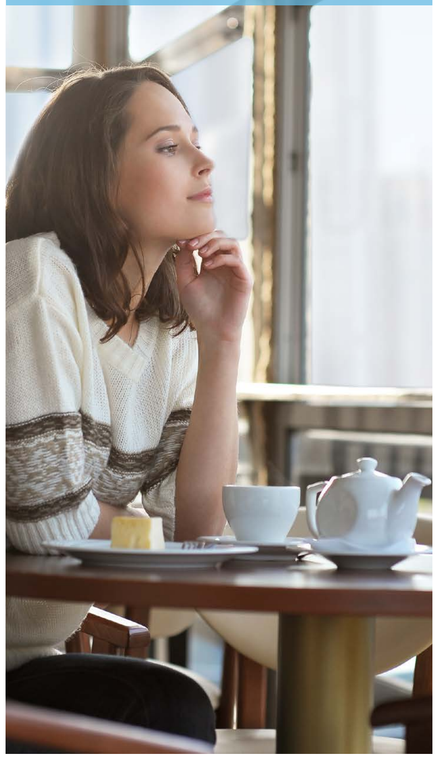
A RESORT LIKE NO OTHER

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 PALM JUMEIRAH

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

Mall of the Emirates

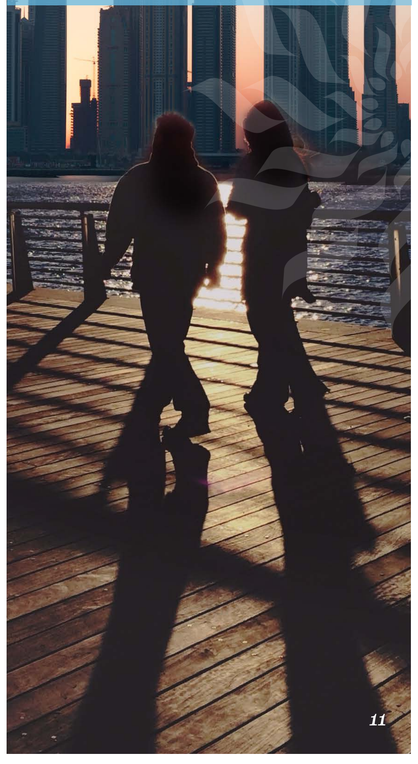
SHOPPING IS JUST THE BEGINNING

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 Live

BEACHFRONT LIVING

SERENIA offers you a pure connection to nature and relaxed bliss with its sophisticated architecture, where floor to ceiling glass blur the boundaries between outdoors and indoors, providing panoramic views stretching across The Palm towards the Atlantis, Burj Al Arab, the Dubai Marina skyline and the captivating blue seas of the The Gulf.

Tranquil, sun-drenched terraces merge 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 tranquility, meticulously selected finishes and round-the-clock concierge services that ensure every comfort imaginable.

