



**Prop971**

# Off Plan Projects in the UAE. Curated Opportunities.



- **FEATURED PROJECTS:**

Access a curated list of top-tier off plan developments across Dubai, Abu Dhabi, and beyond.



- **INVESTMENT INSIGHTS:**

Receive market data and yield potential analysis for your selected properties.



- **TRUSTED DEVELOPERS:**

Connect only with verified and highly-rated UAE property developers.

**Visit Us:** [www.prop971.com](http://www.prop971.com)

\*Prop971 is a curated data platform for UAE off plan properties.\*



# SERENIA DISTRICT

AT JUMEIRAH ISLANDS



PALMA<sup>TM</sup>  
DEVELOPMENT



## A world class property developer

We create extraordinary homes for extraordinary people.

As a trusted real-estate developer, we pride ourselves in our legacy for distinctive, high-quality designed spaces and contributing to Dubai's iconic skyline. Offering superior investment returns, our projects bring exceptional experiences to the select few.

**Part of Palma Holding**





Delivering timeless projects and growing  
wealth in the region since 2002

15

Projects

8

Million sq. ft

16

Billion  
AED Portfolio





## Pioneering Developer

Established in 2002, a long-standing presence in Dubai's real estate market.



## Iconic Projects

Developed prestigious projects in prime locations like Palm Jumeirah and Dubai Marina.



## Award-Winning Designs

Recognized for unique and innovative architectural designs.



## Timely Delivery

Adhering to project timelines and ensuring on-time completion.



## Strong Investment Potential

Providing attractive returns for investors.

A strategic collaboration



PALMA<sup>TM</sup>  
DEVELOPMENT



BANIAN

## Serenia, our premium homegrown brand

Serenia is Dubai's premium residential brand, creating distinctive communities in exclusive locations.

Strategically positioned in prime waterfront settings, Serenia offers a collection of ultra-exclusive residences in Dubai with extraordinary amenities & featuring fantastic panoramic views of The Palm & the Dubai skyline.



SERENIA  
LIVING



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.



Exquisite beachfront  
Living



Outdoor infinity pool



Located on the  
crescent





## 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 panoramic views.

**Estimated Completion** Q4 2025



One of the largest  
residential swimming pools



Direct access to  
the beach



Lush landscaping and  
resort lifestyle



# SERENIA DISTRICT

AT JUMEIRAH ISLANDS

Exceptional Urban Living





# Principles



01

Unique  
location

02

Cultivating a  
community

03

Timeless  
design &  
architecture

04

Curated  
contemporary  
interiors

05

Serenia  
Signature  
Clubhouse

06

Extraordinary  
resort lifestyle



DUBAI MARINA

EMIRATES LIVING

EMIRATES HILLS

JUMEIRAH LAKE TOWERS

JUMEIRAH ISLANDS



**600,000 sq.ft**  
plot



**3.5 Million sq.ft**  
of built-up area



**Half kilometer**  
land width



# Urban serenity



**20 Km**

walkways & pathways



**Self-sufficient**

community hub



# Urban vibrancy



DUBAI HARBOUR

BURJ AL ARAB

BLUEWATERS

JUMEIRAH ISLANDS





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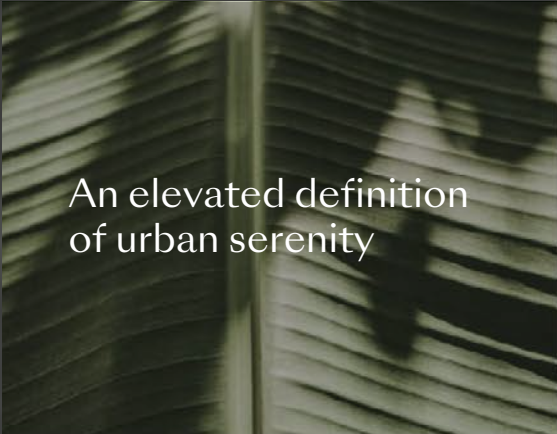
05

Serenia  
Signature  
Clubhouse

06

Extraordinary  
resort lifestyle





An elevated definition  
of urban serenity

A close-up, blurred image of green leaves, likely from a palm tree, creating a sense of depth and texture.

Distinguished address,  
exceptional lifestyle

A blurred image of water ripples, creating a sense of movement and tranquility.

