

SERENIA
RESIDENCES
THE PALM

RESIDENTIAL PROPERTY

Serenia Residences The Palm, Dubai

A Project by



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SERENIA RESIDENCES THE PALM - DUBAI

THE PROJECT:

Serenia Residences is a one of a kind, hidden gem, sitting on The Palm Jumeirah in Dubai. Home to a select few, Serenia is a private residential resort that offers an elite collection of 1, 2, and 3 bedroom apartments, as well as half-floor and full-floor presidential penthouses.

Designed by Hazel Wong, the renowned architect behind the landmark Emirates Towers, Serenia Residences offers its owners the height of resort-style beachfront living. Serenia features contemporary architecture and layouts unique to The Palm Jumeirah. Central to Serenia Residences' theme of 'tranquil luxury living' is its bespoke concierge services and amenities.

Serenia offers a pure connection to nature and relaxed bliss with its sophisticated architecture, whether it be the floor to ceiling glass which blurs the boundaries between outdoors and indoors, or providing panoramic views that stretch across all the different landmarks of Dubai and the Arabian Sea.

An exclusive 85,000 sqft development consisting of 250 high-end units was launched on the 6th of May, 2015. With a goal of completing the project in December of 2017, Palma Holding, was not far off by completing the project on the 28th of January of 2018. The project comprises of three buildings on a 227,000 sqft plot that came with a hotel licence, but the developer deemed the project too valuable not to build a one of a kind, world-class beachfront property.

In total, 70% of the development's plot has been dedicated to landscaping and amenities, ensuring wide open space for uncluttered relaxation.

CHALLENGES:

With a target market of 30-65 year old individuals, Palma envisioned that their most suitable clients would make a minimum annual income of £130,000 and would mainly be British, Iranian or other EU nationals who wish to possess a luxurious lifestyle, and a contemporary beachfront living.

Serenia Residences features a stunning outdoor deck, and infinity olympic-size swimming pool for private use by residents. Linked to it is a pool bar with an outdoor Jacuzzi for total relaxation.

For fitness enthusiasts is a 22-meter lap pool adjacent to the gym for a rejuvenating experience.

A state-of-the-art gymnasium fully equipped by Technogym.

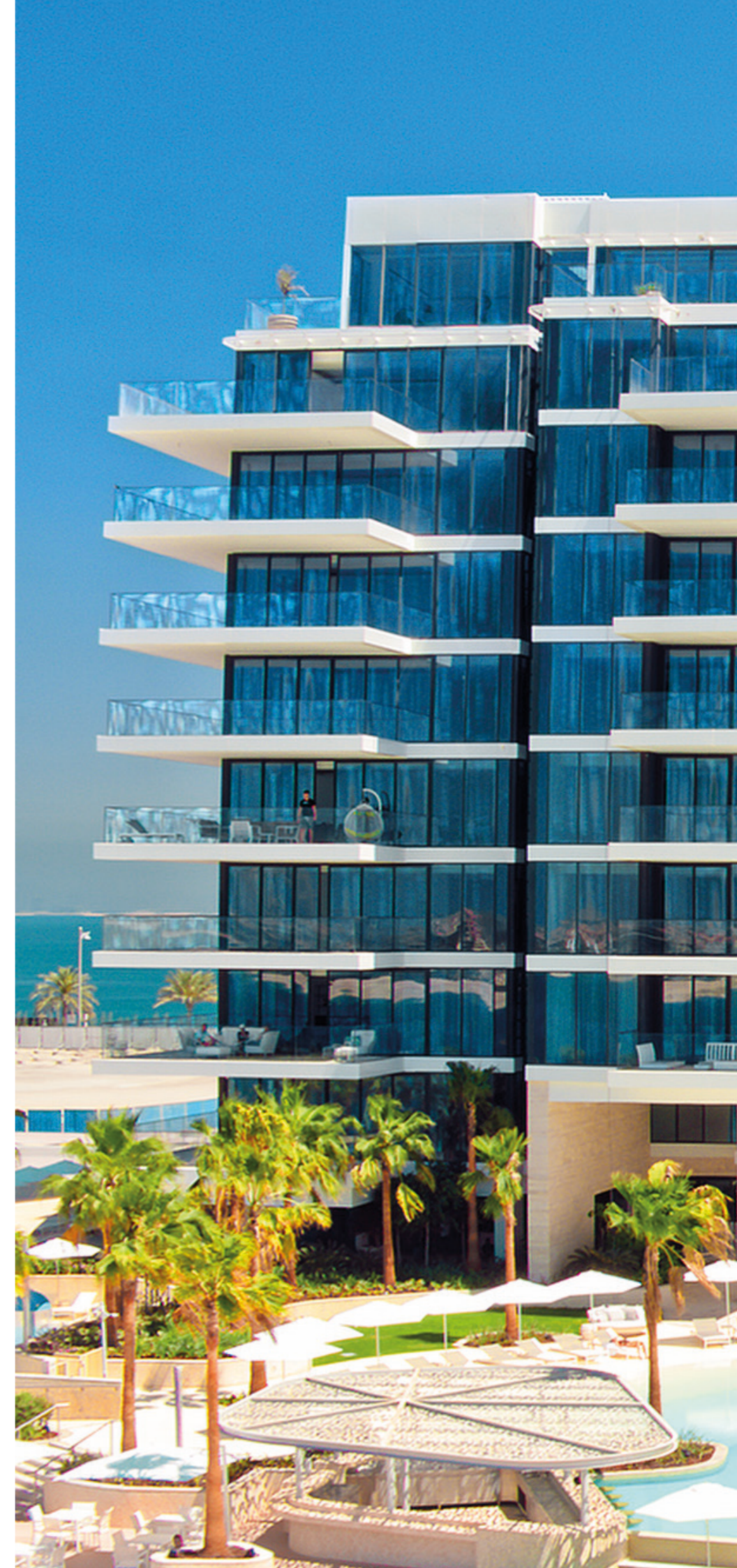
Serenia has its own white, sandy beach and relaxing sunbeds, with direct access to the tranquil sea; as well as free to use paddle board and kayaks!

To allow Serenia to be more family oriented and to strengthen the community is a kids splash pool with waterslides and a fun shower feature.

For fitness enthusiasts is a multipurpose sports courts that enable residents to play a game of tennis with stunning views of the Burj Al Arab and the ocean.

Residents have full access to a thrilling games room where they can play billiards, a game of ping pong, foosball, air hockey, darts or even PlayStation! The room even has its own entertainment kitchen!

For golf enthusiasts is an open green space for them to practice their putting skills.