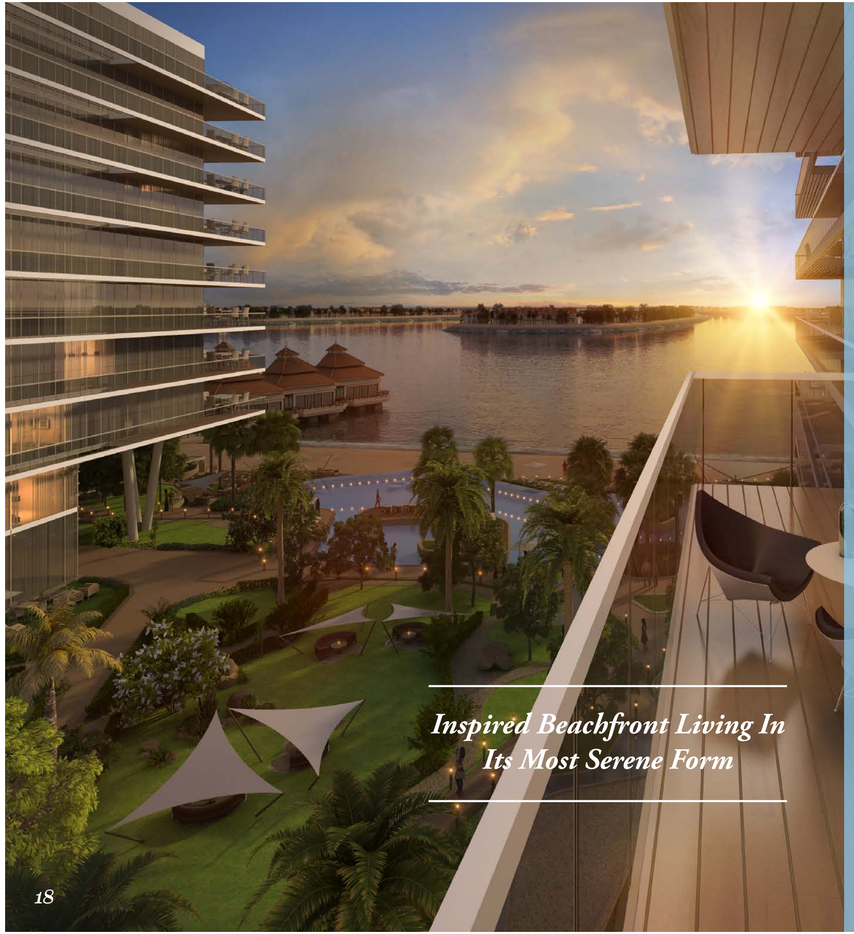
When you enter SERENIA, you will enter **Dubai's Most Exclusive Beachfront Residences.**

Panoramic Palm Beach Views

Residences in the East and West wings will enjoy 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 seas of the The Gulf, the iconic Burj Al Arab, Madinat Jumeirah and Burj Khalifa.



Inspired Beachfront Living In Its Most Serene Form

Signature Architecture, Contemporary Interiors

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

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

SERENIA Will Leave You Spoilt For Choice

The Penthouse COLLECTION

SERENIA has designed an exclusive penthouse wing, which 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 and Burj Al Arab.