Cultivating  
connections, creating  
community

A black and white photograph of two women smiling and interacting, suggesting a sense of community and connection.

Where discovery leads  
to purpose

A photograph of a paved path leading through a lush, green park with trees and a lamppost, suggesting a journey of discovery.

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Japanese inspired architecture

# 入れ子

Clean, simple aesthetics & design

Drawing inspiration from the Ireko design language, the design radiates tranquility, emphasizing simplicity and thoughtful use of space.





























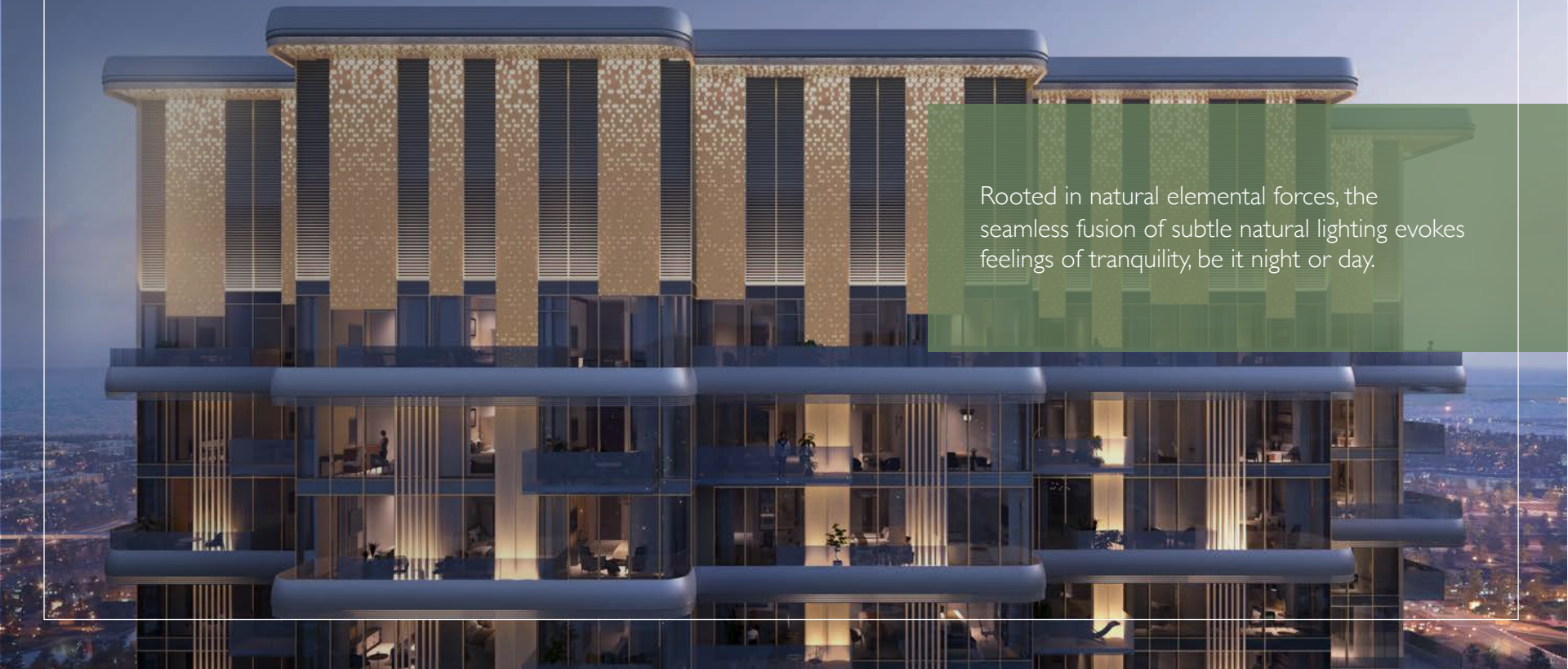


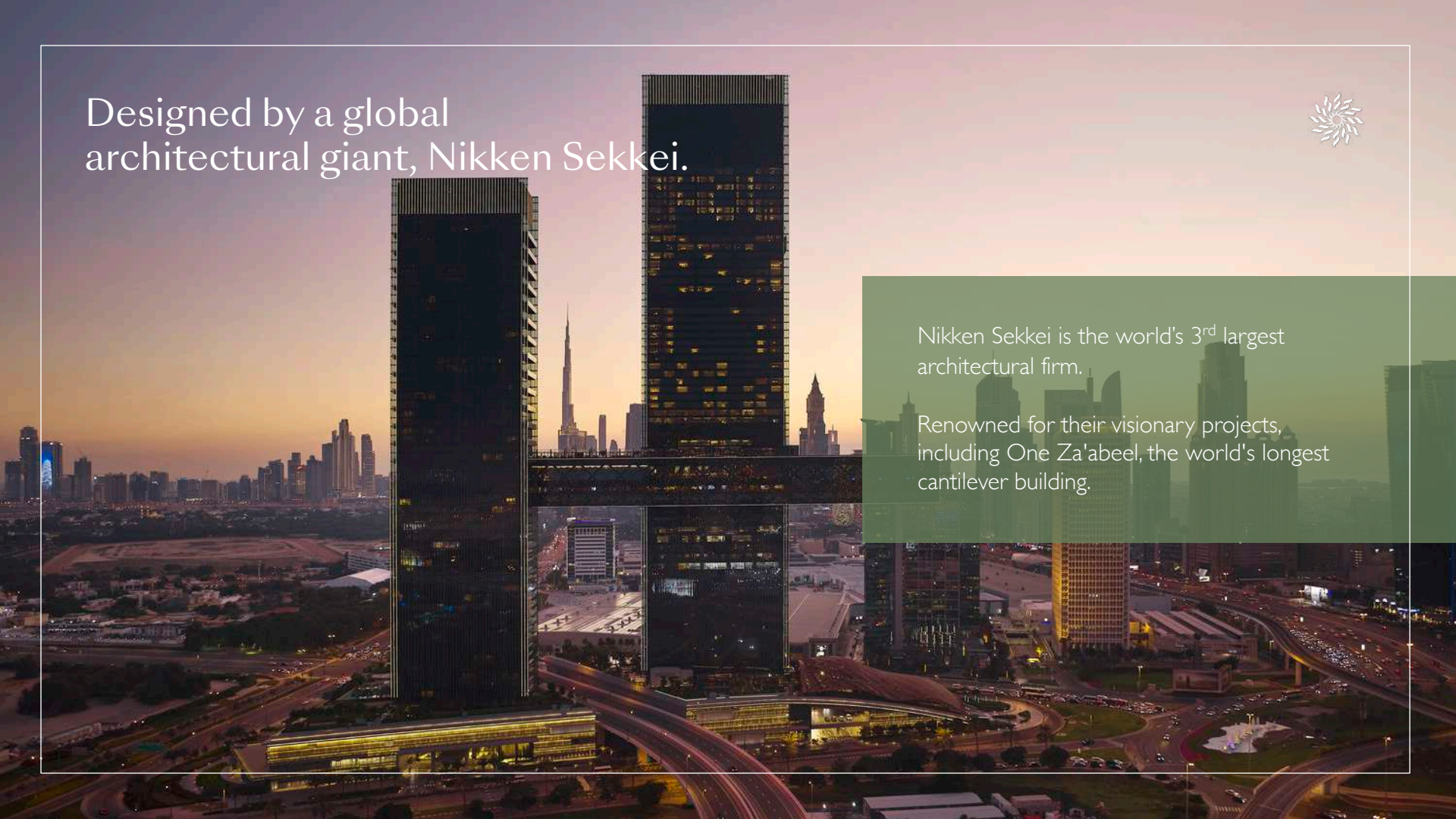


# Sophisticated starlight façade lighting



Rooted in natural elemental forces, the seamless fusion of subtle natural lighting evokes feelings of tranquility, be it night or day.



An aerial photograph of a modern skyscraper at dusk. The building has a dark, textured facade and is illuminated from within. In the background, a city skyline is visible, including the Burj Khalifa. The sky is a mix of orange and purple hues. The foreground shows a highway and some lower-level buildings.

Designed by a global  
architectural giant, Nikken Sekkei.



Nikken Sekkei is the world's 3<sup>rd</sup> largest  
architectural firm.

Renowned for their visionary projects,  
including One Za'abeel, the world's longest  
cantilever building.