Keyplan Serenia Residences The Palm



Location Serenia Residences The Palm

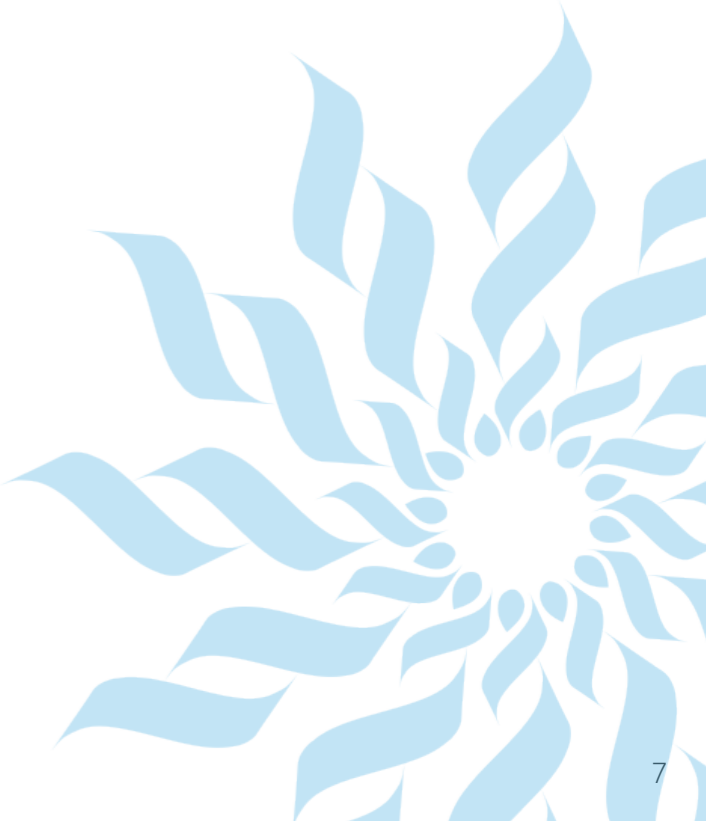


LOCATION

Serenia is an exclusive gated beachfront residence, located on a very unique beachfront plot on the East Crescent of the prominent Palm Jumeirah. Nestled between two 5-star hotels, residents are spoilt for choice among the fine dining restaurants and world-class spas.

The newly developed Nakheel Mall on The Palm Jumeirah, just a stroll away from Serenia provides residents with lively retail, hospitality and entertainment options.

Serenia's location offers its residents a plethora of different views; whether it be The Marina Skyline, Burj Al Arab, Atlantis 1 and 2, The Palm Jumeirah, and most importantly, the pristine seas of The Gulf.



THE RESIDENCE



Serenia Residences The Palm

THE RESIDENCE



View from One of the Three Presidential Penthouses

THE RESIDENCE



Infinity Swimming Pool



THE RESIDENCE



View of Infinity Swimming Pool and Private Beach

THE RESIDENCE



BBQ Pit



THE RESIDENCE



Infinity Swimming Pool

THE RESIDENCE



View From Serenia North



THE RESIDENCE



View From Serenia East

THE RESIDENCE



Serenia Residences The Palm West



THE RESIDENCE



Serenia Residences The Palm



THE RESIDENCE



View From Serenia at Night

THE RESIDENCE



View From Serenia at Night

LAYOUT, APPEARANCE & FINISH

Serenia's simplistic yet contemporary architecture blends extraordinary vistas through cantilevered glass and wrap-around balconies. All residents enjoy full floor to ceiling windows, whilst luxurious finished mirror a beachfront lifestyle with muted tones and contemporary styling.

Serenia offers unique garden homes sitting on the ground floor. These residences on the shores of The Palm offer total privacy and tranquility with easy access to serenia's gym, infinity pool and beach. The garden homes offer unique layouts to appeal to various tastes and preferences. Part of the garden home is a gourmet island kitchen open to a spacious living/dining room, fully equipped with top of the line Miele/Smeg appliances.