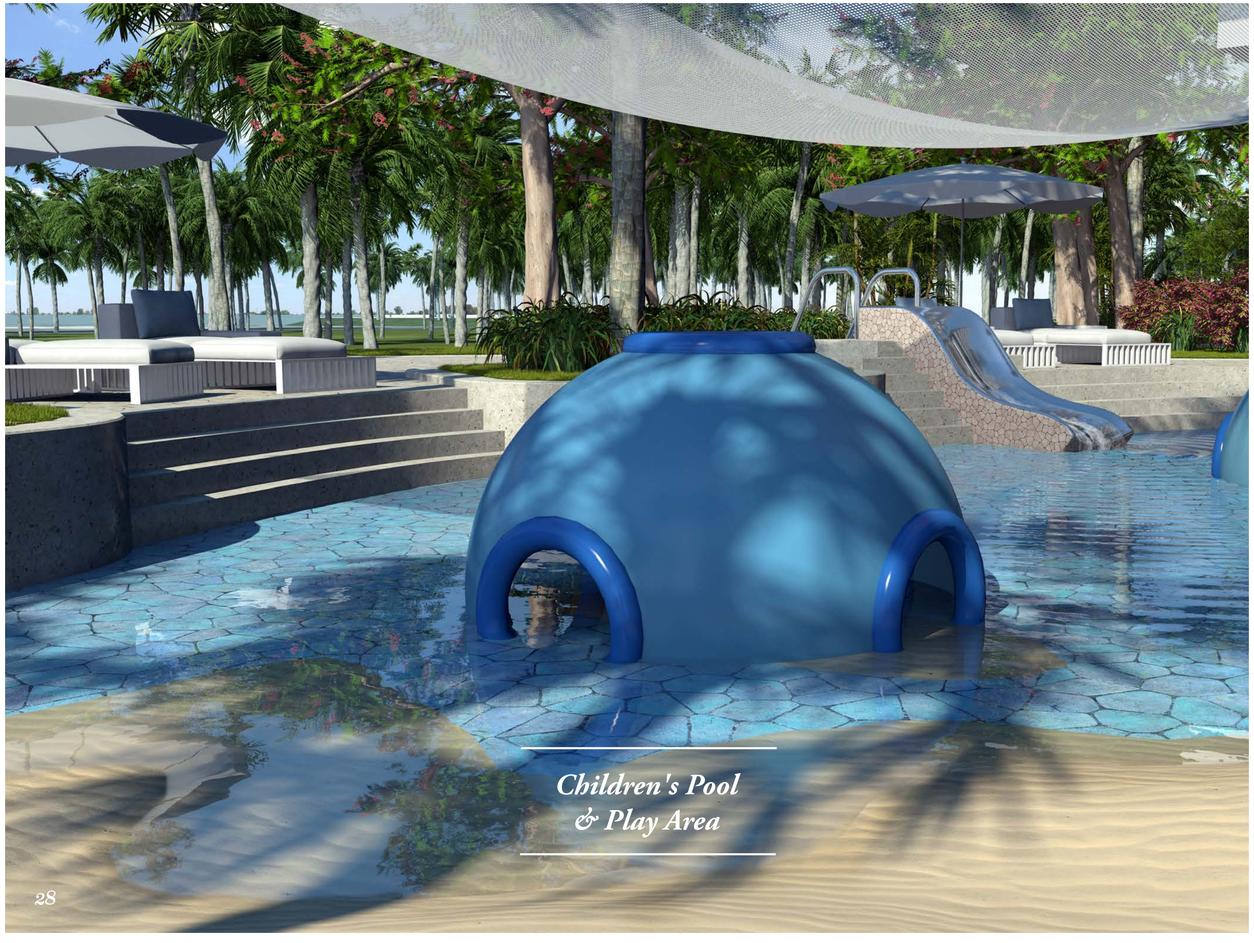
BEACHFRONT PENTHOUSES

The exclusive Beachfront Penthouse wing allows you to choose from two types of penthouses, 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

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 BBQ areas & fire