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Interiors crafted to exude  
elegance and tranquillity



















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# One-of-a-kind clubhouse



**100,000 Sq.Ft**  
of amenities over 4 levels



**A Community hub**  
for all residents at Serenia District



**Exciting**  
retail concepts







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



# Serenia Signature Clubhouse





Ground floor dedicated for  
exciting retail concepts





# Spa & ladies' gym floor level





# Multi-functional games room

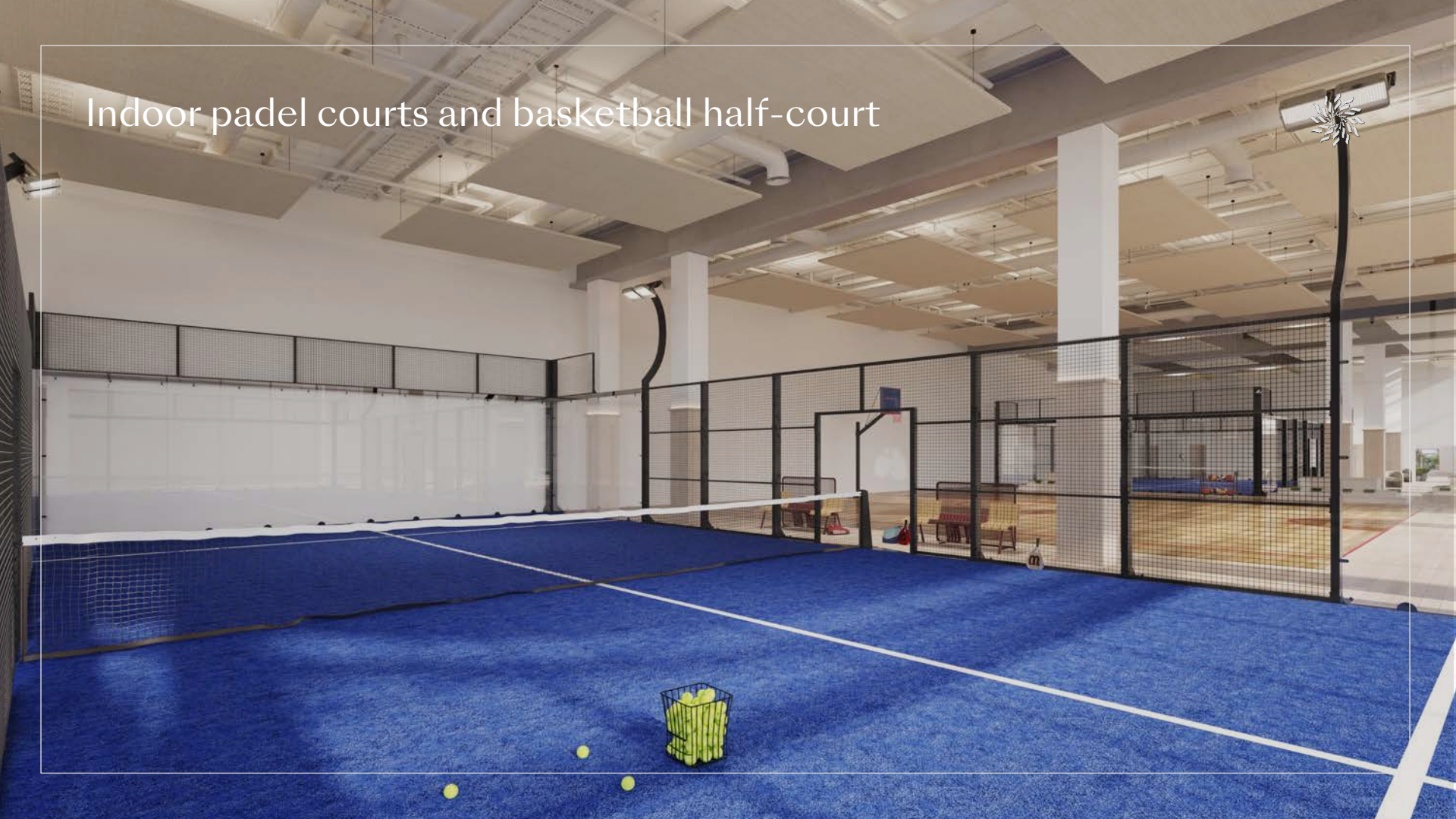