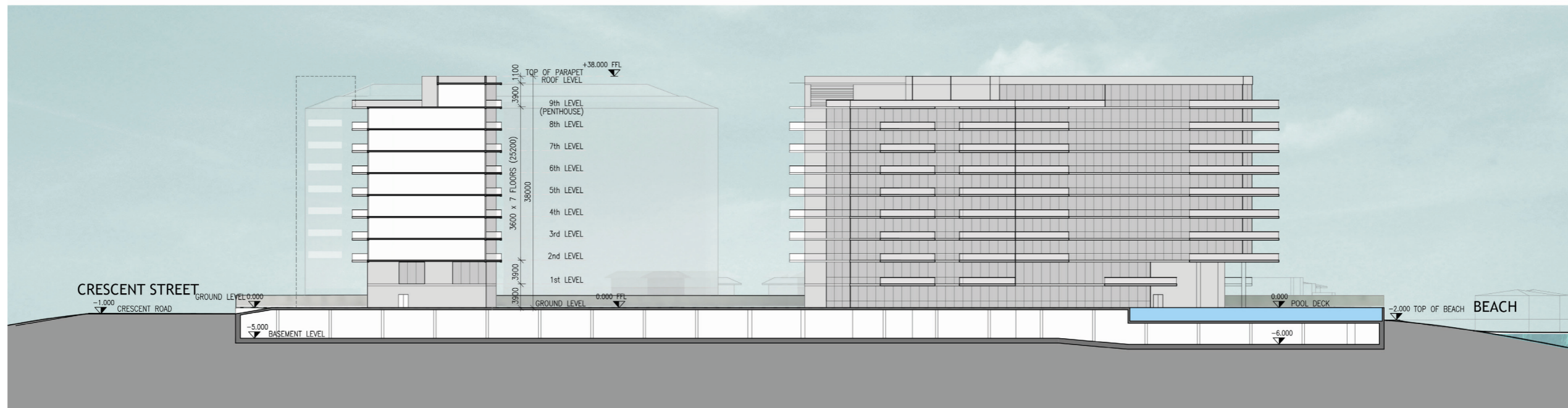




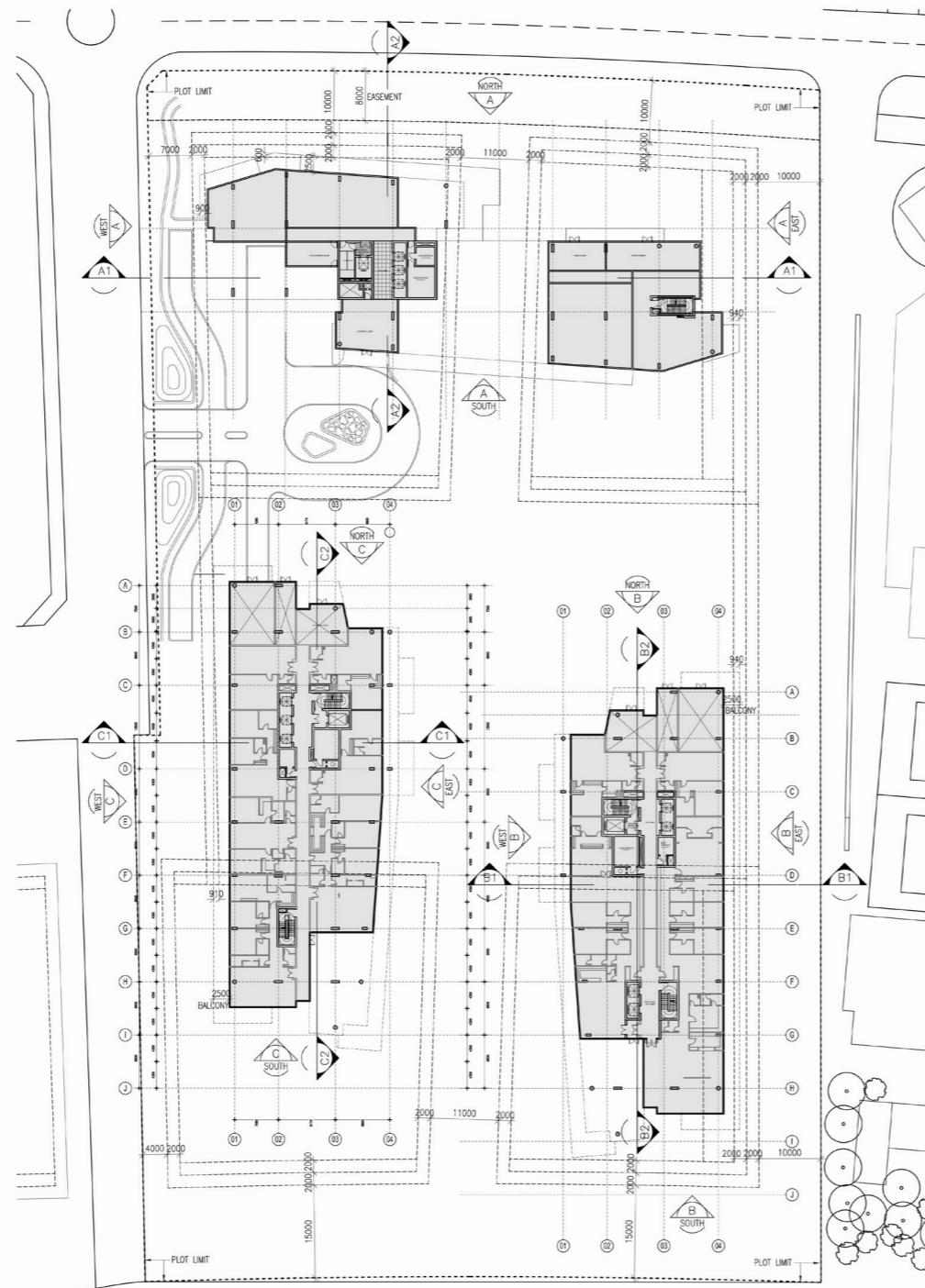
LAYOUT, APPEARANCE & FINISH



LAYOUT, APPEARANCE & FINISH



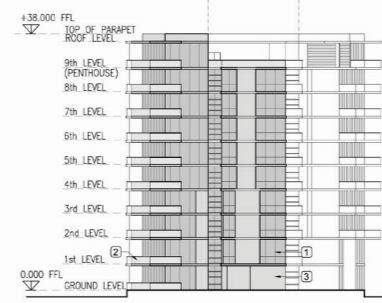
LAYOUT, APPEARANCE & FINISH



SITE PLAN WITH SETBACKS



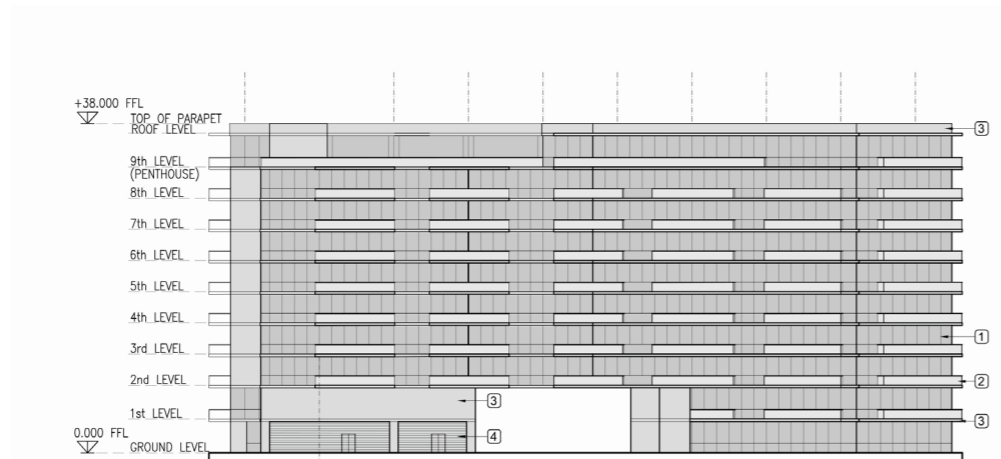
ELEVATION A- EAST



ELEVATION A- WEST



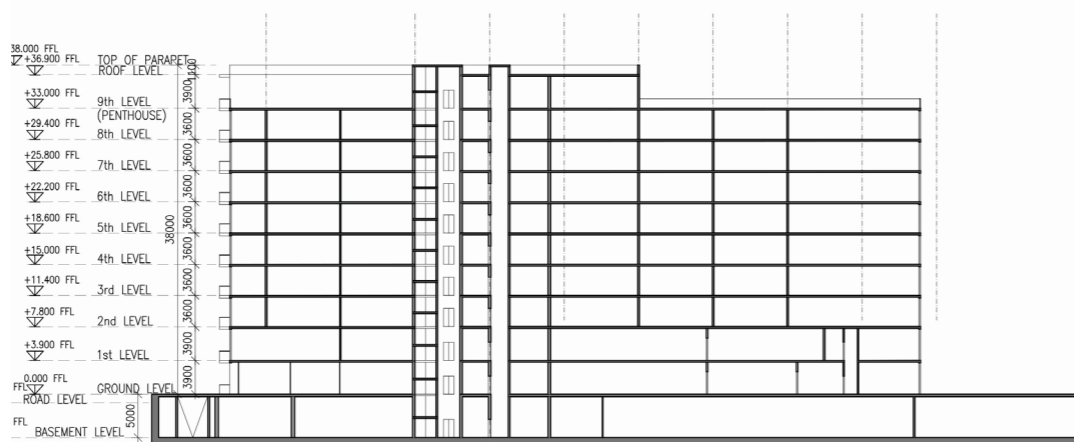