pits along the beach to be enjoyed by SERENIA residents.

Exclusive On-Site Indoor & Outdoor Facilities

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

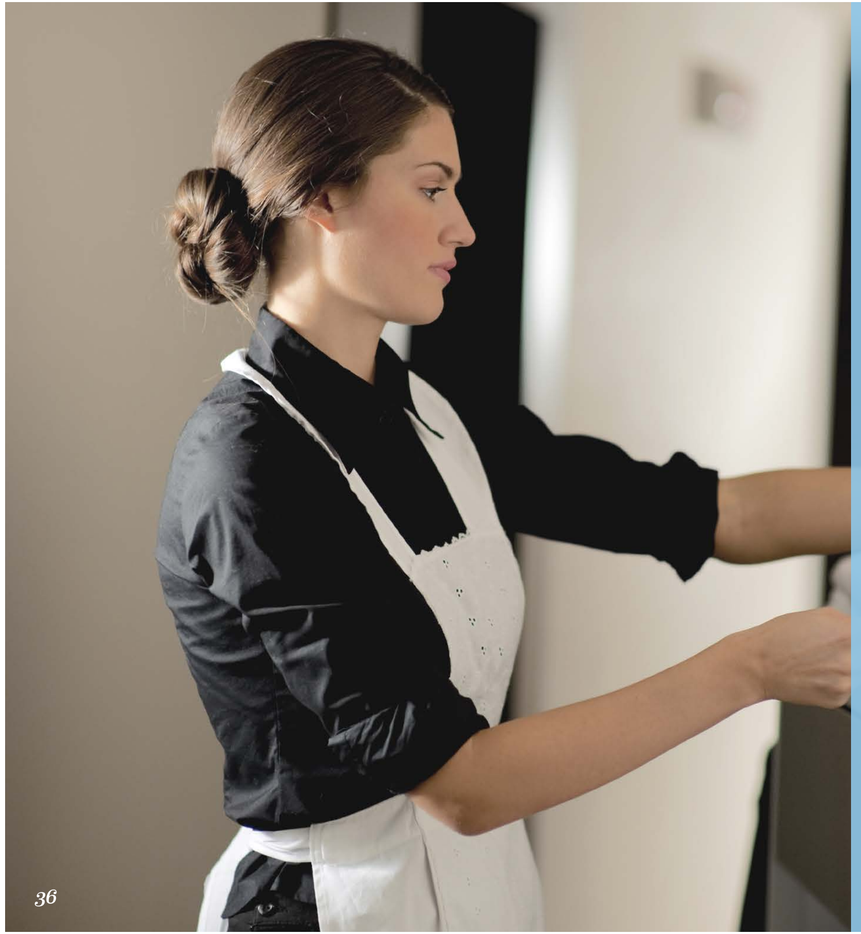
Adjacent to the gym is a dedicated leisure & games room for your entertainment.