# Indoor pool





# Indoor padel courts and basketball half-court



# Spa overlooking Jumeirah Islands





# Outdoor infinity pool





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Health & Social

2

1

Serenia Signature Clubhouse

3

Sports & Recreation

4

Family Oasis

5

Nature Discovery

6

Wellness Retreat



40+  
Amenities



½ KM  
Podium



5  
Pools



4  
Sports Courts  
(3 Indoor,  
1 Outdoor)



# Serenia Signature Clubhouse



1

Serenia Signature Clubhouse



# Health & Social



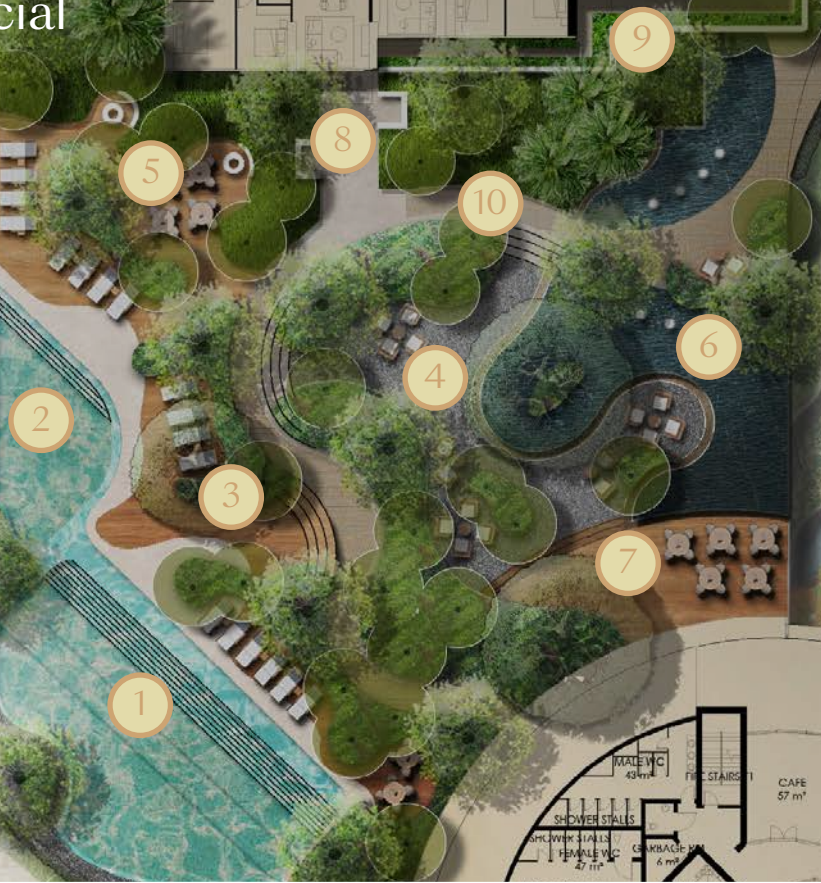
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Health & Social