LAYOUT, APPEARANCE & FINISH



ELEVATION A- NORTH

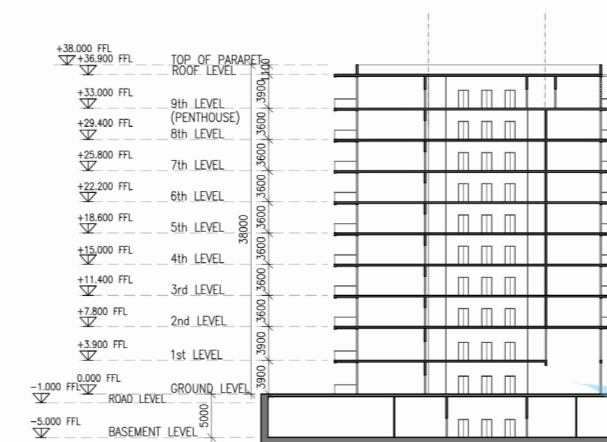


ELEVATION A- SOUTH

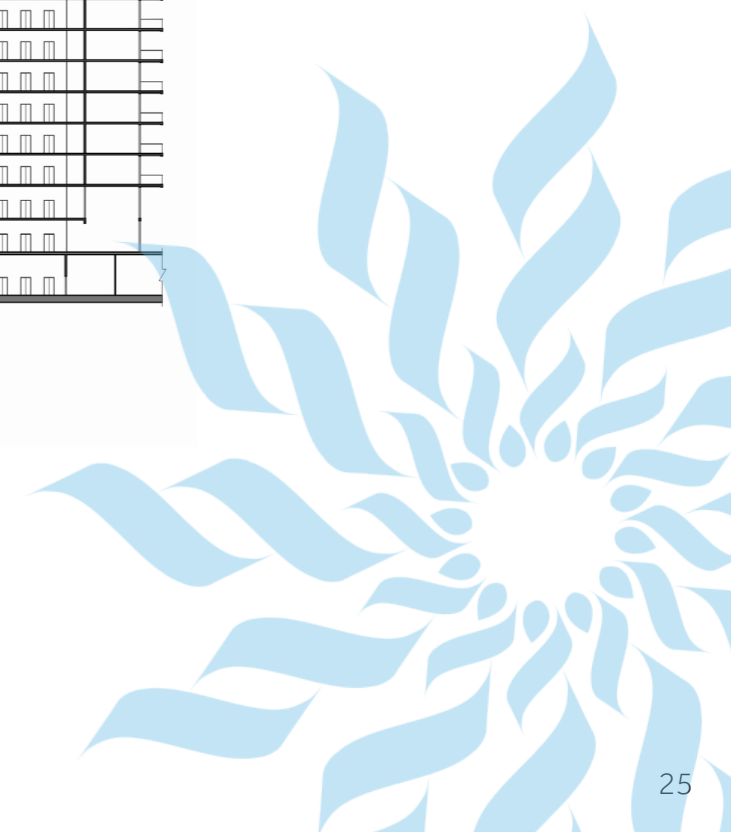


SECTION A1

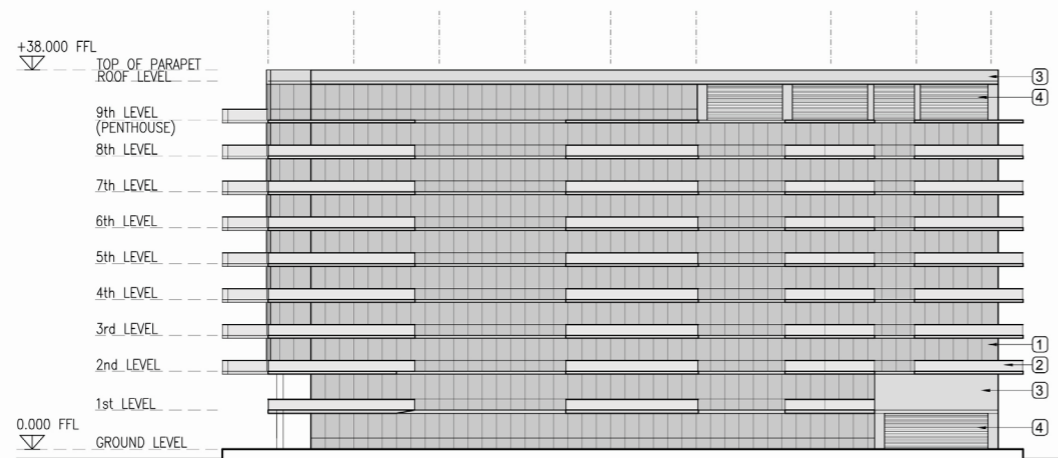
- LEGEND**
- ① LIGHT GREY TINTED GLASS
 - ② CLEAR GLASS WITH STAINLESS STEEL RAIL
 - ③ ALUMINIUM CLADDING
 - ④ LOUVERS