For those looking for cardio rejuvenation, a half Olympic size 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 Houskeeping Services

SERENIA will offer bespoke housekeeping services to ensure your home is meticulously cared for when you are away, and prepared to your standard ready upon your return. The staff will provide quintessential 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 shall ensure you experience a warm welcome to SERENIA.

Your privacy & security will be taken care of through 24/7 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 to ensure that not only will you enjoy every moment you spend at SERENIA, but that your investment is protected and grows 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 DEVELOPMENT™

A MEMBER OF PALMA HOLDING

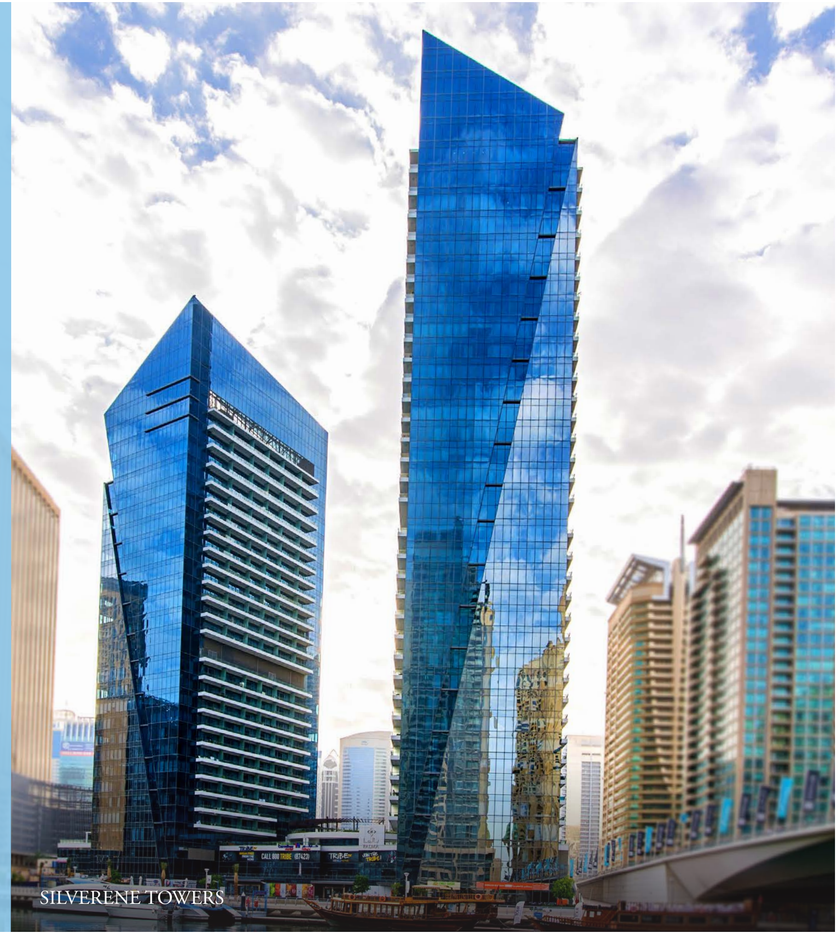
Developer

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

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

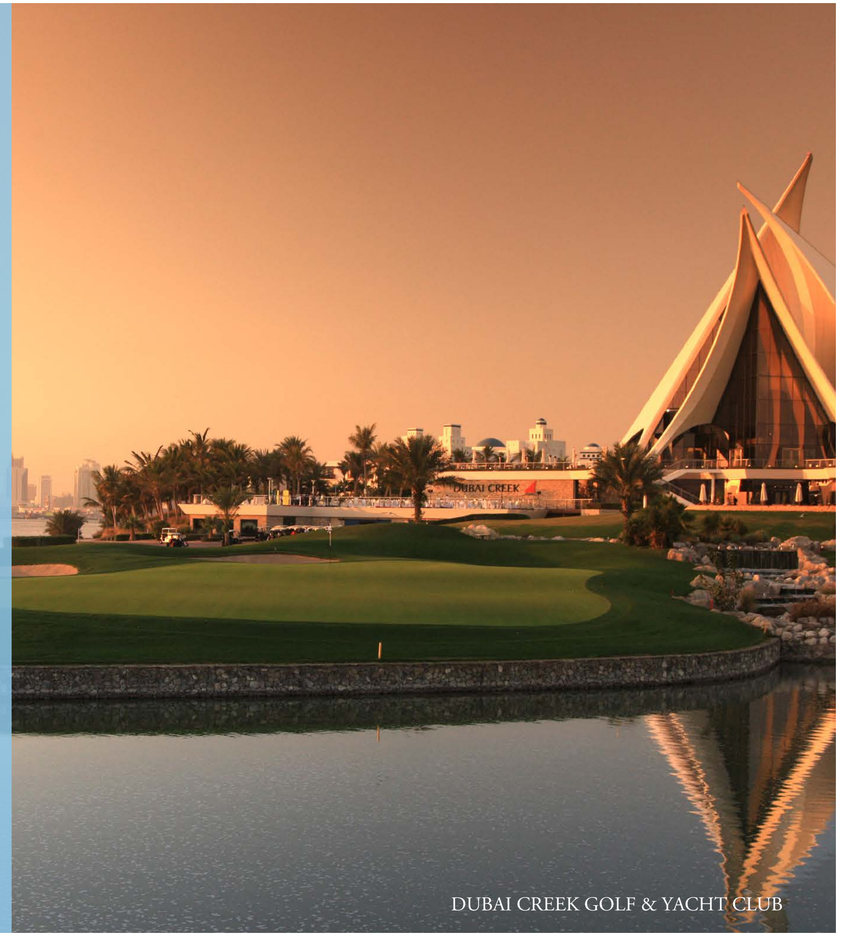
www.banian.com

GAJ Godwin Austen Johnson Architects

Godwin Austen Johnson, as lead architect, has brought award winning architectural and design practices to SERENIA. Their extensive experience has translated into some of the most recognizable 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 building; responding to the setting and environment **to provide designs that are driven by strong, well-considered concepts."**

Andrew Barley
Partner, GAJ



DUBAI CREEK GOLF & YACHT CLUB

Hazel Wong

WSWArchitects

"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."

PALMA
DEVELOPMENT™

800 PALMA (Toll Free)
www.sereniathepalm.com
sereniathepalm
@sereniathepalm
sereniathepalm
sereniathepalm

PALMA HOMES REAL ESTATE DEVELOPMENT L.L.C.
Developer Reg No.: 1068 RERA No.:
Telephone: +971 4 4522202
Fax: +971 4 4534387
Silverene Towers, Tower B, Level 1
Dubai Marina, UAE
Email: serenia@palmaholding.com
Website: www.palmaholding.com

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