# Health & Social



01 Lap pool

02 Shallow pool

03 Pool deck

04 Exclusive garden

05 BBQ area

06 Water feature

07 Seating area

08 Lobby entrance

09 Private garden

10 Garden path



Health & Social





# Health & Social





# Sports & Recreation



3

Sports & Recreation



# Sports & Recreation



1

6

5

3

2

4

7

01 Bridge

02 Active lawn

03 1-km active path & walkway

04 Shaded structure

05 Multi usage games areas

06 BBQ area

07 Private garden



# Sports & Recreation





# Family Oasis



4

Family Oasis



# Family Oasis



01 Walkway

02 Lobby entrance

03 Pool deck

04 BBQ platform

05 Shaded structure

06 Family pool

07 Shallow pool

08 BBQ area

09 Seating area

10 Private garden

11 Outdoor shower

4

2

10

11

8

9

3

6

7

5

1

LOBBY  
8 m²

LOBBY 4

LOBBY 5



# Family Oasis





# Family Oasis





# Nature Discovery



5

Nature Discovery



# Nature Discovery



5

1

2

3

7

6

4

01 Nature playground

02 Mechanical water play

03 Wadi water play

04 Shallow water play

05 Lookout pavilion

06 Lookout platform

07 Treehouse



# Nature Discovery





# Wellness Retreat



6

Wellness Retreat



# Wellness Retreat



01 Yoga deck

02 Wellness lawn

03 Meditation garden

04 BBQ area

05 Seating area

06 Lookout pavilion

6

3

5

2

1

4

LOBBY  
8 m²

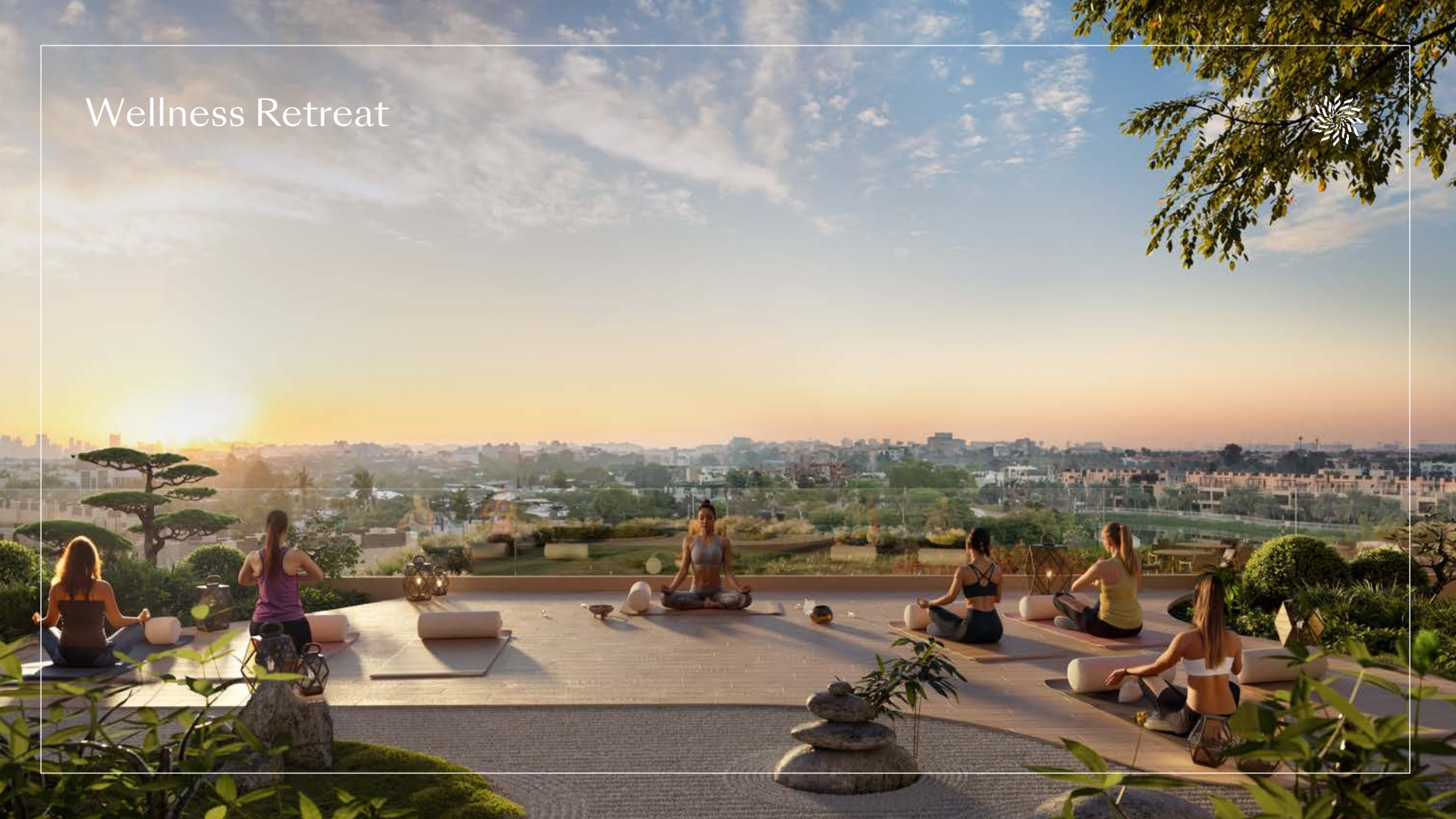
LOBBY  
2 m²

LOBBY 5

LOBBY 6



# Wellness Retreat







Health & Social

2

5

Nature Discovery

1

Serenia Signature Clubhouse

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Sports & Recreation

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Wellness Retreat



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In numerology, 6 represents nature and balance — qualities embodied by the 6 integrated towers and the six unique lifestyle zones of the community.



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