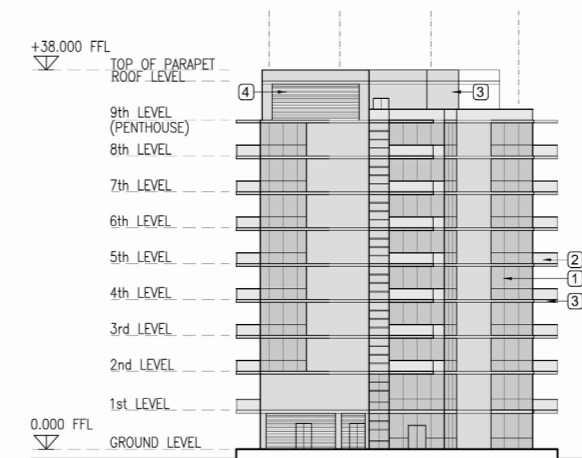
SECTION A2



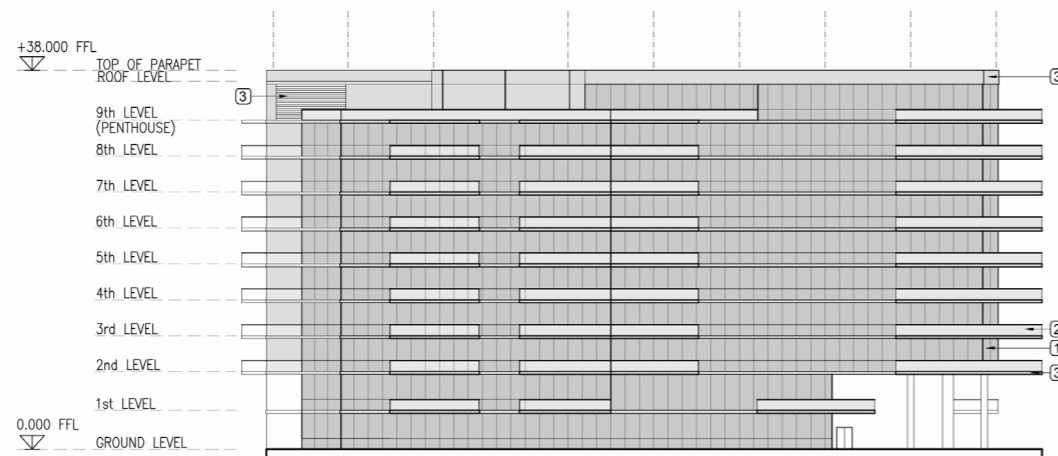
LAYOUT, APPEARANCE & FINISH



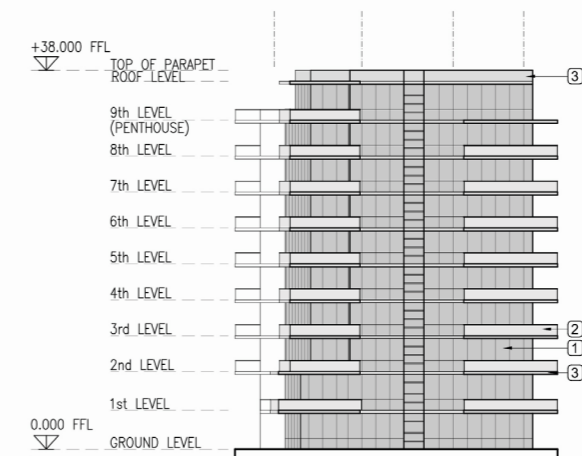
ELEVATION B- EAST



ELEVATION B- NORTH



ELEVATION B- WEST



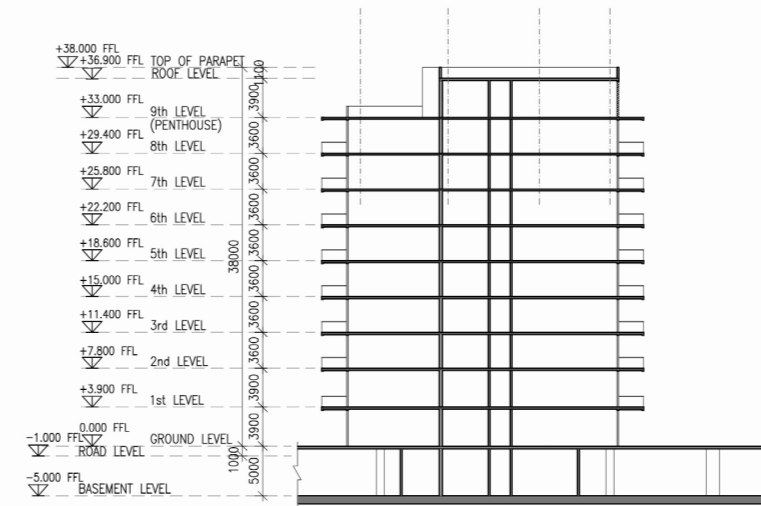
ELEVATION B- SOUTH



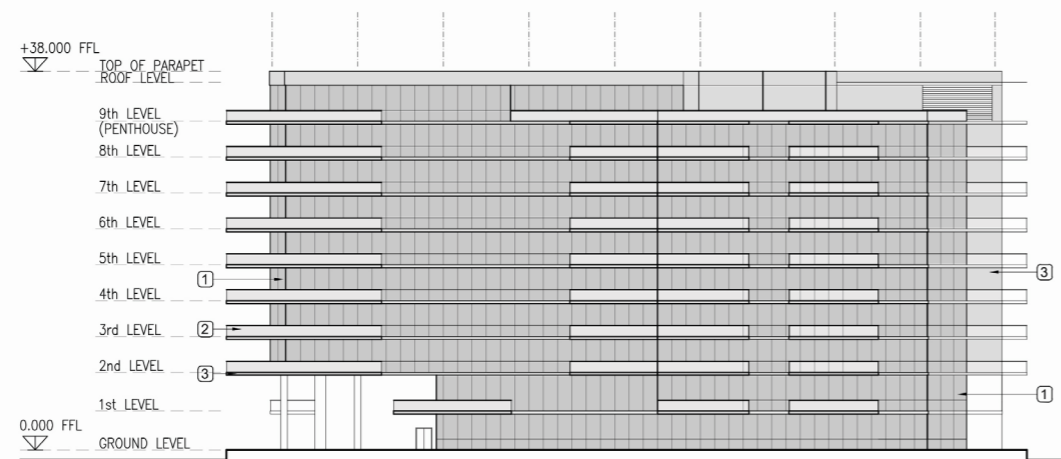
LAYOUT, APPEARANCE & FINISH



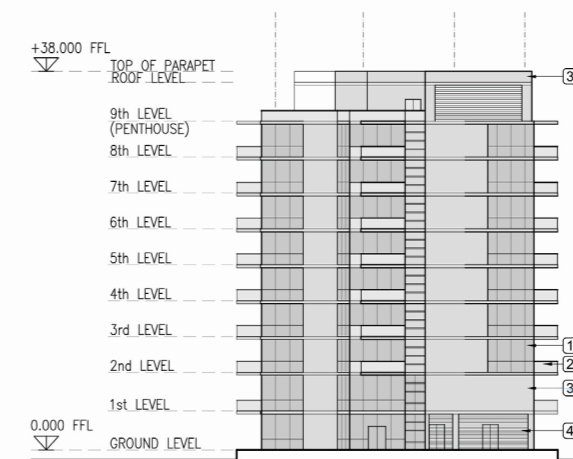
SECTION B2



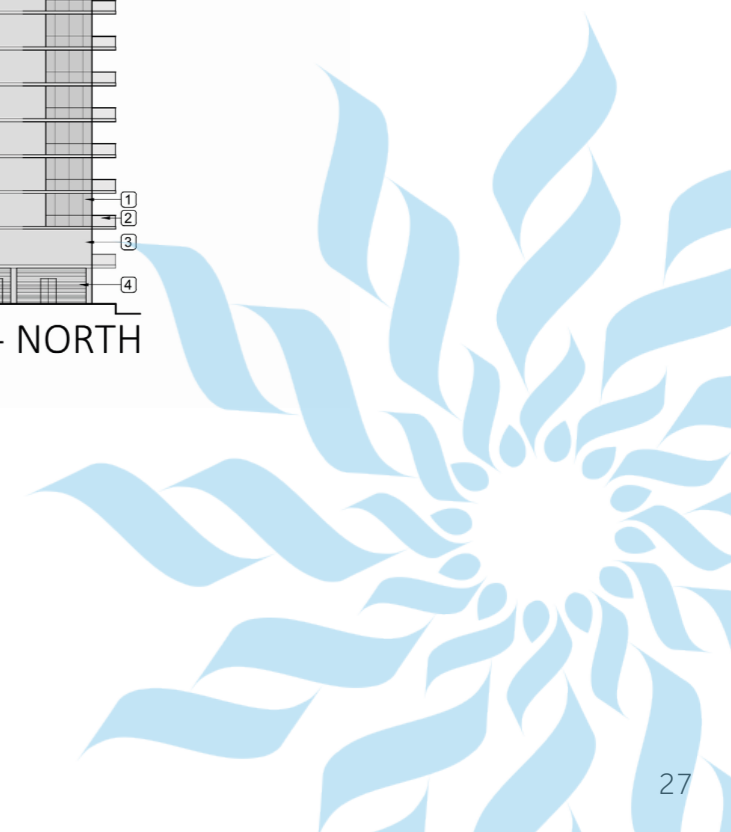
SECTION B1



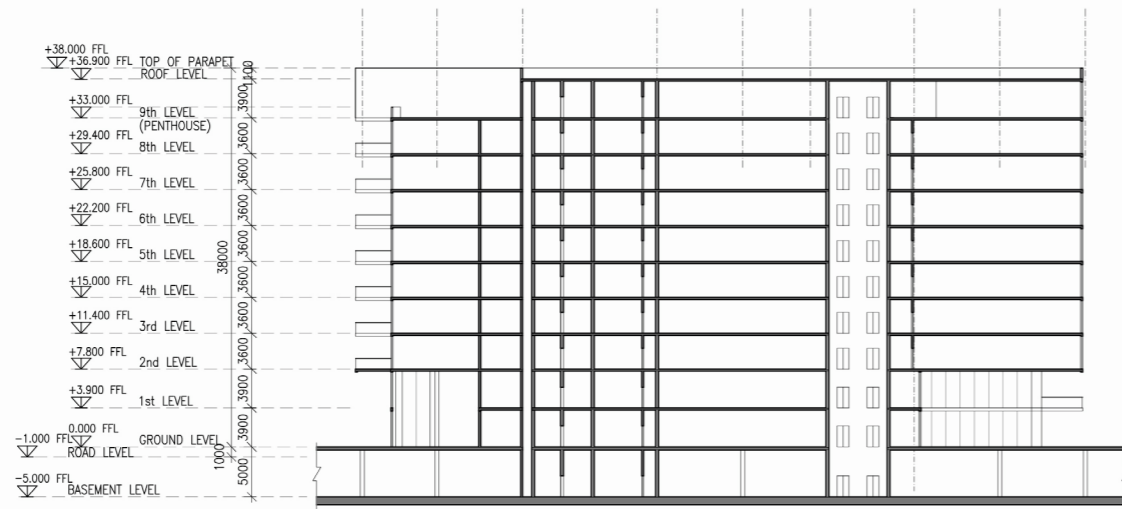
ELEVATION C- EAST



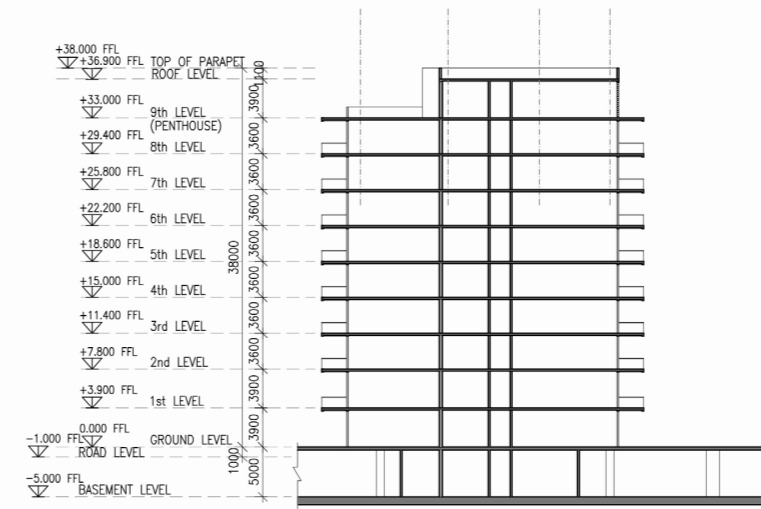
ELEVATION C- NORTH



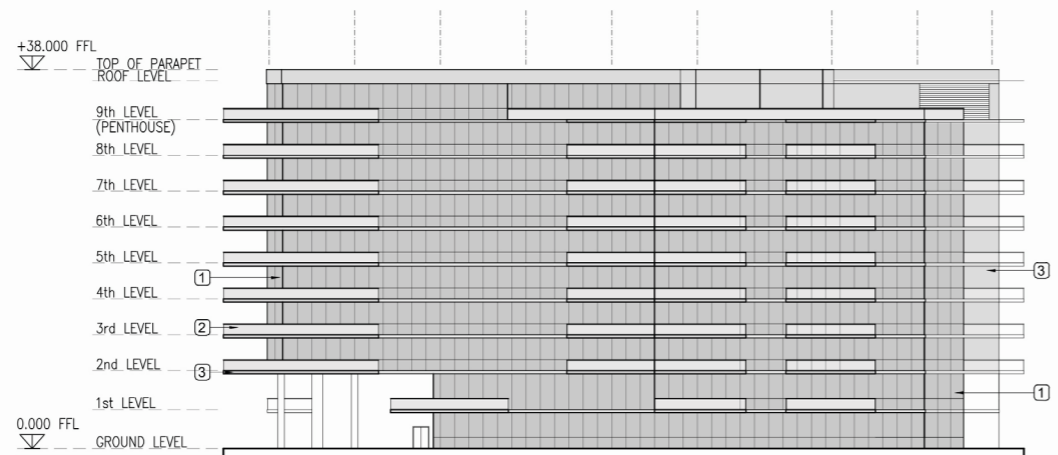
LAYOUT, APPEARANCE & FINISH



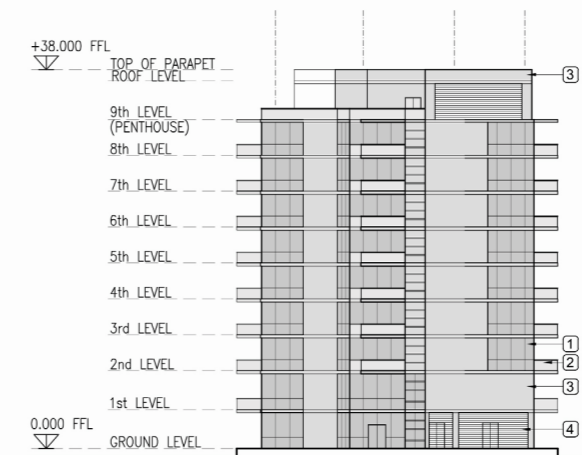
SECTION B2



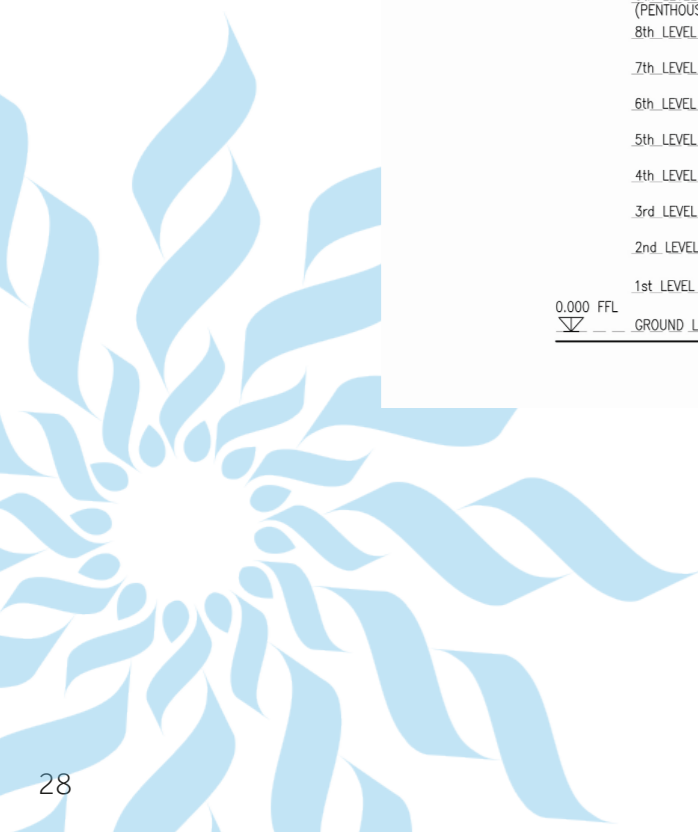
SECTION B1



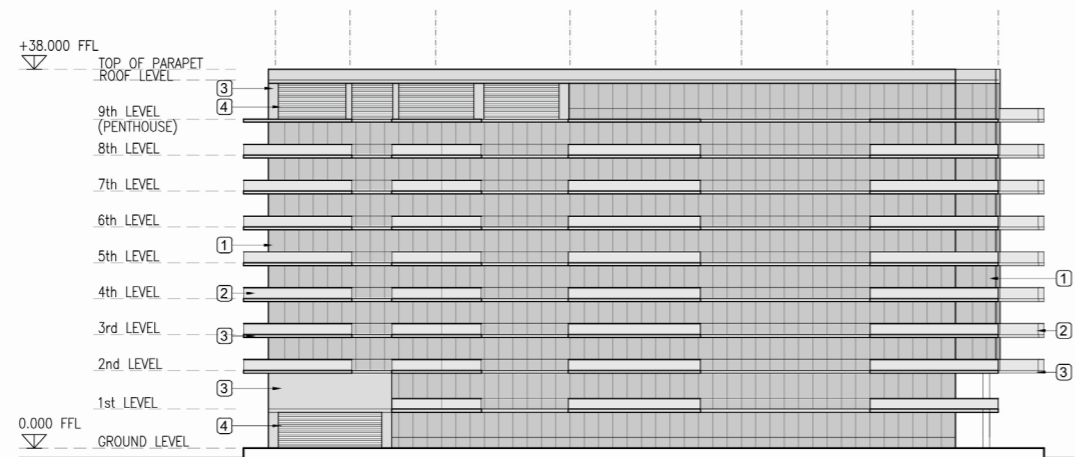
ELEVATION C- EAST



ELEVATION C- NORTH



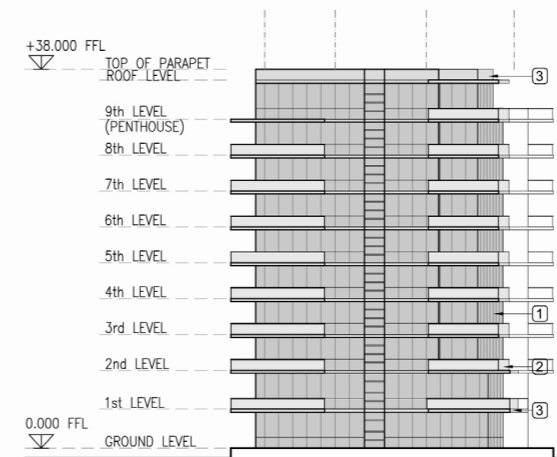
LAYOUT, APPEARANCE & FINISH



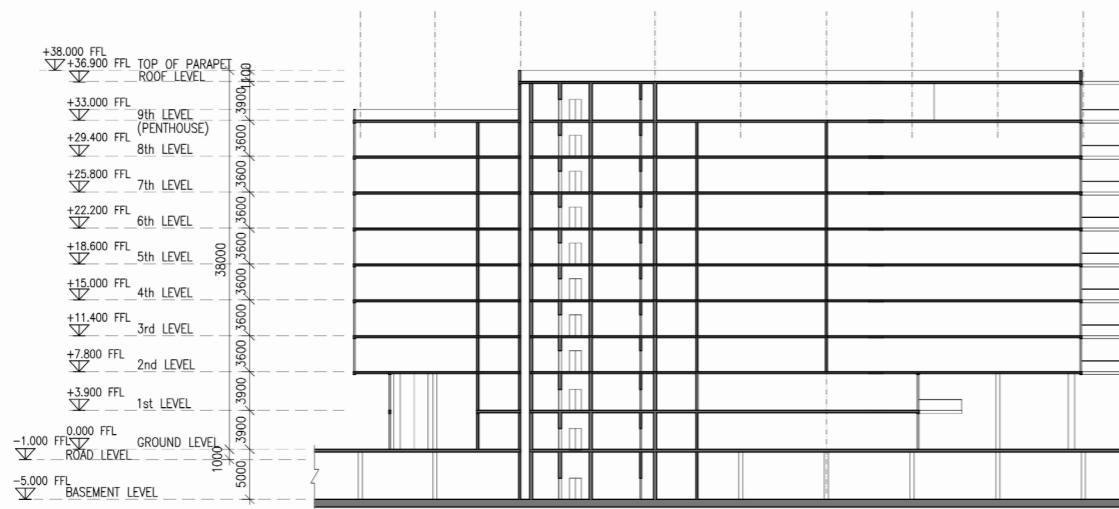
ELEVATION C- WEST

LEGEND

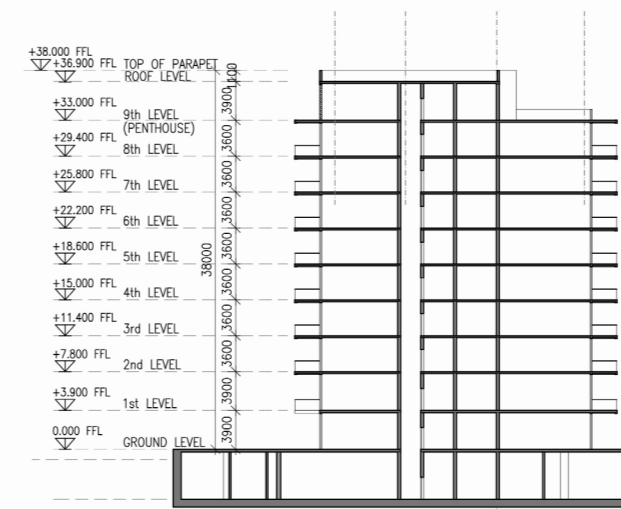
①	LIGHT GREY TINTED GLASS
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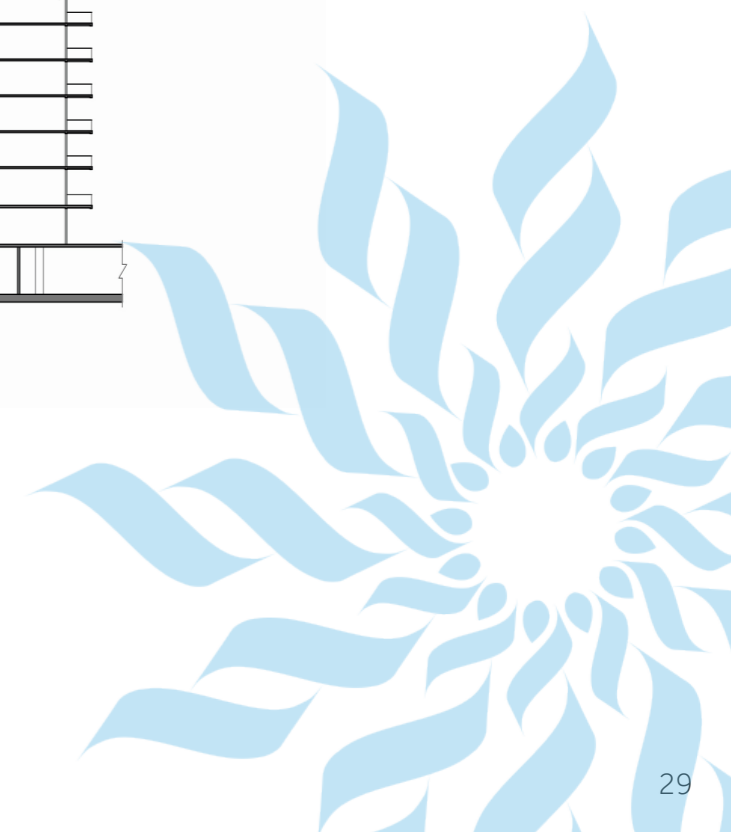
ELEVATION C- SOUTH



SECTION C2



SECTION C1



LAYOUT, APPEARANCE & FINISH



Putting Green



Kids Play Area

LAYOUT, APPEARANCE & FINISH



Tennis Court

LAYOUT, APPEARANCE & FINISH



State-Of-The-Art Technogym Equipped Gymnasium



LAYOUT, APPEARANCE & FINISH



22-meter Lap Pool

LAYOUT, APPEARANCE & FINISH



Kids Swimming Pool





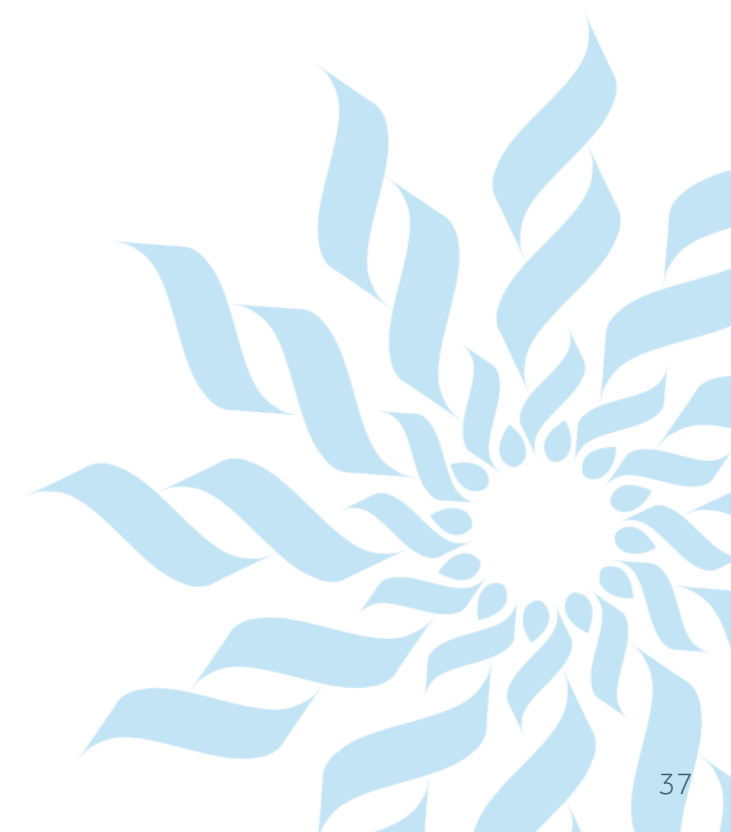
INTERIORS

Apartments are fully fitted with Miele/Smeg washing machines, refrigerators, cookers and microwaves. All apartments possess expansive floor to ceiling glass windows of 3.2 meters in height, and acoustic floor matting to reduce ambient noise.

Bathrooms feature a marble counter, frameless glass-enclosed showers, and Hansgrohe sink and features.

Serenia is the first in the region to apply push-out window panels in all apartments to allow easy flow of air.

All kitchens carry are modern Italian kitchens in which they include breakfast bars, stainless steel appliances from Smeg, set against custom-made cabinetry with high-grade Technistone counters, and a full height backsplash.



APPEARANCE & FINISH



Living Space Half-Floor Penthouse



Cold Kitchen Half-Floor Penthouse

APPEARANCE & FINISH



Master Walk-In Wardrobe



Master Bathroom



APPEARANCE & FINISH



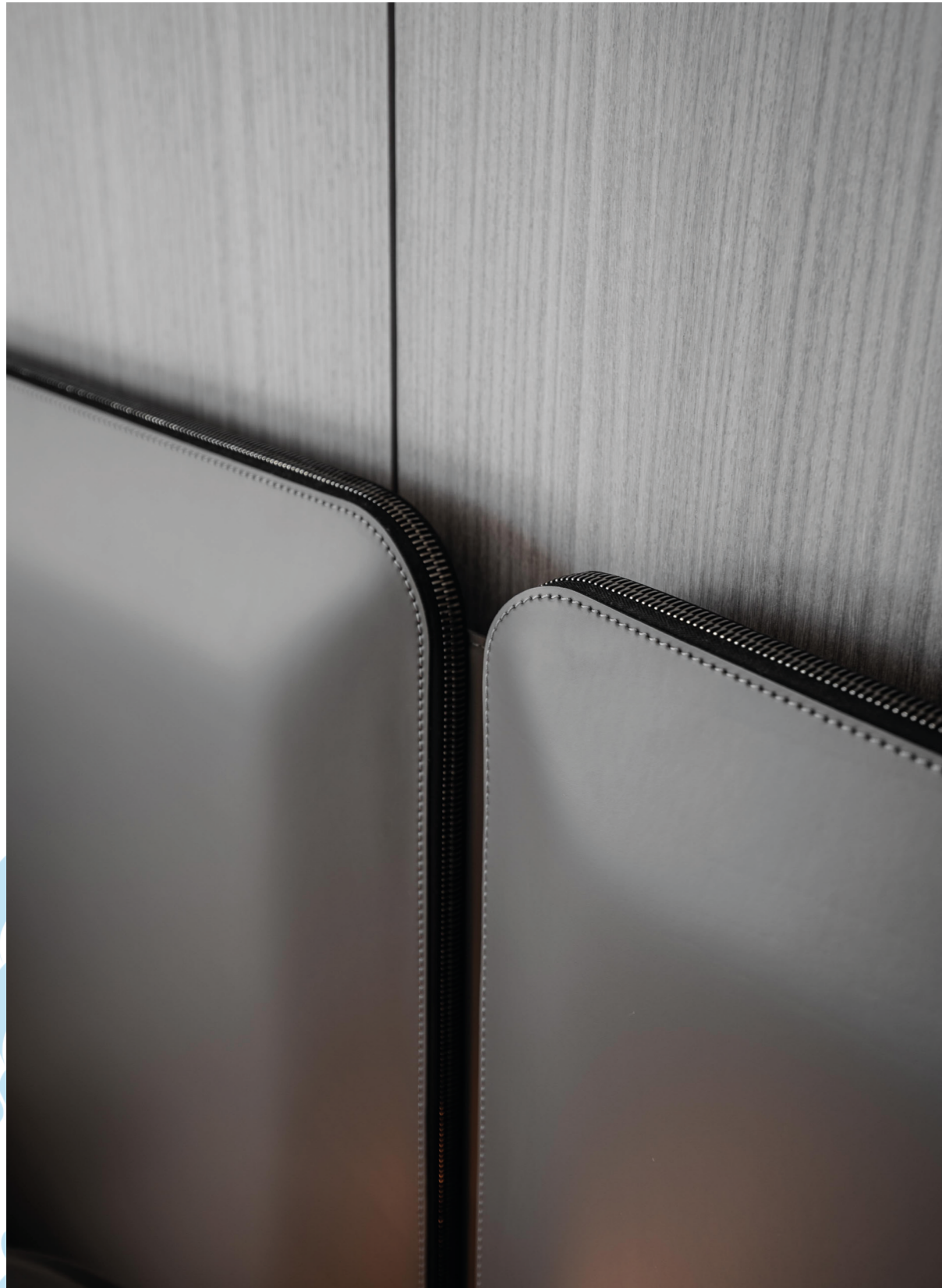
Living Space Presidential Penthouse



Family Room Presidential Penthouse



APPEARANCE & FINISH



Detail Master Bedroom Presidential Penthouse



Master Bedroom Presidential Penthouse



Wall Presidential Penthouse

APPEARANCE & FINISH



Living Space Half-Floor Penthouse



Living Space Half-Floor Penthouse



Powder Room Presidential Penthouse

SAFETY, SECURITY, SUSTAINABILITY & INNOVATION

- ❖ Covid safety guidelines practiced strictly
- ❖ Movement of contractors and visitors managed for residents safety and well being
- ❖ Booking system in place to ensure optimal use of amenities
- ❖ Helpdesk services to ensure safe and convenient execution of works
- ❖ Access control system and 24/7 CCTV surveillance to ensure immediate response
- ❖ Consistent communications with relevant authorities to ensure latest guidelines are observed
- ❖ Dedicated lifeguards
- ❖ Continuous disinfection/sanitizing program
- ❖ Lighting control system
- ❖ Gated private entrance to enhance and access control security







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